

# STRATEGIC COURAGE<sup>®</sup>

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CB  
Bowman-  
Ottomanelli

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[WWW.COURAGE-CONSULTING.COM](http://WWW.COURAGE-CONSULTING.COM)

# About

CB Bowman-Ottomanelli is a globally recognized authority in courageous leadership and executive coaching. She is the CEO of Courage Consulting and the Association of Corporate Executive Coaches (ACEC), CB is known as the “Strategic Courage expert for Organizations,” guiding Fortune 1000 leaders and master-level coaches to redefine quagmires and drive innovation through courage. Her career spans senior branding roles at Fortune 500 companies, award-winning product launches, and groundbreaking work in workplace equality and leadership development.

CB is a celebrated masterclass and workshop leader, Renaissance Weekend presenter, and host of the acclaimed “Courage: To Leap & Lead” podcast and videocast. She has been named one of the Top 50 coaches in the world by Thinkers50, a Top 200 Biggest Voice in Leadership by LeadersHum, and is recognized as a leading expert in branding and organizational resilience.



# Why Strategic Courage Consulting?

There is a critical need to transform courage from a vague ideal into a strategic capability that directly addresses what keeps CEOs awake at night, including but not limited to:

- Navigating AI disruption
- Reversing talent disengagement
- Improving declining ROI
- Mitigating reputational risk

Our “Strategic Courage methodology equips organizations to cultivate high-trust, agile teams that become Jedi problem solvers who drive breakthrough performances, strengthen engagements, and manage risk with confidence.

Our program addresses the leadership challenge of transforming fear and uncertainty into decisive action that drives sustainable success.

**Open The Door To The  
Microcourage© Process**

## Signature Masterclasses and Workshops: “The Courage to Leap & Resolve”

CB’s masterclasses and workshops empower audiences to re-envision courage, not as an innate trait, but as a strategic tool for leadership, innovation, and redefining quagmires as a pathway to success. She introduces practical frameworks such as Microcourage™ and actionable steps to foster resilient, high-performing cultures:

- **Strategic Courage:** The new process for teams struggling to adapt, innovate, and perform at the level required to future-proof growth.
- **Redefining Quagmires:** How strategic courage transforms organizational challenges.
- **The Microcourage™ Process:** Using small acts to create a major Impact in organizations.
- **Courage as a Competitive Edge:** Your Edge for increased SOM.

### Selected Praise

*“I’ve worked with numerous external speakers for large corporate conferences and meetings over the years. I highly recommend CB Bowman as an inspirational speaker. She offers a fresh and inspiring perspective on courage and how to apply it in your organization and life. CB is authentic in her mission to help others, both through her speaking engagements and her workshops...”*

*She possesses wisdom and grace. Her refreshing approach takes a no blame, no shame approach and uses simple solutions to solve complex problems. CB brings fresh air to the world of speakers, not only is she articulate, she has a great sense of humor, which relates to all levels in organizations.“*

– Dr. Marshall Goldsmith, Executive leadership coach, Author, Professor of Management Practice at Dartmouth’s Tuck School of Business.

## Books et al. By CB Bowman- Ottomanelli

Book Title	Description	Key Themes
<b>Courage to Leap &amp; Resolve... Redefining Quagmires into Success (Jan 2026)</b>	A groundbreaking roadmap for leaders to transform setbacks and quagmires into success using simple, actionable steps. Praised by global leadership experts, it introduces concepts like Microcourage™ and the seven steps to courageous leadership.	Organizational resilience, overcoming quagmires, using strategic courage principles of leadership, leading to success and innovation.
<b>Courage To Leap &amp; Market... An Authors' Roadmap to Self-Marketing: Your Book (Jan 2025)</b>	A comprehensive self-marketing guide for authors, blending authenticity with practical marketing tactics. Includes step-by-step strategies for building your brand and reaching your audience.	Empowers authors to overcome self-doubt and embrace courage as they take control of their book's success through practical, actionable strategies for self-promotion, transforming the often-intimidating process of marketing into a confident, manageable, and growth-oriented journey.
<b>"Courage to Leap &amp; Lead...Redefining Failure into Success" (Jan 2024)</b>	Empowers leaders to transform setbacks into stepping stones for growth, redefining failure as a catalyst for achieving authentic success.	How to embrace courage to transform fear and failure into powerful opportunities for growth, leadership, and authentic success.

FOREWORD BY MARSHALL GOLDSMITH  
Bestselling Author of *What Got You Here Won't Get You There*

# COURAGE

## *To Leap & Lead*



A Roadmap for Redefining  
Failure into Success

CB Bowman-Ottomanelli



# COURAGE

## *To Leap & Resolve*

Strategic Courage® A Leaders Guide  
to Navigating Organizational  
Quagmires

CB Bowman-Ottomanelli

Author of the #1 Amazon Bestsellers  
"Courage to Lead & Lead"  
"Courage to Leap & Market"  
& "Courage to Leap & Pivot"

FOREWORD BY DAVE SANDERSON  
AUTHOR "How One Defining Moment Can Create a Lifetime  
of Purpose"  
SURVIVOR MIRACLE ON THE HUDSON US AIRLINES FLIGHT 1549

# COURAGE

## *To Leap & Market*



An Authors' Roadmap to  
Self-Marketing: **Your Book**

CB Bowman(-Ottomanelli)

Author of the #1 Amazon Bestseller  
"Courage to Leap & Lead... Redefining Failure Into Success"  
Ranked #1 in five categories

Release Date Jan 2026

[www.courage-consulting.com](http://www.courage-consulting.com)

## Selected Praise

*“CB Bowman’s work on courageous leadership is a must-read for executives and leaders seeking to inspire teams and drive growth.”*

– Hubert Joly, Former CEO, Best Buy

*“Her books are not just guides—they’re actionable roadmaps to personal and organizational transformation.”*

– Garry Ridge, Chairman Emeritus, WD-40 Company

## Published Leadership Essay

**LEADER TO LEADER JOURNAL: PUB Wiley; Feb 2025**  
***Microcourage: A New Process for Leadership***

Published in the prestigious Leader to Leader journal by Wiley, this influential white paper introduces the concept of Microcourage as a transformative process for modern leadership.

CB Bowman-Ottomanelli outlines actionable strategies for leaders to harness small, courageous acts that drive organizational change and resilience. This work is recognized for shaping contemporary thought on leadership development and is widely referenced by executive coaches and business leaders.

Executive Forum

## MICROCOURAGE<sup>©</sup>: A NEW PROCESS FOR LEADERSHIP

CB Bowman-Ottomanelli

First published: 16 February 2025 | <https://doi.org/10.1002/ltl.20877>

[Read the full text >](#)



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### Abstract

The author, CEO of the Association of Corporate Executive Coaches, contends that the “essence of courageous leadership contains elements of providing the space for inspiration, innovation, and creativity for others, where every individual feels empowered to step out of their comfort zone, voice their ideas, and use their initiative.” She discusses the seven steps of “Microcourage<sup>©</sup>.” She describes the latter as “a process and also a philosophy, a mindset freeing us from disassociating ourselves from our accomplishments.” The seven steps are in her words: to exert; to explore; to examine; to express; to engage; to execute; to resurge. She discusses leaders who have displayed courage in the past, including Johnson & Johnson CEO James Burke during the 1982 Tylenol scare in Chicago. She also focuses on current courageous CEOs, such as Mary Barra of GM; Satya Nadella of Microsoft; and Jane Fraser of Citi/Citigroup. The author also examines “direct cases of courage as related to motivation”: Patagonia’s Yvon Chouinard; the former Prime Minister of New Zealand, Jacinda Ardern; and NVIDIA’s Jensen Huang. She notes that “as we look to the future, the need for leaders who are willing to take bold steps, make difficult decisions, and inspire their teams through courage and conviction will only continue to grow.”

## Contributing Author

- “*Coach Me! Your Personal Board of Directors*”  
Publisher: Wiley, 2022
- *Complex Situations in Coaching, A Critical Case based Approach* – Chapter: Contracts in Coaching: Publisher: Routledge, 2019

## Additional Information

- Based in Colorado, available for virtual and in-person events worldwide.
- CEO of Association of Corporate Executive Coaches (ACEC) and MEECO Leadership Institute
- Featured Author: Amazon #1 New Release for “*Courage to Leap & Lead...Redefining Failure Into Success*”
- Branding Innovator: Creator of iconic brands such as Honey Bunches of Oats, Great Grains, Golden Crisp. etc.
- Thought Leader: Regular contributor to major leadership publications and podcasts

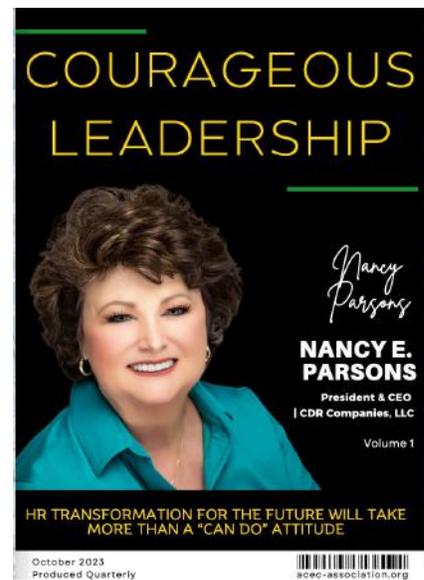
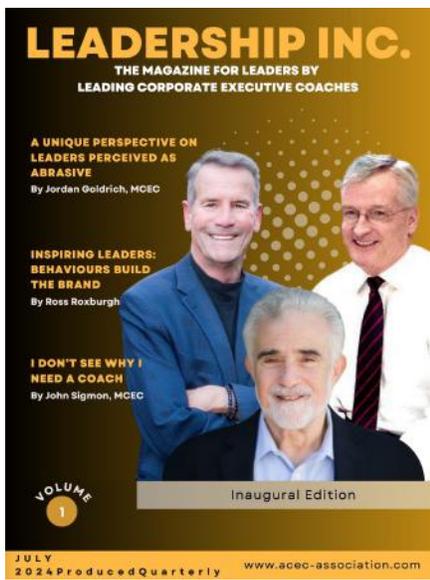
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## Magazines Edited and Produced

CB Bowman-Ottomanelli is the editor and producer of three influential digital magazines, each providing valuable insights and resources for leaders, executive coaches, and organizational change agents:

- **Leadership Inc...** *The Magazine for Leaders by Leading Corporate Executive Coaches.* New research, concepts, theories, and technology for leadership excellence.
- **Thought Leaders...** *Leadership Trends... Interviews with Game Changers.* Exploring emerging leadership trends and in-depth interviews with global thought leaders.
- **Courageous Leadership...** *Organizational Transformation* Dedicated to courageous leadership strategies and transformative organizational change



## Podcast, Videocast & Newsletter

### Podcast/Videocast:

- **“*Courage: To Leap & Lead*”** - Conversations with global leaders on courageous leadership and innovation. (Current).
- **“*Courage to Leap & Lead Strategically with CB Bowman*”** Real conversations on organizational leadership, fear, and the bold steps that move us forward.) (Effective Jan 1, 2026)
- **LinkedIn Newsletter: *Courage to Leap & Lead***—monthly insights on courage, leadership, and organizational growth.

## Highlighted Videocast/Podcast

- **Dr Richard Boyatzis** Part 1: <https://youtu.be/18zlNg6hepkt>
- **Dr. Doug Guthrie** Part 1:  
[https://www.youtube.com/live/h5T6lNltBQ8?  
si=HwnJElFFsZ1PdHJW](https://www.youtube.com/live/h5T6lNltBQ8?si=HwnJElFFsZ1PdHJW)
- **Dr. Timothy R. Clark:**  
[https://www.youtube.com/live/1mbfMPYokxU?  
si=5NYUEiq45Gs2ZrtY](https://www.youtube.com/live/1mbfMPYokxU?si=5NYUEiq45Gs2ZrtY)

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Best Seller  
amazon.com

CB BOWMAN - OTTOMANELLI, MCEC  
Author, Award Winner, Speaker, Podcaster, Advisor

Read the Book & Tune into the weekly podcast  
Tuesdays - 12noon MT

FOREWORD BY MARSHALL GOLDSMITH  
Bestselling Author of *Get Your Feet Under the Stars*

**COURAGE**  
*To Leap & Lead*  
A Roadmap for Redefining Failure into Success  
CB Bowman-Ottomanelli

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## **Contact Information/ Media Inquiries:**

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**LinkedIn:** [linkedin.com/in/cbbowman](https://www.linkedin.com/in/cbbowman)



## CB's Awards & Certifications



# Strategic Courage:

## THE CEO'S SOLUTION TO COMPLEXITY AND CHANGE

“Courage: The  
Strategic  
Edge for Leaders  
Who Want to  
Future-Proof  
Growth One  
Leap at a Time”

