



Founder & Principal:

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FACT SHEET

Who We Are

Founded in 2016 by Diversity, Equity and Inclusion expert and thought leader Aiko Bethea, RARE Coaching & Consulting works with executives, teams, organizations and individuals who are ready to remove the barriers to inclusion and push past their self-limiting beliefs to become innovators and leaders in their workplace and industry. RARE's transformative DEI work is the catalyst for company-wide effectiveness and long-term sustainability.

What We Do

RARE provides executive and individual coaching, team coaching, organizational consulting, development workshops and tailored speeches to open up new diverse perspectives, develop inclusive spaces, and increase psychological safety practices that allow leaders to perform better and innovate together.

Why We Do It

RARE exists to help individuals, leaders, and organizations create possibilities that empower them to have a greater impact in their work, relationships, and their communities. Founder Aiko Bethea believes that when you anchor into your values and discover your voice, you can begin to live the life you want to live and be exactly who you want to be. Built on the values of justice and loyalty, RARE provides practical solutions to resolve DEI concerns, foster empathy, connection and trust.

About The Founder

Aiko is a leader, builder and connector. A renowned speaker and thought partner, she has consulted for various companies and organizations across the country, including Bristol Myers Squibb, Intuit, Weiden + Kennedy, City of Seattle, PATH, Satterberg Foundation, Starbucks, Theatres for Young Audiences, Uber, and Gap. As a trusted and credible thought partner, Aiko created and implemented the first organization-wide DEI strategy and developed the first diversity and inclusion department at Fred Hutch Cancer Research Center. In addition to her work as principal and founder of RARE Coaching & Consulting, Aiko is Sr. Director of the Daring Way™ and the Dare to Lead™ global facilitator communities of Brené Brown Education and Research Group. She is also a Senior Director at Frontline Solutions, a black-owned consulting firm. Previously, Aiko worked as a grassroots community organizer, deputy director at the Bill & Melinda Gates Foundation, and an attorney and litigator for the City of Atlanta.

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