

MEDIA KIT

Wendy Van Besien

EXECUTIVE COACH
LEADERSHIP ADVISOR
SPEAKER

*Helping successful people think
differently about how they lead, work
and live.*



EXPERIENCE IN ROOMS WITH LEADERS FROM

Johnson & Johnson, Bayer, Perrigo, Ascensia, L'Oréal, Colgate-Palmolive, Mars,
American Express, Medidata and Healthfirst



ABOUT WENDY

Wendy Van Besien has spent her career curious about people, what drives them, what gets in their way, and what allows them to do their best work and live more fully. Today she is an executive coach and leadership advisor who works with senior leaders and teams across global organizations. Her work sits at the intersection of leadership, human behavior, performance and flourishing.

Before becoming a coach, Wendy spent more than 20 years in business, including brand leadership roles at Johnson & Johnson and earlier experience at Ford Motor Company. She understands leadership not simply from studying it, but from living inside organizations, navigating competing priorities, difficult personalities, organizational change, high expectations and the very human dynamics underneath it all. For more than a decade, she has brought that perspective to executive coaching and leadership development.

HER STYLE HAS BEEN DESCRIBED AS

*a velvet
hammer.*

Warm, candid and willing to ask the question others may be avoiding.

WENDY'S PERSPECTIVE

Great leadership begins with understanding people, ourselves and those around us.

Leaders create environments. Through what they notice, what they encourage, what they tolerate and how they respond when things get difficult, they shape whether people speak up, take risks, use their strengths and do their best work. Grounded in leadership development, Positive Psychology and a lifelong fascination with what helps people thrive, Wendy's work comes back to a simple idea: when we understand people better, we create the conditions for stronger leadership, healthier teams and better performance, and give people a greater opportunity to flourish along the way.

What Wendy talks about

What Is It Like to Be Led by You?

Most leaders can describe the kind of leader they intend to be. The more interesting question is what people actually experience. Do people tell you the truth? Bring you bad news early? Challenge your thinking? Wendy explores the space between leadership intention and leadership impact.

The Conversation You're Not Having

Most of us have one. The employee whose performance we keep working around. The boss we haven't challenged. Wendy explores why smart, capable people avoid conversations they know they need to have, and how avoiding discomfort often creates something far more difficult.

When Your Strength Becomes the Problem

The qualities that helped us become successful don't always serve us in the same way forever. High standards may quietly become control. The question isn't whether your strengths are still strengths. It's whether you know when they're working for you, and when they're not.

Why Smart People Stay Quiet

Organizations hire smart people and then sometimes unintentionally teach them not to speak. Wendy explores what happens when offering a different perspective simply isn't worth the cost, and what leaders may unknowingly be doing to create that environment.

Are You Flourishing or Just Functioning Really Well?

Successful people can become extraordinarily good at functioning. But functioning well and flourishing aren't necessarily the same thing. If nothing were wrong, but something were missing, would you know what it was?

Bio + Background

INTRODUCTION

Wendy Van Besien is an executive coach, leadership advisor and speaker who helps successful people think differently about how they lead, work and live. A former Johnson & Johnson brand leader with a B.S. from Cornell and an MBA from Columbia Business School, Wendy brings more than three decades of business and coaching experience to conversations about leadership, human behavior, performance and flourishing.

INTERVIEW & PODCAST QUESTIONS

- Why do some of the smartest people in an organization stop speaking up?
- What is the difference between leadership intention and leadership impact?
- How can a strength become a leadership liability?
- What makes us avoid conversations we know we need to have?
- Why do successful people sometimes struggle to ask for help?
- Can you be highly successful and still not be flourishing?
- What have you learned from hearing what employees say about leaders when those leaders aren't in the room?
- Why might “bring your whole self to work” be the wrong goal?

FORMATS

- | | |
|---------------------------------|---------------------------------------|
| Podcast and media interviews | Keynotes and leadership conversations |
| Executive and leadership panels | Corporate workshops and offsites |
| Virtual leadership sessions | Team effectiveness engagements |
| Executive coaching | One Question. 20 Minutes. |

AREAS OF EXPERTISE

- Executive Coaching
- Leadership Effectiveness
- Executive Presence
- Difficult Conversations
- High-Performing Teams
- Self-Awareness
- Influence
- Organizational Change
- Leadership Transitions
- Psychological Safety
- Happiness & Flourishing
- Human Behavior at Work

BACKGROUND

Columbia Business School
MBA

Cornell University
B.S., Industrial and Labor Relations

Johnson & Johnson and strategy consulting
20+ year career in marketing, strategy and general management

Ford Motor Company
Early career

Executive Coaching & Leadership Advisory
10+ years with senior executives, emerging leaders and leadership teams

Wendy Van Besien

wendyvanbesien.com
wrvanbesien@gmail.com