

**Dana Theus**  
Founder, InPower Coaching



***As a leadership consultant, facilitator and coach, Dana Theus helps her clients access their power to step boldly into the future, to master the dynamics of change and transformation and to direct their energies towards changing the world for the better.***

***She works with individual leaders, corporate clients and high-performance teams to help them access both their individual power and their power in group.***

***Dana believes that when people and teams access their full power to affect change, amazing things happen.***

Dana has spent her entire 25-year career helping organizations succeed as they venture into new territory, both as an internal executive and as an external objective advisor, working inside and alongside fortune 100 companies, entrepreneurial startups and non-profits. Through her experience spanning international government affairs, marketing, branding, communications, product development, product management, strategic planning, leadership development and coaching she's watched the patterns of organizational success carefully and learned - it's not the quality of the idea, mission or market, but the focus and intention of the people who pursue them that determine success.

Since founding Magus Consulting in 2002, she has supported a wide variety of commercial and nonprofit clients in strategic initiatives to reposition themselves in fast moving markets, establish compelling visions and change the world. Some of her clients include the Roundtable on Sustainable Biofuels, General Mills, U.S. Department of Defense, Arlington County, National Alliance on Mental Illness (NAMI), Leadership Greater Washington, Points of Light Foundation, the International Food Information Council and Foundation, the Ecological Society of America and The Johns Hopkins Bloomberg School of Public Health.

Prior to consulting she held various positions in leadership in technology ventures at EDS, Verizon, CareerBuilder and Bantu. She has also taught graduate courses at George Mason University School of Business and the University of Maryland School of Public Policy. She has a BA from University of California, Los Angeles and a graduate degree in Communications from the University of Southern California.

Dana currently sits on the faculty of the **George Washington University Center for Excellence in Public Leadership** and is a Certified Facilitator in **The PRIMES methodologies**, profoundly accessible and powerful techniques for working with groups in solving problems and managing change and transformation initiatives in any size organization. She has also founded the **InPower Leadership Coaching Program** to work with individuals one-on-one in mastering their innate talents and abilities to lead from a position of personal power.

Dana currently serves as a Member of the Arlington Economic Development Commission and as a member of the board of the District Alliance for Safe Housing in Washington D.C. She lives with her husband and two sons in Arlington, VA. You can contact her at her blog, **[www.ReclaimingLeadership.com](http://www.ReclaimingLeadership.com)**.