



# Reanette Etzler, PHR



## hello,

Reanette Etzler is a dynamic leadership trainer and former HR executive with 30+ years of experience, including roles as CHRO at Farm Credit and HR Manager at Target. After facing unexpected career challenges due to political discrimination, she discovered her passion for transforming traditional HR into strategic leadership. As a John Maxwell Certified Coach, she specializes in strategic HR leadership helping HR professionals move from transactional to transformational through keynote speaking, coaching, and strategic masterminds. Reanette is passionate about developing leaders to understand HR and the value that it brings to every organization to create the ultimate employee experiences. HR professionals need support to skepticism.

### The Strategic HR Coach

*Moving people from transactional to transformational through strategic alignment and proactive actions.*

### Reanette is available for::



**DISC  
workshop**

**Conference  
Workshop**

**Breakout  
Session**

**Business  
Retreat**

**Workshop  
Training**

**Keynote  
Speaker**

## EXPERIENCE

- John Maxwell, Executive Director
- Keynote Speaker, Trainer, Strategy Coach
- VP, Chief Administrative Officer - Banking, Restaurant
- Human Resources Director - Public Sector, Retail, Banking
- Columbia Basin SHRM - Director of Programs
- Retired Vice Mayor - City of Chico, CA
- Commissioner - Kennewick Housing Authority

contact

530-520-5775

[www.thestrategicHRcoach.com](http://www.thestrategicHRcoach.com)

[Reanette@cltcoachingllc.com](mailto:Reanette@cltcoachingllc.com)

This retreat was by far the best. We have done DISC many times, but with you it was by far the best application, engagement, and real life perspective. It was by far the best part of the retreat. Your engagement and enthusiasm to give the best was amazing.”  
- Your Dough Nation



ellb

## Session Formats

**Keynote Presentations** (45-60 minutes)

High-energy, inspiring talks that set the tone and provide strategic frameworks

**Workshop Sessions** (90 minutes - half day) Interactive, hands-on sessions with tools and templates participants take home

**Panel Discussions:** Thought leadership conversations with other industry experts

**Executive Briefings** (30-45 minutes)

Targeted sessions for C-suite and senior leadership teams

## From Cost Center to Profit Driver: The Strategic HR Transformation

This high-impact keynote transforms how organizations view HR's role, moving from transactional expense justification to transformational revenue generation using the proven IMPACT Framework. Participants learn to build strategic HR systems that drive measurable business results, speak executive language, and position HR as an indispensable profit center rather than a necessary cost. The session focuses on shifting from transactional activity reporting to transformational outcome delivery—showing money, not just effort.

## Executive Presence for HR Leaders: Commanding the C-Suite

This transformational session equips HR leaders with the mindset, communication strategies, and influence architecture needed to command respect and drive strategy at the highest organizational levels using IMPACT methodology. Participants learn to build unshakeable strategic relationships while transitioning from transactional task management to transformational leadership that strengthens during challenges. Executive presence for HR leaders isn't about changing who you are—it's about strategically amplifying your transformational value and building resilient influence networks beyond transactional interactions.

contact



# Reanette Etzler Speaking Topics

## **When Doors Close: Finding Your Strategic Path Through Resilience**

This inspirational personal session explores how professional setbacks and closed doors can become the catalyst for discovering your most strategic path forward through resilience. I'll share my own journey through significant judgment, health challenges, and professional struggles, revealing how these experiences shaped my strategic approach to leadership and life. We'll examine the often-overlooked connection between workplace stress, professional disappointments, and physical health, and how understanding this relationship becomes critical to building sustainable success. You'll learn practical frameworks for transforming adversity into strategic advantage and developing resilience that positions you to emerge stronger and more strategically focused. This isn't a typical motivational talk—it's an honest exploration of how our most difficult moments can become our greatest strategic assets.



## **AI-Powered Strategic HR: What You Should Be Doing Right Now**

This forward-thinking session moves beyond AI experimentation to practical implementation strategies that transform HR from transactional task automation to transformational strategic capability using IMPACT Framework principles. Participants learn to leverage AI for enhanced employee experience, data-driven decision making, and strategic workforce planning that creates competitive advantages. The AI revolution in HR has moved past the pilot phase—organizations not implementing these transformational tools are already behind competitors who are using AI to transform their strategic capabilities beyond transactional efficiency.



**BOOK NOW**



# Reanette Etzler

Keynote Speaker



## Links



<https://www.espeakers.com/marketplace/profile/46612/reanette-etzler>

[www.linkedin.com/in/reanetteetzler](https://www.linkedin.com/in/reanetteetzler)

<https://www.youtube.com/@TheStrategicHRcoach>

## What are they saying about Reanette?

"If you're looking for a speaker who brings both deep expertise and dynamic energy, look no further. My friend is not only highly knowledgeable in HR and leadership development—she's a powerhouse on stage. Her ability to motivate, inspire, and connect with an audience is unmatched. She's fun, relatable, and delivers insights in a way that's easy to understand and apply. Audiences walk away encouraged, energized, and equipped. You will be so glad you brought her in—she's the kind of speaker people remember long after the session ends."

- **John Maxwell Executive Director**

## Speaking Style

**Fun but Straightforward** - I bring energy and engagement while delivering practical, no-nonsense content that audiences can use immediately.

**Interactive & Practical** - Sessions include real-world case studies, interactive exercises, and takeaway tools that participants can implement right away.

**Forward-Thinking** - I focus on emerging trends and future-oriented strategies rather than dwelling on outdated HR practices.

**Results-Oriented** - Every presentation includes measurable outcomes and actionable next steps.

## WORKSHOPS

DISC Assessment Workshop  
Leadership Development  
HR Strategy Masterminds

## COACHING

DISC Assessment Review  
Executive Coaching  
Executive 360 Evaluations