

"Grow Your People, Build your Culture, Transform Your Results."

YVETTE BETHEL

MEDIA PACKAGE

WWW.YVETTEBETHEL.COM

AWARD WINNING AUTHOR, TRAINER, HR & CHANGE CONSULTANT, EQ
PRACTITIONER & COACH



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About Yvette Bethel



As an HR and change consultant, emotional intelligence practitioner, trainer, lecturer and author, Yvette Bethel understands the people side of organizations and how to effectively bring together the corporate vision of business with the know-how of the staff. She encourages personal and professional growth through improved leadership competencies and emotional intelligence.

Yvette Bethel has more than 20 years of senior professional experience at a Fortune 500 company and 10 years as an independent consultant at Organizational Soul. During her tenure in the banking industry, she served in senior capacities in corporate strategy, marketing, PR, training and human resources. Bethel's HR and training experience commenced in the late 1980s and before venturing into her own business, her last HR and training role involved leadership of a portfolio of eight countries.

As a consultant, Bethel focuses on strategic HR and development projects. She works with her clients to design and implement projects for organizational restructuring, performance management, succession planning and talent management strategies, competency mapping, learning gap assessments, employee engagement surveys and she facilitates executive recruitment projects.

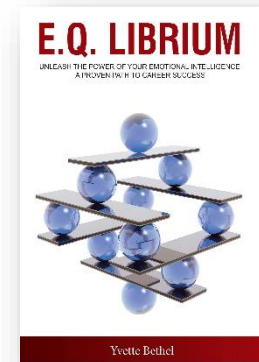
Yvette is an advanced Emotional Intelligence Practitioner within the Six Seconds network. Six Seconds is a global, non-profit organization with a sole purpose of introducing emotional intelligence to the world. Using emotional intelligence coaching, EQ assessments, emotional intelligence training and other interventions, Yvette helps organizations to executives to transform their cultures by building productive work relationships. In 2013 Yvette presented at the Nexus EQ conference held at Harvard University.

Bethel is a Fulbright Scholar who put her acquired skills to good use with over 25 years of work experience. She is a member of the International Women's Leadership Association, Society for Human Resources and the National Speaker's Association. She is a strong supporter of various organizations that provide food to children and she has served in leadership capacities on multiple scholarship committees.

Self-Mastery Products and Services By Yvette Bethel

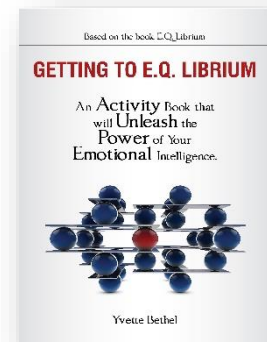
E.Q. Librium: Unleash the Power of Your Emotional Intelligence; A Proven Path to Career Success helps you to develop your ability to use your Emotional Quotient (EQ) to achieve self-regulation in emotionally charged situations. When you build your capacity to stabilize your emotions internally, you can better position yourself to achieve your career goals. The more you develop your skills to navigate your emotions, the more effective you will be at managing yourself, particularly when there are diverse personalities at play.

Publication Date Mar 28, 2012 • Distribution: Ingram •
Publisher: Organizational Soul Ltd • 232 pages
[Amazon](#) | [Barnes and Noble](#) | [iTunes](#)
www.yvettebethel.com



USA Best Book Award Winning companion **Getting to E.Q. Librium** activity book is designed to improve your emotional quotient. The introspective exercises help you to recognize your emotions, navigate those emotions and then respond to emotionally charged situations in a self-regulated way.

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The Games People Play at Work interactive video simulation is an emotional intelligence based simulation that both educates and entertains by immersing learners in a work environment where they are immediately challenged to navigate personalities and situations.

Distribution: www.thegamespeopleplayatwork.com •
Production: The Kennedy Group •
Publisher: Organizational Soul Ltd •
www.thegamespeopleplayatwork.com
www.yvettebethel.com



Evolve: A Coaching Solution for Leaders is a 4-6 month coaching program for executives, business owners, and managers. During that time persons being coached will participate in:

- Access to self-reflection tools on an online coaching portal;
- (2) One-hour Coaching Sessions; and
- (1) Two-hour Self Mastery Webinar.

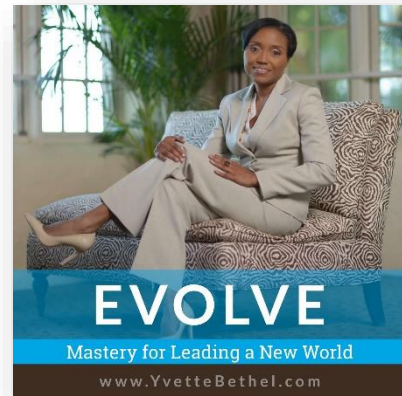
Throughout the *Evolve Coaching* program Yvette will work with executives, business owners and managers to:

- Connect with Your Purpose;
- Strategize Your Career Goals; and
- Develop Self Mastery Skills.

To enquire about the Evolve coaching package contact Yvette at:

www.yvettebethel.com

Sign up for the Evolve Podcast: iTunes



Who Can Benefit from the books, simulation and coaching?

- Executives;
- Managers/Assistant Managers;
- Entrepreneurs;
- HR Professionals and
- Coaches.

E.Q. Librium Excerpt

PREFACE

In the last decade or so, science has discovered a tremendous amount about the role emotions play in our lives. Researchers have found that, even more than IQ, your emotional awareness and abilities to handle feelings will determine your success and happiness in all walks of life, including family relationships.

— John Gottman Ph.D.

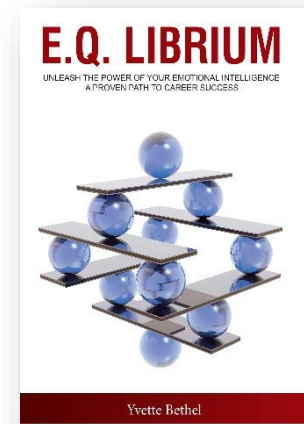
MANY journeys begin with a desire for personal discovery, development, or actualization. My journey into the domain of emotional intelligence started on what I thought was a simple path: a desire to learn how to manage my emotions. Earlier, I recognized a number of my emotions but had a very hard time managing them effectively, preferring to withdraw whenever my emotions felt assaulted by excessive information.

Building my emotional intelligence became a rite of passage when I realized that if I could manage my emotions effectively, I could become more successful and balanced in all aspects of my life. I also embarked on the journey of building my emotional competence, because the games people play in virtually any situation fascinated me. I started tracking the games people play at work, school, home, and church environments.

In the work environment, I observed employees who seemed overwhelmed by the politics when they were forced to engage in overly political work environments. Others basked in the complexity of overly political environments. I also observed people who were emotional time bombs. They erupted with raised voices, demonstrated accelerated speech patterns, created destructive confrontations, and exhibited profound moodiness. These behaviors led to a number of responses that ended up creating entire systems of behavioral patterns.

Over time, I started to accumulate a very long list of toxic interactions, and I started to explore how I could put this list to constructive use. One of my responses was to write this book. Another response was to create the simulation, THE GAMES PEOPLE PLAY AT WORK."

In too many organizations to mention, I witnessed similar emotionally oblivious patterns in leaders and employees and realized most people are blissfully unaware of how their behaviors impact their colleagues. For instance, one person may describe his or her behaviors as passionate, tenacious, and focused. The person on the receiving end may interpret the same actions as argumentative, controlling, bullying, or relentless. Both perceptions are real to the perceivers. If people are not trained to manage themselves and the situations they encounter, the result is often a toxic environment.



Another reason I chose to provide tools to develop your emotional intelligence is that there are tertiary academic systems concentrating predominantly on developing the academic competencies of students. As a result, there are students who are ill-equipped to successfully engage the emotional aspects of workplace interactions. The newcomers enter the workforce with ideals of teamwork, collaboration, and opportunities, but many of them encounter contaminated environments that draw them into a web of negativity and stasis. This book will prepare newly recruited college students to successfully navigate the emotional intricacies of diverse office relationships.

In his book, *Emotional Intelligence*, Daniel Goleman said, "People with well-developed emotional skills are also more likely to be content and effective in their lives, mastering the habits of the mind that foster their own productivity; people who cannot marshal some control over their emotional life fight battles that sabotage their ability for focused work and clear thought." The belief that emotional intelligence leads to self-regulation and that self-regulation can lead to balance is the underlying assumption here. This is exactly what this book is about: creating emotional balance and improving your quality of life.

E.Q. Librium Book Reviews

"I have read E.Q. Librium. It is well written and easy to follow. I highly recommend this book to ambitious individuals who are struggling with mobilizing a following. Of course, it also serves as a fantastic review for anyone who considers her/himself accomplished in the art of communication."

SotiJo, Staff Writer, The Los Angeles Post

"I found this book extremely helpful for me in my profession as an attorney. I spend my whole day trying to persuade people...trying to connect to them. Not only was I able to learn about myself, but I was able to see how others are governed by their emotions. Using the information in this clearly written book to understand jurors and judges, even other attorneys is an edge that all lawyers need. Learning how to deal with stressful and emotionally charged situations is another great aspect of this book."

G. McFadden, Lawyer

"I'm a high school teacher, and I cannot emphasize enough, the power in our lives that emotional intelligence has. We are human, we are driven by our emotions, even people who seem to be emotionless are in fact, driven by their emotion. This is the most comprehensive guide to emotional intelligence that I've read, and I've read more than a few books on the topic."

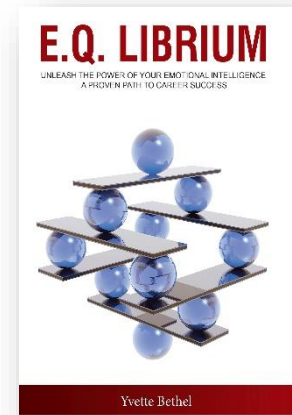
Emotions are feelings or reactions to someone or something, and usually it is our ego. The advice in this book is extremely thorough and presented very well from beginning to end. The methods described in this book can be utilized by a wide range of people in a wide range of professions. Anytime you need to understand why people react the way they do to particular stimuli, this book will give you the answer.

As anyone would guess, dealing with teenagers all day I deal with a wide range of emotions all day as well. This book helps me understand the cacophony of emotions I see in my students daily. I highly recommend to anyone who works with people of any age. "

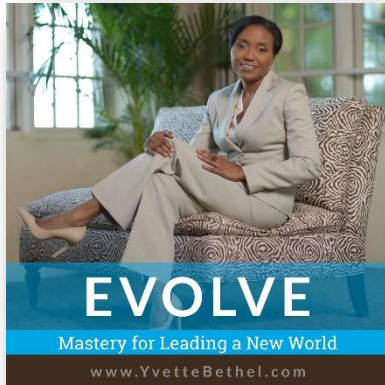
Mrs. B, Amazon TOP 500 REVIEWER

"Yvette Bethel demonstrates a wide spectrum of detailed knowledge and research on the fascinating subject of Emotional Intelligence. Of the many books I have read on this topic, Ms. Bethel's book (E.Q. Librium) stands out. She backs up her expertise with assorted references, quotations, true story examples, personal experiences, and a comprehensive bibliography. The variety of references range from Daniel Goleman, to Abraham Maslow, to Wayne Dyer. She definitely has a grasp of her subject matter and empowers her readers with the same. Ms. Bethel arms you with knowledge and skills to handle life in the workplace and at home."

Larry, Atlanta Success Coach



Coaching & Consulting Testimonials



“Without saying much to Yvette she can identify my blocks. She is sharp and intelligent with a strong desire to help me grow. Yvette holds me accountable and she is honest. There is no dancing around. She does not say what you want to hear. She says what you need to hear.”

Sr. HR Professional, Financial Services

“Yvette possesses a rare talent for introducing difficult information without creating conflict. This is a powerful skill. She does not get distracted by emotion, she is

able to see through an objective lens.”

Managing Director, Transportation Industry

“Working with Yvette was an invaluable investment in my self-development. It was important for me to take time and retool, reevaluate and explore my talents. Yvette's role as coach was the key to my success.”

Marketing Executive, Transportation Industry

Leadership Seminar Specialties

- Emotional Intelligence
- Conflict Resolution
- Change Leadership
- Coaching for Performance
- Effective Communication Skills
- Leading Diversity
- Navigating Office Politics

What Students are Saying...

"It was a pleasure being a part of the Leadership Essentials Course. I appreciated Yvette's leadership and teaching style and feel I learned a great deal during our class time and will continue to gain insights as I go over the materials and resources Yvette provided us with and apply the lessons in my professional and personal interactions with others."

"Yvette's professionalism was truly invigorating and I am very happy that I decided at the last minute to participate in the Leadership Essentials Course."

Students at the Institute of Financial Services

Yvette Bethel focuses on helping individuals to begin to see how their actions and attitudes are affecting their career progression and she helps bring about profound change. Yvette also supports all types of companies in the areas of organizational development and effectiveness.

Interview Q & A



1. How did you get into being a consultant, trainer, and writer, and how much effort did it take?

I am an organizational effectiveness consultant and when people ask me what this means I typically explain by saying I work on change projects from the perspectives of people, engagement and structure. My favorite projects focus on institutional strengthening, performance effectiveness, and organizational design. My primary aim is to help organizations to position themselves for growth while building employee engagement. I am so fortunate to have found what I love to do and every client provides me with infinite opportunities for new perspectives.

I have to admit I always knew I would write, but behind my aspiration to write was, and still is, the greater desire to help my readers, students and listeners to bring about sustained transformation for themselves, improving their quality of life. It is so gratifying to hear from persons who

used the material I produced to create meaningful change in their lives. That is what matters!

2. Who are your clients?

I work with open-minded and growth-oriented CEOs, Managing Directors and Boards of small and medium-sized organizations who are having challenges with top executives or their organizational structures and they are ready for real change.

I help businesses determine if executives are no longer right for their roles, and I redesign structures that are no longer relevant due to rapid growth. I also, provide other strategic HR & Training support in areas like executive recruitment, performance measurement, executive development, and succession planning.

I help decision-makers ensure their organizational structure works for their business vision and their executives have the skills, expertise and emotional intelligence to lead teams in achieving business results while building healthy, professional relationships.

3. What started your writing?

I was employed by a Fortune 500 company for about two decades before I became an entrepreneur. In my role as an employee, I was exposed to many circumstances and I was especially fascinated by the supportive and not so supportive behaviors employees exhibited toward each other – regardless of the level within the organizational hierarchy.

Every time I witnessed any of these behaviors I added them to a list I created highlighting the not so supportive behaviors. I called the list, "The Games People Play at Work".

After about 50 pages of notes, I took a step back in an effort to understand the common thread, and after analysis and research I stumbled onto emotional intelligence, a science that not only explained the behaviors but also provided the practical skills executives, business owners, managers and employees need to build their emotional quotients and improve engagement. For me this was an exciting find so I took steps to learn more about emotional intelligence to improve myself, then coach and train others to develop themselves.

4. Who did you write your first two books for?

Emotional intelligence is a skill that can be used in any type of relationship. I chose to focus on helping leaders to develop their emotional intelligence while at work because on my consulting journey, I such a great need for it. Fortunately, emotional intelligence skills can be developed/.

5. How does your simulation, Games People Play at Work, compliment the books?

The Games People Play at Work is a single outcome, interactive e-learning solution designed to create safe opportunities for leaders to encounter difficult people in a virtual office environment and use Emotional Intelligence to navigate the personalities and situations.

It is an alternative to traditional online training solutions because it both educates and entertains by immersing learners in a work environment where they are immediately challenged to navigate personalities and situations.

The Games People Play at Work is ideal for leaders and potential leaders in corporations, NGOs, or government agencies who are dedicated to their personal development. Existing or potential executives, managers, supervisors or even project leaders are often challenged by diverse behaviors within a team and can benefit from the simulation, The Games People Play at Work.

The Games People Play at Work helps employees and managers to learn emotional skills necessary for:

- Developing a climate of trust in their immediate work environment
- Building respect among co-workers and team members
- Embracing change and helping others to embrace change more effectively
- Building high performing teams
- Being open to constructive conflict
- Enhancing creativity and productivity
- Improving the bottom-line.

6. What advice can you offer women who are seeking their career path?

E.Q. Librium is helpful for women who are seeking to develop the skills they need to position themselves for their desired career paths. It is also useful for developing the skills that will help women to seek and find a career path while balancing their work and personal lives.

These emotional competencies provide women seeking to find their career paths with skills that help them to differentiate themselves from others in the workplace. They are effective under pressure, they can focus on their career paths, understanding when they should wait for a promotion and when they should pursue one, and they can handle rejection with grace. The benefits don't stop there, once they are employed, *E.Q. Librium* can provide them with the insights and skills they need to succeed at work.

7. Does this book help me discover my inner talents?

When you use the practical strategies in *E.Q. Librium* you can improve your emotional quotient and once you develop your emotional intelligence skills you are in a much better position to discover and develop your talent. Emotional intelligence competencies help you to know that a job or career is or is not the right one for you. If the job is not for you, you are disciplined about finding your true voice and can find the courage to step into the unknown. You are optimistic about the possibility of finding a career you love and you understand the consequences in deciding to remain in a role where there is little to no growth opportunities for you.

8. What does emotional intelligence mean and how does it benefit me in my personal life?

Emotional intelligence is a form of social intelligence that equips individuals with the skills they need to monitor their emotions, and those of others, and using this information to inform their actions. Emotional intelligence is not about not expressing any emotion at all, it is about expressing the right amount of emotion, at the right time and in a constructive way.

Contact Information

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