

Bio

Positive Futures

Training, Development, Facilitation

Diane “Di” Strachan

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“Learning is a repetitive task, prodding is beneficial, reflection is necessary, evaluation is critical – a dynamic project leader, facilitator, and trainer like you Di, is a very positive force in helping us along the way. Thank You!”

Marija Vojkovich, Former Marine Regional Manager for CA Dept. of Fish & Wildlife

Di Strachan is the award winning enthusiastic owner and director of Positive Futures. She strengthens businesses, organizations, communities, and individuals through effective communication, visionary planning, leadership coaching and training. She leads collaboratively for sustainable resources, economies, and positive futures.

For the past 25 years Di has provided county, state, and national workshops, along with marketing and development services. She has helped people to lead more effectively in their own lives and for others. Her realms of expertise include; leadership development, stewardship and resource management, marketing, meeting facilitation, management training, communications and strategic media relations. She has generated over 1,500 news stories with selected story angles winning national and state awards for her media contacts.

Di was the founding Executive Director of the non-profit Upper Sacramento River Exchange, created in response to the devastating and infamous 1991 railroad tanker pesticide spill in northern California. The spill was the worst inland environmental disaster in California’s history. Her organization went on to receive the **1998 Governor’s Award for Environmental and Economic Leadership in the area of Innovation for the State of California**. Her latest “Stewardship Travel” strategic marketing program received the **2016 Visit California’s Public Relations Poppy Award for “Commitment to Community”**.

Known for her large scale ‘community inspired’ facilitation and training projects, Diane has assisted hundreds of rural businesses, organizations, and government agencies to create and reach their desired outcomes, including newsworthy projects for: The San Luis Obispo County Board of Supervisors and the CBID Stewardship Tourism Project, The Kern River Valley Rural Cities & Businesses Community Inspired Marketing Plan, UC Santa Cruz Environmental Colleges Strategic Plan Project, California Department of Fish and Game Marine Region’s Communication and Research Project, and the Jefferson Economic Development Institute (JEDI) Rural Experience Tourism Project. Diane’s degree is in Environmental Studies and Planning with an emphasis on education

Di was one the first female adventurers to walk 1,600 miles, the length of California in 1973. She broke ground as the first female Outward Bound Instructor in Utah, she spent 10 years as a commercial river guide and trainer, and co-led the successful start up of California’s first sea kayaking company, Sea Trek, in Sausalito in 1982. For Di’s 50th birthday she set off on a successful 23-day solo sea-kayaking adventure 30 miles off the coast of Australia, and more recently swam 18 miles over 5 days on an expedition in the Sea of Cortez. Di’s vision to start helping women to become more effective leaders took full shape on one her solo adventure retreats (she had an airplane drop her off on a tropical island with her kayak for a few weeks). She left the island inspired and with a plan to serve women who are in a position to make a difference - and the **Women with Wings Leadership Seminar** was born with the inspirational Wings Seminars Program Director, Sherrie Frank.

“My training was very inspiring, thought provoking, supportive, and informative. Diane is top of the line – enthusiastic, encouraging, and well informed.”

Marketing Workshop Participant, California Rural Business Owner