

FBN Business Woman of the Month

Supporting Women-Owned Businesses with Leadership Training

Julie Lancaster teaches how to have healthy business relationships and successful communication

By Veronica Tierney,
FBN

After rafting the waters of the Colorado River recently, Julie Lancaster, president of Lancaster Consulting, came up with the conclusion that her leadership trainings are comparable to skills of a river guide.

“Metaphorically speaking, river guides have to intentionally figure out how to navigate the water, they have an intention to follow a line and execute with purpose. However, once they’re in a rapid, they have to be as flexible as possible and adaptable to adjust to what might come their way.”

She insists that leadership is a mindset, not a position. “We are all leaders and you and I know the most effective leaders are constantly learning, growing and improving.”

Several organizations and companies around the country and in Northern Arizona have benefited from Lancaster’s training series. “Companies who care about receiving exceptional results hire me. They see leadership as an adventure, and they want to consciously create a workplace where each individual is empowered to have a voice. They want to be challenged and pushed to the next level.”

Lancaster’s recent venture to support women-owned businesses worldwide is an online, self-paced course known as The Women’s Leadership Academy. Using 13 essential leadership skills, the results-oriented, future-focused, self-paced program is backed by two decades of training thousands of women to learn, grow and improve.

“These are the top most requested trainings by my female clients,” said Lancaster, who started her Flagstaff business in 2012. “The topics range from strategic planning to increasing accountability.” She added that men could benefit from the program as well.

“Julie is simply amazing,” said Coconino County Parks and Recreation Department Operations and Maintenance Manager Tom Hanecak. “Having attended my fair share of supervisory, managerial and leadership development trainings, I can say that the eight-day Executive Leadership she facilitated was leaps and bounds ahead of the others. She is a remarkable trainer that has forever left a lasting impression on me to be a better person in every endeavor I pursue.”

When asked what aspect of her training she would hope her attendees would walk away with, Lancaster commented that it would be approaching important or difficult conversations. “I teach how to have healthier business relationships that increase confidence and the success rate of difficult conversations.”

“Northern Arizona Council of Governments (NACOG) provided us the opportunity to be a part of the Lancaster Women’s Leadership Academy Retreat Series in Flagstaff. It was an amazing two-part experience, which both challenged and inspired us to reach our full potential,” said NACOG Area Agency on Aging Family Caregiver Program Coordinator Lita Nelson.

“Lancaster Consulting continues to create new and engaging ways for women and businesses to flourish,” said Northern Arizona Intergovernmental Public Transportation Authority (NAIPTA) Deputy General Manager Erika Mazza. “Julie is constantly striving to develop new ways for the business community to enhance their leadership skills. Julie and her team are committed to Northern Arizona business growth and development.”

Lancaster Consulting has helped and trained more than 20,000 professionals in government, non-profit organizations and private sectors. “Teams with healthy cultures have honest dialogue, a vertical learning curve with leadership skills, and work toward extraordinary results. That’s what I help them do. When people bring their best selves to work, they have a completely different effect on their team and that can greatly increase the culture of an entire organization.”

Lancaster and her husband, Mark, have two children and love cycling, hiking, traveling and backpacking. They live in Flagstaff for access to nature and a small-town atmosphere. Lancaster also maintains a side business where she has created and sells planting guides to help people grow vegetables in Arizona. **FBN**

Julie Lancaster of Lancaster Consulting teaches on the topic of Communication for Coconino County Supervisors Development Academy.

