

Yedda: Expertise

I am a local business owner, certified narrative coach, and a professor in the Robins School of Business at the University of Richmond. I was named the Entrepreneur in Residence in the VCU School of Business in 2015. I hold an undergraduate degree in Community Health and a graduate degree in Business Administration. I possess the following skill set:

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

TOP 5 STRENGTHS IN THE WORKPLACE: Command, Futuristic, Activator, Significance, and Focus.

My expertise is helping people maximize their strengths to achieve their vision. I am not an industry expert in one specific field, rather I am an expert on what drives people's behavior. I bring to the table a keen ability to rapidly identify and offer viable solutions to problems leaders face, while simultaneously coaching organizations to capitalize on these opportunities. I then create a plan to maintain focus on actionable steps needed to achieve the vision.

I've spent my career in the Behavior Change industry, which has afforded me the opportunity to understand people and why they do what they do. As a result, I have developed a knack for looking deeper into what drives behavior. I utilize this unique skill to help individuals grow and evolve.

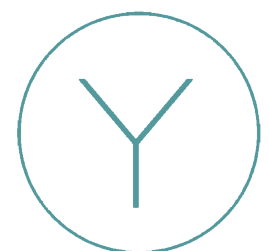
I have learned throughout my career that people tend to seek opportunities rather than to solve problems. Capitalizing on opportunities is my focus when working with individuals and companies. I do this by conducting the following services:

CONSULTING SERVICES:

- Vision Mapping
- Leadership Development
- Culture and Behavior Change Strategies
- Business Planning
- Strategic Program Development and Evaluation

WORKSHOPS:

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| Building a Strengths-Based Culture | An Introduction to Behavioral Differentiation |
| Unconscious Bias in the Workplace | The Inner Game of Selling |
| Gender Equity in Leadership | Taking Ownership of Exceptional Customer Service |
| Understanding Power | The Inner Game of Negotiation |
| Peaceful Conflict Resolution | The Customer Perspective Selling System |
| Engaging Creativity | Coaching to Win |
| Joyous Expression | Key Account Management |
| Fairness and Tolerance | The Master Skill of Effective Leadership |
| Diversities and Similarities | The Three Pillars of Change Management |
| Ethical Economics | |
| Celebrating Self, Valuing Others | |
| Creative Consciousness and Mind Power | |
| Mindfulness and Awareness | |
| The 5 Crippling Leadership Habits | |
| The 12 Essential Traits of a Quantum Leap Leader | |
| The Universal Laws of Growth, Healing, and Evolution | |



GROWTH AND EVOLUTION

Yedda: Expertise (cont.)

LECTURES:

Body, Mind and Spirit: How they Function
Personhood and Self-Creation
Honesty and Responsibility
Visibility and Transparency
Elements of Loving Relationships
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
Science and Spirituality
The Mind Body Connection

CLIENTS:

Altria
Anytime Fitness
American Heart Association
Attorney General of Virginia
Blue Ridge Association of Realtors
Bon Secours Healthcare System
Carmax
Colliers
Combat Wounded Coalition
Council on Virginia's Future
Creative Office Environments
Department of Education
Department of Medical Assistance
Department of Social Services
Effat University
Fitness Resource
Ford Motor Company
Hines Management
Institute Higher Education Morocco
JUUL
Martin Agency
Mobile One Courier
New Market

New Richmond Venture
Orange Theory Fitness
Overcomer Academy
PartnerMD
PriceWaterhouse Coopers
St. Andrew's School
Sportsbackers
Urban Land Institute
Timmons Group
Virginia Bankers Association
Virginia Commonwealth University
Virginia Council of CEOs
Virginia Department of Health
Virginia Museum of History and Culture
VHDA
Virginia Roofer's Association
Virginia Realtor's Association
Virginia Triad
Virginia Women in Banking
Warren Whitney
Women's Association
Women's Leadership Initiative



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