

Beth Clifford Recognized by Influential Women in 2025

UT, UNITED STATES, August 25, 2025 /EINPresswire.com/ -- Utah and London-based- Influential Women is proud to recognize Beth Clifford, Founder and CEO of Beth Clifford Consulting, as part of its prestigious 2025 recognition for her extraordinary leadership, impact, and commitment to redefining what it means to lead with both strength and heart. Beth Clifford is a dynamic force in the world of sales leadership, culture consulting, and executive coaching. As a nationally recognized speaker, author, and CEO, she has dedicated her career to helping organizations cultivate high-performing, inspired teams that deliver sustainable results. With a unique blend of strategic insight, leadership development expertise, and a passion for people, Beth empowers individuals and businesses to achieve more than they ever imagined possible. Her work goes beyond conventional management strategies, emphasizing belief, purpose, and growth as the cornerstones of lasting success.



Over the course of her career, Beth has consistently demonstrated an ability to transform average performers into top-tier talent. Under her guidance, a team of nine individuals achieved the remarkable feat of ranking number one in the country for three consecutive years. This achievement is a testament not only to her expertise in sales strategy and team development but also to her ability to instill winning mindsets, foster confidence, and inspire consistent performance.

As the Founder and CEO of Beth Clifford Consulting, Beth brings her philosophy to life through coaching, speaking engagements, consulting audits and the popular Beth Effect Podcast. Her approach challenges leaders to step away from micromanagement and embrace mentorship, asking critical questions such as, "What's possible next?" to ignite transformation and personal

ownership. She has built a reputation for creating work environments where excellence is not an exception but a standard, inspiring professionals across industries to lead with conviction, unlock potential, and build cultures that thrive rather than merely survive.

Beth's influence extends far beyond traditional sales leadership. She has personally conducted more than 1,000 interviews, identifying, developing, and placing elite talent in nationally recognized organizations. Her strategic perspective on hiring, leadership, and culture transformation has consistently fueled sustainable business growth, generating revenue increases of 30-50% across a wide range of enterprises, from small businesses to multi-state private companies and private equity-backed organizations. Her methodology combines refined hiring practices with leadership alignment and culture development to produce measurable results that last.

Specializing in scaling businesses profitably and preparing them for acquisition, Beth works closely with companies to refine sales processes, optimize leadership structures, and design compensation models that drive both performance and long-term success. Her work has consistently increased EBITDA and positioned organizations for maximum valuation in competitive markets, demonstrating her capacity to create meaningful, sustainable impact. In her consulting practice, she partners with small businesses and private equity firms to ensure that teams operate at peak performance while cultures are strengthened to support ongoing growth.

Through The Beth Effect Podcast, Beth expands her reach, sharing insights on leadership, influence, and personal development with a broad audience. Her thought leadership, public speaking, and executive coaching emphasize actionable strategies for turning ambition into measurable results. Beth encourages leaders to embrace their potential fully, navigate challenges with clarity, and cultivate teams that are both inspired and empowered.

Beth attributes her success to a combination of discipline, consistency, and heart. She believes that while talent is valuable, it is persistence, grit, and dedication that truly set leaders apart. She has never hesitated to go all in, bet on herself, and tackle the difficult, unglamorous work when no one is watching. Yet, she is quick to acknowledge that her achievements are not hers alone - they are built on relationships with the people she has led, learned from, and collaborated with over the years. Influenced by mentors, working mothers, and small business owners, Beth understands that success is not merely about performance but about impact. It is rooted in knowing one's values, showing up fully, and leading with both strength and empathy.

One piece of career advice has profoundly shaped Beth's trajectory: "Confidence will open doors before credentials ever do." This simple but powerful guidance reinforced the idea that self-belief is not arrogance; it is alignment with one's potential. Beth credits this insight with changing how she approaches leadership, decision-making, and risk-taking. By believing in her own capabilities first, she has been able to inspire confidence in others, take bold steps, and create meaningful change in every organization she has touched.

Beth is a staunch advocate for young women entering the professional world. She advises them to own their voices, speak with authority, and never wait for permission to contribute their perspective. Beth encourages aspiring leaders to fully understand the business they are in, not just their immediate role, including how decisions are made, where resources flow, and what drives growth. She emphasizes the importance of negotiating for value, walking away from misaligned opportunities, and embracing the duality of being both ambitious and empathetic. In her view, one can be strong and kind, strategic and nurturing, and still lead with exceptional effectiveness.

Despite her extensive accomplishments, Beth recognizes that one of the greatest challenges in her field is helping organizations look beyond short-term gains and invest in sustainable people development. Many companies pursue growth without pausing to build the foundational culture and capabilities that enable long-term success. Beth's work focuses on bridging this gap, ensuring that businesses do not just perform but flourish over time.

Integrity, ownership, and heart define Beth's approach to both professional and personal life. She holds herself accountable for outcomes, whether wins, losses, or lessons, and models leadership through action and example. Beth leads with empathy and intention, deeply caring about how people feel, how they are treated, and the environment they inhabit. Whether mentoring a team, building a business, or raising her family, she consistently prioritizes people alongside performance, demonstrating that true success encompasses both results and character.

Beth's career exemplifies the power of belief, purpose, and disciplined action. Through her consulting, speaking, and coaching, she continues to shape organizations, empower leaders, and inspire individuals to achieve their full potential. Her commitment to creating cultures that prioritize excellence, accountability, and human-centered leadership ensures that the impact of her work will resonate far beyond immediate business outcomes.

In a world where leadership is often measured solely by numbers, Beth Clifford redefines success. She shows that the combination of vision, strategy, and heart can not only elevate teams and organizations but also create lasting, meaningful change. For businesses ready to unlock their potential, scale sustainably, and cultivate cultures of high performance and inspiration, Beth Clifford remains a guiding force and transformative partner.

Learn More about Beth Clifford:

Through her Influential Women profile, <https://influentialwomen.com/profile/beth-clifford> or through her website, <https://bethcliffordconsulting.com/>

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