



# TARA MCFARLAND

## BIO

Tara's journey as a coach and consultant for technical professionals and teams began when she sat in her boss's office shaking, throat a little tight and stated, "I want to be the Brené Brown for Engineers." From that moment on, she began to explore her own vulnerability, which transformed her life and career.

In her 20+ years as a civil engineer, Tara had seen how she and her fellow engineers and struggled with trust, communication and empathy. Vulnerability felt like a four-letter word.

Tara guides and coaches technical teams who want to create psychological safety and build trust. She believes that when people on project teams feel safe and trust each other, projects will run more smoothly, saving time, money, and reduce burnout and turnover.

With her depth of experience in the engineering and construction industry including field work, design, construction inspection, and project/program management, she bridges the gap between technical skills and people skills. Her work teaches that vulnerability is not weakness and that empathy builds partnership. She leads by ensuring that every story is heard.

## CONTACT INFORMATION

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## SUGGESTED TOPICS

- Technical vs. leadership training in the engineering industry
- Leadership of self
- Tools teams can use to get started revamping how they function
- Healthy team dynamics encourages diversity and inclusion
- Women in STEM/STEAM and why we need to include everyone, not just women in the conversation

## SUGGESTED QUESTIONS

- What can an entry-level engineer do to influence their development?
- In the discussion of women in STEM/STEAM, why is it important to include men?
- Why do you think vulnerability is important to embrace?
- What have been your most challenging lessons in your work as an engineer?
- What has been the most challenging aspect of your career as a woman in engineering?

