



Betsy Schuring

Coach / Facilitator

Betsy inspires leaders to lead with purpose and unlock their full potential. As a trusted partner, she helps them elevate performance, cultivate values-driven cultures, and lead with clarity and confidence. She believes that strong, intentional leadership creates a ripple effect that sparks growth at every level. When leaders thrive, those around them rise. Her guiding motto: *“Strong leadership. Meaningful life. Lasting legacy.”*

Clients appreciate Betsy’s ability to:

- Create trust and authentic connections
- Leverage their unique strengths while addressing blind spots
- Provide practical tools and empowering insights
- Help them embrace change with strength, resilience, and purpose
- Transform vision into focused, actionable goals

Areas of expertise:

- Executive Coaching: C-Suite to emerging leaders
- Aligning talent with culture across leadership teams
- Facilitating dynamic, results-oriented team sessions
- Supporting both for-profit and nonprofit organizations across varied industries
- Building strengths-based strategies that drive development and collaboration

More about Betsy

With over 25 years of experience, Betsy has partnered with entrepreneurs, nonprofits, and Fortune 500 companies to develop strong leaders and aligned, engaged teams. As a graduate of the University of Nebraska, she discovered the transformative power of positive psychology in human connection. Betsy integrates these principles with practical coaching strategies to help individuals grow with intention and lead with impact. Her passion for investing in what’s right with people is not just a belief it’s the purpose that fuels her work every day. Betsy is a certified Strong Interest Inventory coach, a Clifton Strengths Coach and a graduate of *Who You Are Leadership* and *Lead Self Lead Others*. Betsy finds joy in staying active, exploring new places, and spending time outdoors. She lives in Omaha, Nebraska with her husband, extended family, and their two feisty terrier rescue dogs.

Client Testimonials and Client List

What an amazing trainer, coach, mentor and overall person Betsy is. She is perceptive, extremely smart and her technique for helping you grow as a leader is so pleasant. When I started working with her, I thought that I was such a great leader. I realized pretty quickly that my skills in that area could be so much better and developed so much more. My professional relationship and affiliation with her have lasted many years and thru many organizations. Whether it was The Ritz Carlton Hotel Group, West Paces Hotels, Henry Ford Hospitals or Northwell Health, Betsy has always been a refreshing "go to" person for all needs: as related to talent selection, team building and overall coaching. There is no doubt in my mind that wanting to be the best means you have to surround yourself with the best people to attain those goals; and there is no one better than Betsy.

– Jeffrey Jacobs, Hospitality Ventures Consulting LLC

With Betsy, your success is her success. She is passionate about leadership development and coaching, and her coaching complements an individual leader's style. She listens intently and makes an effort to learn personality types to help enhance an individual leader's strength and focus on where there are areas for improvement.

– Ashley Gorski Poole, Vice President, Liberty Military Housing

Betsy has been instrumental in my personal and professional development. Her ability to train, assess and identify my key personal strengths has enabled me to evolve personally and advance professionally. Betsy is truly invested in her client's success!

– Cristina Cyr, Franchise Development Talent & Demographics Manager Home Instead Senior Care®

Betsy has been our Leadership Consultant at Lotus House of Yoga, High Vibe Cafe, Vibe Tribe Travel and My Yoga Exchange for the last 10 years! The expertise and strategic planning that she has guided us through is a direct correlation to the success and growth of our companies! Betsy is honest, dependable, and incredibly hard-working. She is also a pillar of the Nebraska Business Community and a huge advocate of charitable work. Along with her undeniable talent, Betsy has always been an absolute joy to work with. She is a true team player, and always manages to foster positive discussions and bring the best out of all of our leadership team!

– Anne Sweet, Founder & CEO Lotus House of Yoga High Vibe Cafe Vibe Tribe Travel

Betsy made my 360 feedback and coaching opportunity a positive experience. She listened to me and asked great questions. 360 feedback is not always comfortable, but she made this experience very comfortable and a safe place to go through the areas I need to grow and develop in. Also, I was very impressed how she was able to do this all virtually, and still build a great connection with me, my goals, and my development plan. Thank you to Betsy for being a part of my journey, and thank you for supporting my development that will take me on a better path into the future.

– Cindy Farless, Liberty Military Housing

