



Profile of Success with Dr. Katrina Burrus

by Duaily Tami



Dr. Katrina Burrus, MCC

Why did you become an entrepreneur, speaker, author, etc in the first place?

I worked in large corporations. I learned a lot but did not enjoy the politics that increased as you moved up the corporate ladder. On a psychological level, I probably dislike authority and am lucky that I am a self-started and work hard without having anyone telling me to do so.

How do you deal with fear?

I try to focus on the opportunities or the potential creative outlet and then analyze the risk-reward potential. As I am an action-oriented person, I tend to see the bright side of the situation. However, I explore any cause of my fear. Fear is information. I try to distinguish fear from intuition.

How do you deal with rejection?

Badly but it is part of the hard sales process. To avoid this I develop relationships with potential clients and try to focus on what value-added I can sincerely think I can bring them. I also do social media, which is marketing but is an attractor of potential clients.

What's the name of your company? What exactly does your company do, how do you help people?

Excellent Executive Coaching LLC.

I support leaders to onboard faster and more productively in a new role, position, or when they transition from one company to another. Forty percent of leaders fail after 18 months in a new assignment. This can be avoided. I have a process to help them succeed and fast track to the next level if they want to by helping them to be more strategic.



Name one of the biggest challenges you have faced and how did you overcome it?

It was when my mother passed away. She was my mother, father, and best friend. I had to deal with the grief, manage her business, and mine.

As executor of her Will with 3 older brothers and one younger, I had to stay very focused on the outcome, be strategic, and keep my emotions under check.

What piece of advice do you wish someone had given you at the start of your career?

Be focused on the desired outcome, develop expertise in an area where you have a facility. Develop your weak points sufficiently to not attract attention to them. Delegate areas you do not excel in. Be cognizant of trends. Be ready to change business orientation.

Who are your biggest influences and people you admire and why?

My mother's sense of adventure, love of life, and incessant curiosity. The past CEO and Chairman of Nestle because he is bright, attractive, loyal in his friendships, and a mover and shaker. He evolved throughout his career.

Name a person who helped you along the way?

The CEO of Nestle because he helped me get the first big contract that gave me the confidence to develop my business.

What do you see as your greatest success in life, so far?

My greatest success are the people I helped move forward in their careers and find more meaning and success in what they do.

What book would you recommend and why?

Managing Brilliant Jerks: How Organizations and Coaches can Transform Difficult Leaders into Powerful Visionaries



It is a case study, easy to read, and provides tactics to better identify, manage and help difficult leaders.

What's a personal self-talk, mantra, affirmation or self-belief that contributes to your success?

You are enough, and if you are not enough, find the resources.

About Dr. Katrina Burrus

Dr. Katrina Burrus, CEO/founder of Excellent Executive Coaching LLC, is known for "Fast tracking leaders to the C-Suite and Beyond" and for "Transforming Brilliant Jerks into Inspiring Leaders." Clients often comment that working with Katrina enlighten leaders to empower co-worker to walk the extra mile.

She is a keynote speaker and has published, "Managing Brilliant Jerks" and "Global Leadership" a body of work used by Nestle, Novartis, the World Health Organization,

the International Labor Organization, the United Nations, and many more. She was most recently featured in Mexico, India, USA, Kazakhstan, and Russia.

Dr. Burrus has 18 years of experience as the first Master Certified Coach (2002) and Founding Board Member from the (ICF) International Coaching Federation in Switzerland.

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