



PAVING THE PATH TOGETHER

SARAH MILKS BETHEL
COO, PATRICK TA BEAUTY





BROCK

Met him on a \$1 Bet
5th Grade Teacher
Aspiring Snowbird



JACK

11 Years Old
Football, Basketball &
Rock & Roll



SARAH

Tennis,
Bruce Springsteen and the
Public Library





LBRANDS / MAST

2006 – 2020

Cost Analyst

Supply Planner

Senior Planer

Manager, Ops Planning

Director, Ops

Portfolio Director

UNILEVER

2020 - 2025

Senior Director, Planning

VP, Global Supply Chain

SVP, Global Supply Chain

PATRICK TA BEAUTY

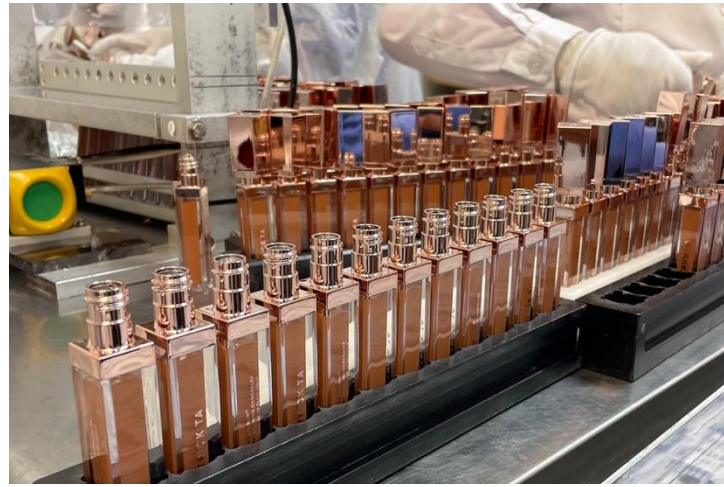
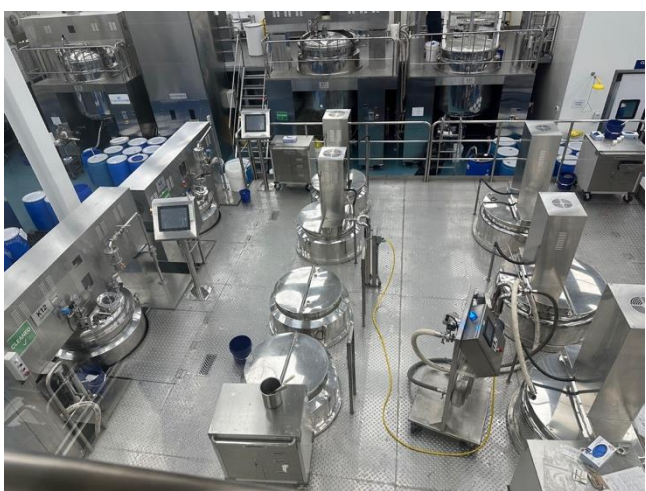
2025 - PRESENT

Chief Operating Officer

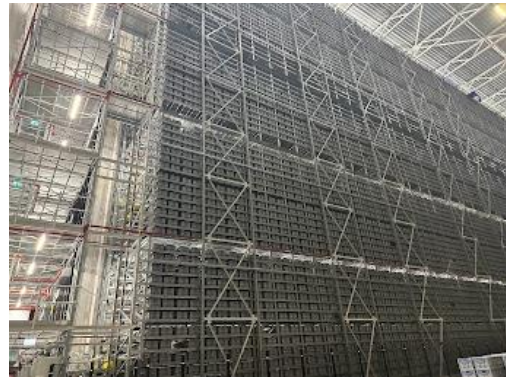


WHAT MY FRIENDS AND FAMILY THINK I DO





WHAT I REALLY DO





HOW I FEEL THAT I REALLY DO



3 WISHES
THAT CHANGED
EVERYTHING

Wish Journal

I wish to be a professional football player.



I wish for a puppy.

I wish the Blue Jackets win.



Today is 2-2

My wish for today

is

I wish I get to

see my mom more.

because she works for

a big job. 😊

Today is 3-3

My wish for today

is

I wish my mom

came home

All About My Mom

My mom likes to

~~is~~ sleep.

My mom always

works.

My mom is good at

~~plants~~ ~~reverse~~ ~~to~~ dangles.

My mom is very

nice!

BEFORE WE PAVE THE PATH TOGETHER

WHAT ARE WE CARRYING ALONE?

TO DO IN THE NEXT TWO WEEKS:

BOARD SLIDES	CONSULTANT SOW	EXCLUSIVITY AGREEMENT	BOOK MILAN HOTEL
YEAR END REVIEWS	SMARTSHEET CONTRACT	TEST SHIPMENT REVIEW	YOGI DASHBOARD
TRADEMARK PROCESS	2026 GOALS	COMPONENT RECON	F/C AWARD
JACK DENTIST	AIR FREIGHT PROCESS	REGULATORY UPDATE	AOS ACTION PLAN
DRY CLEANING	EXPENSE REPORTS	SEPHORA MPQ PLAN	CA SPIRIT WEEK
SCHEDULE HAIR APPT	BABY SHOWER HOST	CONCEALER PLAN	BOOK CLUB
QA DIRECTOR 30-60-90	TARIFF FORECAST	SUMMER INTERN PLAN	SPECRITE PLAN
PACK FOR BREAK	OLT (OLD LADY TENNIS)	KAI BIRTHDAY GIFT	ALDER TOOLING
TAXES	KATE TB	SKYLAR GRAD GIFT	LT DIRECT BUY
LIBRARY DINNER	GWP/NON MERCH PLAN	BOLOGNA SCHEDULE	JACK GUITAR LESSON
CHANGE AIR FILTERS	COOK DINNER	CULT BEAUTY IMPORT	SELL KOL TICKETS
ROAD TO REMOTE	CANCEL CLEANERS	FOUNDATION IP	CONCEALER CAP

TO DO IN THE NEXT TWO WEEKS:

BOARD SLIDES

CONSULTANT SOW

EXCLUSIVITY AGREEMENT

BOOK MILAN HOTEL

YEAR

TRAD

JACK

DRY C

SCHE

QA D

PACK

TAXES

LIBRA

CHAN

ROAD TO REMOTE

CANCEL CLEANERS

FOUNDATION IP

CONCEALER CAP

WHAT DO YOU HAVE TO
GET DONE IN THE NEXT
TWO WEEKS?

We think leadership means capacity.

We think strength means endurance.

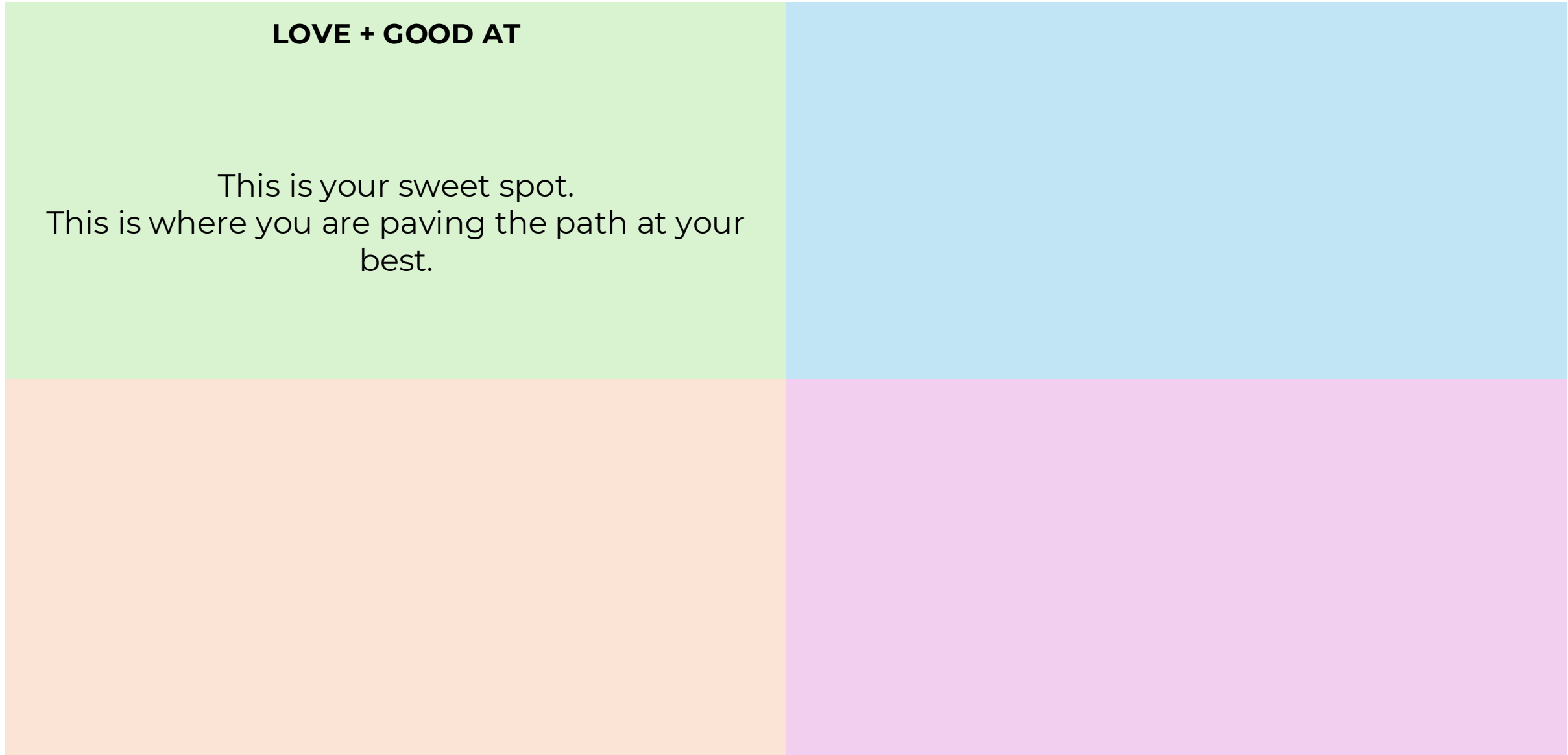
We think paving the path means laying every brick ourselves.

Where are you carrying freight that someone else could broker?

ENTREPRENEURIAL OPERATING SYSTEM

LOVE + GOOD AT

This is your sweet spot.
This is where you are paving the path at your best.



ENTREPRENEURIAL OPERATING SYSTEM

LOVE + GOOD AT

This is your sweet spot.
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LIKE + NOT GOOD AT

This is passion without proficiency.
Fun...but inefficient.

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DON'T LIKE + GOOD AT

You can do it.
You probably do it well.
But it drains you.



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DON'T LIKE + NOT GOOD AT

This is the danger zone.
This is burnout fuel.

ENTREPRENEURIAL OPERATING SYSTEM

LOVE + GOOD (GENIUS)

BOARD SLIDES
BOOK CLUB

**FILLS MY CUP, ACCELERATES
GROWTH. UNIQUE ABILITY**

GWP NON-MERCH PLAN

LIKE + NOT GOOD (FUN... INEFFICIENT)

QA DIRECTOR 30-60-90
JACK GUITAR LESSONS
LIBRARY DINNER

PARTICIPATE: DON'T OWN!

AOS ACTION PLAN
BABY SHOWER HOST
OLT

DON'T LIKE + GOOD (DRAIN)

COMPONENT RECON
COOKING DINNER

**DELEGATE / ASK FOR HELP
ZONE**

SMARTSHEET CONTRACT
BIRTHDAY / GRAD GIFTS

DON'T LIKE + NOT GOOD (BURNOUT/DANGER)

TRADEMARK PROCESS
SELL KOL TICKETS

**DELEGATE / ELIMINATE OR BE
OK WITH FAILURE**

CHANGE AIR FILTERS

WHAT DOES HELP LOOK LIKE?

EXTERNAL COACHING

- NEUTRAL PARTY
- SAFE
- MINIMAL COST (TIME & MONEY)

MY COACH - ELISIA KEOWN



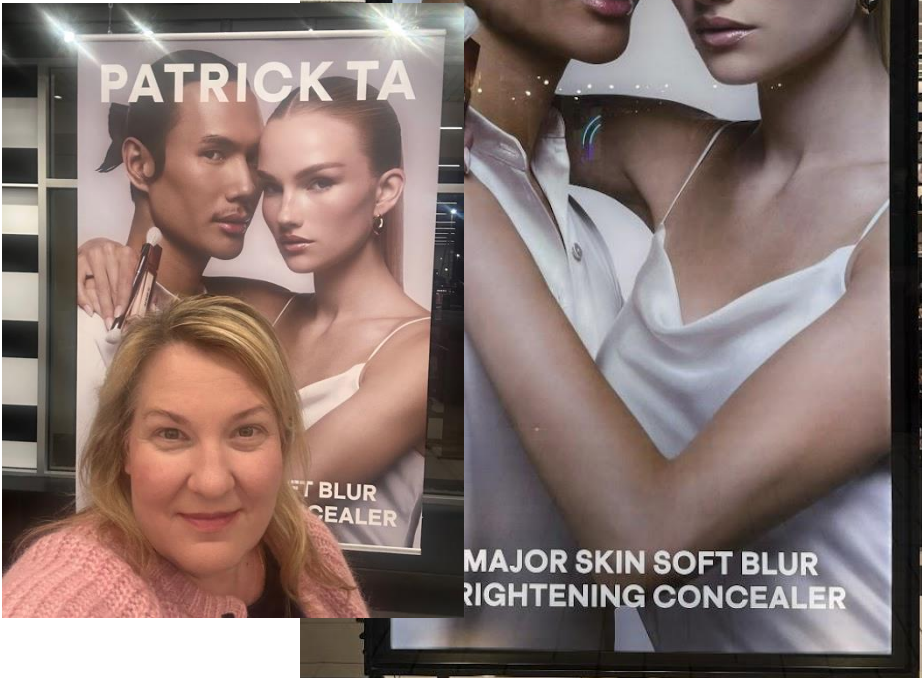
ENABLE THE EXPERTS

- CONSULTANTS ARE DOCTORS FOR YOUR BUSINESS
- LESS ONBOARDING & OVERSIGHT
- CHANGE MANAGEMENT

*WHAT CHAT GPT PRODUCED WHEN I SAID
"BUSINESS CONSULTANT"*



ACTIVATE YOUR NETWORK



FRONT OF SEPHORA, FEB 15TH. ON TIME

ACTIVATE YOUR NETWORK

- HAVE COFFEE – WITH EVERYONE
- DON'T BURN BRIDGES
- FAVORS ARE OFTEN ACTUALLY FREE



FRONT OF SEPHORA, FEB 15TH. ON TIME

OUTSOURCE FRICTION

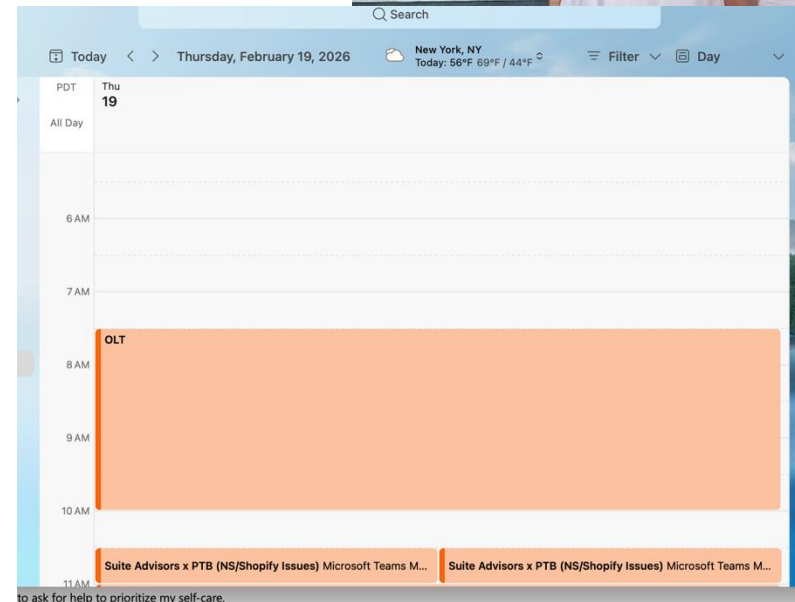
- TRULY CONSIDER THE ROI
- PROTECT PEAK HOURS
- DESIGN FAMILY SUPPLY CHAIN

IT ISN'T ALWAYS FANCY - BUT MOST OFTEN TOGETHER



PRIORITIZE SELF CARE

- SCHEDULE IT OR IT WON'T HAPPEN
- TAKING CARE OF YOURSELF ISN'T INDULGENT
- GROWTH NEVER STOPS



THIS WAS PROBABLY TAKEN AT 9AM ON A THURSDAY

CELEBRATE EVERYTHING

- CREATE INTENTIONAL MOMENTS: NO CELEBRATION TOO SMALL
- GET OUT OF THE GROUP TEXT
- PURPOSE VS PINTEREST



CELEBRATING A PROFESSIONAL MILESTONE, POTTY TRAINING AND THE GOOD NEWS CREW

BE HELPFUL

- PASS YOUR TOOLS FORWARD.
- SHOW UP WITH THE HELP PEOPLE WON'T ASK FOR - NOTICE THE QUIET STRUGGLES
- SAY THANK YOU



STRONGEST ROADS ARE
NEVER BUILT ALONE





THANK YOU

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