



We help create attractive organizations that inspire high productivity and retention.

Betsy Jordyn Waits

As a coach, speaker and consultant, I came to Betsy for two reasons: to help me with branding for my business, and as a conversation partner in the development of my book. The result of our work together was a much clearer understanding about what, uniquely, I bring to my clients, and a successfully published book!

Betsy Waits is a seasoned consultant, adept at bringing vision, clarity and order to a large-scale change process so that everyone involved can see their role in the larger picture. At the same time, she is a skillful coach, listening with a discerning ear and helping the individual tease out the most crucial pieces of information. In my work with Betsy on “branding” my business, Full Color Living, I relied on her to hear my story and reflect it back to me with clarifying questions, using her unique talent for seeing the patterns. Betsy has a mind that takes in a jumble of information and from it crafts a clear, rational, purposeful, inspired summary – a great taking off point for a new business or any new career or personal direction. So I thank her for that, and also for the sheer pleasure of doing the work together.

Jennifer Joy Walker, M.A.
Full Color Living
www.fullcolorliving.com