

# Yedda: Expertise

I am a local business owner and certified coach as well as a professor in the VCU School of Business and the Department of Health and Human Performance. I was named the Entrepreneur in Residence in the VCU School of Business in 2015 for a 3 year appointment. I hold an undergraduate degree in Community Health and an MBA from VCU and possess the following skill set:

**MYERS-BRIGGS:** ENTP- inventive, enthusiastic, strategic, enterprising, inquisitive, versatile. Enjoy new ideas and challenges, value inspiration.

**TOP 5 STRENGTHS:** Command, Futuristic, Activator, Significance, Focus

My expertise is people and seeing their strengths and maximizing them to achieve their vision. I may not be an industry expert in any one particular field but I am an expert in knowing what makes people "tick". What I do and what I bring to the table is a keen ability to rapidly identify and offer viable solutions to problems while simultaneously being able to identify opportunities and form solutions to capitalize on these opportunities. I then create a strategic plan apportioning individual responsibilities focused on a specific vision, drawing those individual responsibilities together collectively to solve problems, and educate them on capitalizing on opportunities and manifesting their vision.

I started my career in the Health and Fitness industry, which has afforded me the opportunity to understand people and why they do what they do, and that in turn caused me to develop a knack for looking at what drives behavior. I utilize this skill in helping individuals grow and evolve by changing and improving their strengths according to their vision.

I have learned throughout my career people tend to choose opportunities more than solve problems. Capitalizing on opportunities is my focus when working with individuals and companies. I do this by conducting the following business services and workshops, as well as health lectures in the community and at VCU

## SERVICES:

- Needs Assessment
- Vision Mapping
- Strategic Planning
- Behavior Change Strategy
- Leadership Development
- Program, Planning and Evaluation

## WORKSHOPS:

- The 5 Crippling Leadership Habits
- The 12 Essential Traits of a Quantum Leap Leader
- The Universal Laws of Growth, Healing and Evolution
- An Introduction to Behavioral Differentiation
- The Inner Game of Selling
- Taking Ownership of Exceptional Customer Service
- The Inner Game of Negotiation
- The Customer Perspective Selling System
- Coaching to Win
- Key Account Management
- The Master Skill of Effective Leadership
- The Three Pillars of Change Management



**GROWTH AND EVOLUTION**

# Yedda: Expertise (cont.)

## HEALTH LECTURES:

The 3 Myths of Health Behavior Change  
5 Crippling Health Habits  
How to Create Successful Worksite Wellness Programs  
Emotional Management and Mindfulness in Business  
Taking Charge of Your Health  
Stress: The Constant Challenge  
Psychological Health  
Substance Abuse and Alcohol Abuse  
Nutrition Basics  
Exercise for Health and Fitness  
Weight Management  
Cardiovascular health  
Cancer  
Immunity and Infection  
Environmental Health  
Conventional and Complimentary Medicine  
Personal Safety  
Aging: A Vital Process  
Death and Dying  
The Mind Body Connection  
The Affordable Care Act: How It Affects You and Your Company

## COMPANIES I HAVE BEEN PRIVILEGED TO WORK WITH IN RVA:

Anytime Fitness	Sportsbackers
American Heart Association	VA Council of CEO's
Bon Secours Healthcare System	VCU
Carmax	Virginia Department of Health
Collier's	VHDA
Council on VA's Future	Warren Whitney
Creative Office Environments	
Department of Education	
Department of Medical Assistance	
Department of Social Services	
Fitness Resource	
Ford Motor Company	
Hines Management	
Institute Higher Education Morocco	
Mobile One Courier	
New Market	
New Richmond Venture	
PartnerMD	
St. Andrew's School	



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