

# Bill Berthel

## Partner

After 25 years of various leadership roles in manufacturing, I found my calling in the world of professional coaching. Like most people, I started with a job which lead me to a career, but that career was not fulfilling; for many years I envied those who knew and lived their purpose. I am fortunate that I ultimately found my purpose, and I am also aware of the very real challenges that exist in that pursuit.

HR management was my last career before discovering my path in the area of “people potential” - development, training and coaching. I learned at that time that when people lean into discovering their highest potential - and can then find their true paths - nothing stops them! I am honored to guide and facilitate so many talented and passionate people in that pursuit.

My education in psychology and HR management, combined with my practical and rich experience in manufacturing and several not-for-profit leadership roles, allow me unique opportunities to practice the skill of universally relating with others. I have witnessed this skill in others and found it to be one of the most valued attributes in a leader, and in fact my TEDx presentation, “Keep it Real,” is devoted to the ability to relate to everyone - regardless of perspectives or belief systems.

As a continuous learner, I enjoy several pastimes that require creativity and intellect. Playing guitar and writing energize my language and composition skill development, while woodworking and fly-tying stretch my creativity, engineering and entomology knowledge and abilities. Most important in my life, however, is my family. Being a husband and father are my most cherished roles and remain the areas in which I learn and grow the most so that I can be the best I can possibly be.



### Credentials and Certifications:

- Capella University: BSS Psychology Minor Studies in HR Management
- Energy Leadership Index - Master Practitioner
- NY State Notary Public

### Publications:

- Contributor to several ASTM Standards
- Oneonta TEDx 2017
- CNYBJ Viewpoint; September 2019

### Special Skills:

- Engaging Group Facilitator
- Executive and HR Leadership Coaching
- HR Strategic Partner & Consultation
- Leadership and Team Development