



Women's
PROFESSIONAL EMPOWERMENT
SYMPOSIUM

2022 VIEW FROM THE E-SUITE:

Women's Professional Empowerment Symposium

THE GREAT REINVENTION

October 13 - 14, 2022

Hosted by



Welcome to the E-Suite

If we are being honest (and we always are), 2022 was just different. We started the year off hearing about this Great Resignation. That was followed by the back and forth questions regarding return to work. And today, we are hearing about inflation, cost of living and budget cuts.

Through all this, the E-Suite team has done what we always do. We have focused on the possibilities, and the opportunities! Instead of the Great Resignation, we chose to talk in terms of the Great Reinvention. We have met with phenomenal women leaders and influencers to better understand the challenges facing mid- to senior- late career women and women business owners, and we mapped out a year of activities to help those women reinvent their careers and businesses.

This “ReInvention” is about you, and on behalf of the E-Suite family, co-hosts, and sponsors, I want to congratulate you in advance for reigniting YOUR passion!

As we set our intentions on closing the year out strong, we are delighted to have you join us for the 2022 View From the E-Suite: Women’s Professional Empowerment Symposium! In this space, you are heard. In this space, you are seen. In this space, you, and your voice, are valued.

It is my continued hope that you will use this time to focus on YOUR professional priorities and appreciate this time you have set aside for YOU!

Yours in Service,

Erica M. Roberts

Creator, E-Suite Academy



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ABOUT

Co-Hosts



Pathways to Excellence, Incorporated

Pathways to Excellence, Incorporated is a Maryland-based nonprofit with a mission to provide charitable and educational programming and resources to advance educational, professional and developmental opportunities among under-represented populations.

The leadership team has over 50 years of experience with classroom education (K-12) and out-of-school programs, and 20 years' experience leading national worker protection and workforce development efforts.

X IS POSSIBLE, LLC



Established in 2016, X Is Possible, LLC is a small, Minority and Woman Owned, personal and professional development company providing organizational and employee development services, including strategic planning and facilitation, executive and career coaching, and management training. X Is Possible, LLC offers management consulting and organizational development services to government agencies, nonprofit organizations and socially responsible corporations.



Pathways To Excellence Board

WHO WE ARE

Established in 2020, Pathways To Excellence, Incorporated (Pathways2X) is a Maryland based nonprofit (501c3) with a mission to provide charitable and educational [programming and resources](#) to advance educational, professional and developmental opportunities among under-represented populations.

REPRESENTATIVE LEADERSHIP

Pathways To Excellence, Incorporated is led by dedicated team of professionals who represent the core our mission. Collectively, the leadership team's professional experience includes post-secondary classroom education, college and career planning, human resources management, labor relations, computer science, project management, and information technology.

BOARD MEMBERS

Cassandra Roberts is a co-founder and President of Pathways To Excellence, Inc. Having taught over 15,000 students over the course of her 37-year career, she has had the opportunity to touch the lives of adults, soldiers and middle- and high-school students, and play a role in their ultimate success. As an educator, she started and led several mentoring programs targeting students of color, especially young women in middle school and high school.

Outside of the classroom, Mrs. Roberts encouraged students' parents to take advantage of grants and financial aid to pursue continuous education. Known as the "Scholarship Lady," she has led efforts to award over \$150,000 in undergraduate scholarships, and to create a scholarship endowment for students to ensure students continued to have access to money.

One of her most rewarding experiences involved leading a state-recognized program designed for students who were interested in knowing more about the teaching profession.



CASSANDRA ROBERTS
Board President



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KALECIA BAITY
Vice President



SHANA WILCHER
Secretary



MARY ASHBY
Treasurer



ALEX TREMBLE
Director



BRANDY TOOKES
Director



CANDACE CATO
Director



MARQUES YOUNG
Director



VALARI JACKSON
Director



VICTOR FERGUSON
Director

EXECUTIVE DIRECTOR

Erica M. Roberts is the Executive Director of Pathways To Excellence, Incorporated. An entrepreneur, past government and nonprofit Executive, and training professional, Ms. Roberts offers a unique blend of experience leading, managing, and designing programs.



ERICA ROBERTS
Executive Director



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MEET THE E-SUITE CREATOR

– Erica M. Roberts



Erica M. Roberts is the Executive Director for Pathways To Excellence, Incorporated, and the Founder & President of X Is Possible, LLC. She boasts over 15 years of executive and professional leadership experience within Federal government agencies and non-profit organizations. As a Training Director, Customer Experience Expert, and Employee Engagement Strategist, she has partnered with Federal government agencies, industry associations, and workforce professionals to design and deliver customized organizational development solutions to deliver tangible results to clients. She has enjoyed delivering measurable value by engaging employees to transform culture and practices within organizations.

Erica earned a Master of Business Administration and a Bachelor of Science in Management from Florida A & M University. She completed a Senior Executive Service Candidate Development Program and was approved by the U.S. Office of Personnel Management for appointment to Senior Executive Service in 2018. Erica is a certified Project Management Professional and credentialed coach (ICF-ACC). She is also active in the National Black MBA Association, as one of the founders and Interim President of the Greater Maryland Chapter, past President of the Washington DC Chapter, and previous National Advisory Council member. In her spare time, Ms. Roberts enjoys volunteering. She is an active member of Delta Sigma Theta Sorority, Incorporated – a public service organization that executes programs in support of local, national, and international causes.

X is Possible



HBCU PATHWAYS
Uncovering Excellence



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Women's

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VIRTUAL SUMMIT

SAVE THE DATE!

December 1 - 2, 2022

SCHEDULE OVERVIEW



DAY 1: LEADERSHIP / CAREER

October 13, 2022

9:00 – 10:00: MINDFULNESS MORNINGS (JANN MITCHELL)

10:00 – 10:45: WELCOME AND OPENING PLENARY: IT'S MY STORY TO TELL (ERICA M. ROBERTS)

10:45 – 11:15: SMALL GROUP NETWORKING

- SANDWICHED IN (CANDACE CATO)
- PSYCHOLOGICAL "SAFETY" AT WORK/AUTHENTICITY (ERIKA L. DAVIS)
- NOURISHED BODY, NOURISHED MIND (EMILY BROWN)

11:15 – 11:25: EMPOWERMENT ROW (INCLUDING ON-SITE COACHING AND SPONSORS)

11:25 – 12:25: BREAKOUT 1: WHAT'S HOLDING ME BACK? (EXCUSES)

- WANT TO BE: FINANCIALLY FREE! (MELISSA REAKTENWALT)
- RECONNECT.RELEASE.COMMIT: "THE JOURNEY BACK TO AUTHENTICITY" (CHRISTY MCCAFFREY)
- WHAT WILL PEOPLE THINK? (ERICA M. ROBERTS)

12:30 – 1:30: SEAT AT THE TABLE LUNCH & GROW (EBONY D. THOMAS & ERICA M. ROBERTS)

1:30 – 1:45: EMPOWERMENT ROW

1:45 – 2:45: BREAKOUT 2: TAKE THE RISK

- NEGOTIATING MY VALUE (HENNITHER B. GANT)
- RISKY CONVERSATIONS (ERIKA L. DAVIS)

2:45 – 3:15: SPEED NETWORKING/EMPOWERMENT ROW

3:15 – 4:15: BREAKOUT 3: TALK "SECTOR" TO ME

- CAREERS IN GOVERNMENT (LAJUAN BRYAN BEVERIDGE)
- CAREERS IN NONPROFIT (ERICA M. ROBERTS)
- CAREERS IN PRIVATE SECTOR (JULIET MURPHY)

4:20 – 4:30: DAY 1 CLOSE - CHARGE TO ACTION (ERICA M. ROBERTS)

4:30 – 5:00: WIND DOWN (DR.MUSLIMAH 'ALI, THE FITNESS DOC)

SCHEDULE OVERVIEW

DAY 2: BUSINESS / ENTREPRENEURSHIP

October 14, 2022

9:00 – 10:00: MORNING MEDITATION (JANN MITCHELL)

10:00 – 10:30: WELCOME AND OPENING PLENARY (ERICA M. ROBERTS)

10:30 – 11:30: STRATEGY OVERVIEW: STRATEGY MATTERS (VALARI JACKSON)

11:30 – 12:30: WHAT'S MY PRICING APPROACH? IMPACT-BASED PRICING (SUSAN TRIVERS)

12:30 – 12:45: EMPOWERMENT ROW (INCLUDING ON-SITE COACHING AND SPONSORS)

12:45 – 1:45: BUILD THE TABLE LUNCH & LEARN (ALICIA JONES & ERICA M. ROBERTS)

1:45 – 2:00: NETWORKING

2:00 – 3:00: LASER-FOCUSED ASK THE EXPERTS

- PRODUCTIVITY AND IMPLEMENTATION (VALARI JACKSON)
- EFFECTIVE STRATEGY AND COMMUNICATION FOR PURPOSE-DRIVEN MULTI PASSIONATES (JATEYA JONES)
- MARKETING MUSTS (TIARA WILLIAMS)

3:15 – 3:45: RESOURCES FOR WOMEN ENTREPRENEURS (VALARI JACKSON & ERICA M. ROBERTS)

3:45 – 4:00: CHARGE TO ACTION & CLOSING (ERICA M. ROBERTS)



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CAREER / LEADERSHIP DAY SPONSOR

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MINDFULNESS MORNING WITH JANN @ 9 AM (ET)



Jann Mitchell

Personal Trainer & Massage
Therapist

Jann Mitchell is the President and Owner of New U Rejuvenation Center. HHP, a nutritionist, lymphatic specialist, toxic release coach, massage therapist and personal trainer for over 25 years. Jann's specialty is detoxification of the body. Jann also holds an MBA and CPA.

At New U she focuses on releasing toxins in the lymphatic system through a process called X'tract Lymphatic Drainage Massage. For the past 10 years, Jann and her husband have been running a 6,000 sq. foot European Medical Spa call New U Rejuvenation Center. They help keep their client's body, mind, and soul healthy and happy through alternative ways of wellness. Utilizing our programs on a regular basis keeps our clients feeling better, looking healthier, sleeping well, and feeling fit. The center is private and a convenient way of getting nutrition guidance, movement, relaxation, detoxification therapies and beauty needs in one place. Please visit NewURejuvenation.com and see the natural modalities and services we offer.

EMPOWERMENT SYMPOSIUM SESSIONS AT-A-GLANCE



FACILITATED NETWORKING

Choose from one of small group, facilitated discussions that are relevant to today's professional women:

- Sandwiched In (Candace Cato)
- Psychological "Safety" At Work / Authenticity (Erika L. Davis)
- Nourished Body, Nourished Mind (Emily Brown)

BALANCE

SANDWICHED IN

For women who are caught in the middle of caring for youth and elders.

CAREER

PSYCHOLOGICAL "SAFETY" AT WORK

For women who want to live freely and work freely as their authentic selves.

HEALTH

NOURISHED BODY, NOURISHED MIND

For women who are ready to create personal and family eating plans to support their health and lifestyles.

MEET THE FACILITATORS

SMALL GROUP NETWORKING

CANDACE CATO

Talent & Development Professional



Candace Cato is an experienced Talent & Development professional with demonstrated history working in the financial and pharmaceutical industries. She is skilled in coaching, instructional design, mentoring, needs analysis, relationship building, and talent development. Throughout

her career, she has built a reputation as a colleague and servant leader who facilitates knowledge transfer to inspire and ignite behavioral change.

Candace is a community leader and founding Board member of the Greater Maryland Chapter of the National Black MBA Associations. She currently serves as Board member and Programs Director for Pathways to Excellence, Incorporated.

EMILY BROWN

*Autoimmune Health and Functional Nutrition Coach | Bridge
Integrative Health and Nutrition, LLC*



Emily Brown, MS, CNSc is an autoimmune health and functional nutrition coach. She walks alongside women and men struggling silently with autoimmune disorders and other chronic conditions to combat debilitating fatigue, insane brain fog, and uncomfortable weight changes. She supports her

clients in reclaiming control of their bodies using targeted nutrition, transformational mindset changes, and sustainable lifestyle modification using an evidence-based, anti-inflammatory approach. Emily is also a former journalist whose work has appeared in the Wall Street Journal and Bloomberg News. Emily holds a Master's degree in Human Nutrition and Functional Medicine from the University of Western States and a Bachelor's degree in Journalism from Howard University. Learn more about the healing power of functional nutrition counseling and health coaching with Emily by visiting www.bridgeintegrativehealth.com.

MEET THE FACILITATORS

ERIKA L. DAVIS

Empowerment Coach | Exhale Consulting, LLC



Erika L. Davis, P.E., CIC, CPQC, ACC, is an experienced Empowerment Coach and founder of Exhale Consulting. She identifies as a black woman, wife, mother, daughter, and sister using, she/her pronouns. She is the granddaughter of the first black bus driver at the University of Michigan and is an inspiring change agent.

She is a skilled leader, speaker, strategist, and motivator with over 20 years of inclusive leadership experience, leading people, and change. She is a catalyst for removing barriers and creating breakthroughs every day! She empowers powerful nonbinary and women leaders to activate diverse and inclusive workplace change by being their authentic selves.

She was born in Michigan, where she learned a legacy of community service, cooking, and unconditional love. She graduated from Tennessee State University with a B.S. in Architectural Engineering on a full-ride scholarship. While there, she married her high school sweetheart, and they started their family. She met her goal of becoming a licensed Professional Engineer and went on to serve as the first woman of color in her roles as National Forests in Alabama Forest Engineer, National Forests in Florida RHELM Staff Officer, and Acting Southern Region Director of Resource Information Management for the US Forest Service.

“Family is very important to me, and I have realized that my family is larger than I ever imagined. My family is all of humanity and we are more the same than different. Since November 2006, I have been challenged to live more authentically, and in alignment with my truth... and surprisingly I count it all joy.”

She has a proven record of delivering results that activate the power of voice in her clients. They move forward making cultural shifts in their organization and achieving their goals.



EMPOWERMENT SYMPOSIUM SESSIONS AT-A-GLANCE

BREAKOUT: WHAT'S HOLDING YOU BACK?

What's holding you back from taking the next step? If you're like the women we have heard from, you may be constrained by concerns about money, emotional blocks, or anxiety about how others will judge you. Tune into one of these sessions and get ready to get moving!

FINANCE

WANT TO BE: FINANCIALLY FREE!

In this workshop, we will bust some of money myths, and help participants plan to be financially free in the midst of change.

CAREER

RECONNECT.RELEASE.COMMIT

In this personal growth talk, participants are guided through a process of releasing mental and emotional blocks that might be standing in the way of progress.

MINDSET

WHAT WILL PEOPLE THINK?

In this session, participants review some typical scenarios, and considerations when the opinion of others is affecting your decision-making.



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MEET THE SPEAKERS

MELISSA REAKTENWALT

Founder, Advisor | EViE Financial Group



Careers & Leadership **What's Holding Me Back? Want to Be: Financially Free!**

Melissa Reaktenwalt,
Founder and Advisor at EViE
Financial Group

Melissa is the Founder and Lead Advisor with EViE Financial, a full-service financial planning and wealth management firm serving clients with a focus on instilling independence and empowerment. For the past 15 years, she has offered expert and actionable advice to clients on topics from retirement readiness and personal financial management, to entrepreneurship and wealth building.

Melissa also has an extensive history of providing sound, thoughtful education on financial and business ownership topics, delivered through wellness courses and workshops presented to individuals working through various stages of life. Her passion for financial wellness marries with her formal education and real-world experience to help clients manage their money in a realistic, efficient way.



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MEET THE SPEAKERS

CHRISTY MCCAFFREY

Nonprofit Founder & Podcast Host



Careers & Leadership **What's Holding Me Back? Reconnect. Release. Commit**

Christy McCaffrey,
Nonprofit Founder and Podcast Host

Christy McCaffrey is a nonprofit founder and director, a podcast host, writer and producer. . She is the founder/director of Project Scleroderma, the creator and host of Be The Good Podcast and co-creator/co- host of The Wisdom Work Community & Podcast.

Through her nonprofit, Project Scleroderma, Christy produces documentary style videos and films to shed light on the stories of those who suffer from a rare autoimmune disease she lost her mother to 11 years ago, a disease called Scleroderma. Project Scleroderma uses the vehicle of film to create a greater level of awareness and to encourage support of scleroderma research. Her latest documentary, "Run Greg Run", was recently selected as an official selection for The DOCUTAH International Film Festival.

On her podcast, "Be The Good", Christy interviews a diverse group of guests, each who are working to make a difference in the world in their own unique way. Through her Wisdom Work Community Christy and her co-host Christa Mantey encourage listeners and community members to follow their intuition as they work to unearth the wisdom that awaits them on their own personal growth journeys.

Through her work Christy says she has learned how to show up in her own authentic way to make an impact in the world and she is eager to help others connect to their own true authentic potential as well.



MEET EBONY D. THOMAS



EBONY D. THOMAS

Senior Associate | Booz Allen Hamilton



Ebony Danielle Thomas is a seasoned management consultant and project manager specializing in strategic planning, change management, performance management, and business development. She began her career on Wall Street in the Equities Division of Goldman Sachs and went on to work in the Finance Division at Fannie Mae. In 2010, after completing her MBA, Ebony chartered a new direction in her career when

she began working with Booz Allen Hamilton where she has remained through the present. Ebony has served as a thought leader in the development of business solutions for an array of clients across the Department of Defense (DoD) and Civil markets including the Under Secretary of Defense for Personnel & Readiness, the Air Force Surgeon General, the Director of the Defense Center of Excellence for Psychological Health and Traumatic Brain Injury, and the U.S. Department of Veteran's Affairs (VA). She also previously led the change management practice for the rollout of the military's new Electronic Healthcare Record (EHR) system impacting over 50 military hospitals, 300 clinics, and 9.5M beneficiaries globally. In her current role, Ebony is leading several strategy and change management efforts across DoD Health Affairs (HA) and the National Institute of Health (NIH).

Beyond delivering high quality client-service, Ebony is committed to leading successful firm-wide diversity efforts and holds the position of Chair for Booz Allen's African American Network (AAN). In this capacity, Ebony plans the annual curriculum to shape career development and community outreach opportunities for employees at all levels while also serving as a mentor to junior staff. Her in-depth insight into the management consulting industry has helped to better position her mentees to achieve their personal and professional aims. Notably, in response to COVID-19 and the public resurfacing of systemic racial injustice in the US, Ms. Thomas has seamlessly pivoted AAN programming to an all-virtual platform and has begun designing programming to address Unconscious Bias, Algorithmic Bias, Microaggressions, Effective Allyship, Cultural Celebration, and more.

Outside of work, Ebony is an active alumna of Management Leadership for Tomorrow (MLT) and an active member of CALIBR – both programs dedicated to the advancement of high-potential individuals in education and corporate America. Ebony is committed to community engagement and regularly contributes to service-based initiatives.

Ebony holds a Bachelor's degree in Economics from Spelman College where she was a Bonner Scholar and an MBA from the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill where she was a Dean's Fellow and a Bank of America Fellow. She is certified as a Project Management Professional (PMP) through the Project Management Institute (PMI), a Change Management Advanced Practitioner through Georgetown University, a certified Lean Six Sigma Black Belt through Dartmouth College, and a certified Design Thinking Professional. Ebony enjoys cooking, golfing, and interior design.

EMPOWERMENT SYMPOSIUM SESSIONS AT-A-GLANCE

BREAKOUT: TAKE THE RISK

Now that you have identified what's holding you back, it's time to take the leap...and take the risk! Choose from one of three sessions that align to common barriers for women, and develop a plan to move yourself forward today!

CAREER

NEGOTIATING MY VALUE

In 2022, women have been seeking new career opportunities. Learn how to communicate your value to get hired, how to identify your non-negotiables, and how to negotiate your salary and benefits to match your value.

LEADERSHIP

RISKY CONVERSATIONS

Whether with co-workers, supervisors, staff, or our own self-talk, it is important for women to approach situations from a point of power and clarity. Join this workshop to fill your toolbox with strategies to “win” during high-stake, uncomfortable conversations.



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MEET THE SPEAKERS

HENNITHER B. GANT

President | Chief HR & Career Strategist | Career Image Solutions



Careers & Leadership **Take the Risk Negotiating My Value**

Hennither B. Gant,
Chief HR & Career Strategist

Hennither Bianca Gant is a human resources expert, speaker, and entrepreneur. As the founder of Career Image Solutions, she works on behalf of large companies as well as for individuals seeking advancement in the workplace. Whether the need is employment compliance or diversity training, recruitment, or workforce development, Hennither is the go-to person known for her expertise and common-sense approach to problem-solving. Her enthusiasm for leadership of people in the workplace makes her a sought-after panelist, trainer, and keynoter.

She also specializes in working with professionals to attain their dream careers. Career Image Solutions counsels mid-career professionals transitioning to new careers. The firm identifies transferable skills and assists individuals in advancing their current career or moving into another one that better suits their talents, personalities, and needs.



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MEET THE SPEAKERS

ERIKA L. DAVIS

Empowerment Coach | Exhale Consulting, LLC



Careers & Leadership **Risky Conversations**

Erika L. Davis,
Empowerment Coach

Erika L. Davis, P.E., CIC, CPQC, ACC, is an experienced Empowerment Coach and founder of Exhale Consulting. She identifies as a black woman, wife, mother, daughter, and sister using, she/her pronouns. She is the granddaughter of the first black bus driver at the University of Michigan and is an inspiring change agent.

She is a skilled leader, speaker, strategist, and motivator with over 20 years of inclusive leadership experience, leading people, and change. She is a catalyst for removing barriers and creating breakthroughs every day! She empowers powerful nonbinary and women leaders to activate diverse and inclusive workplace change by being their authentic selves.

She was born in Michigan, where she learned a legacy of community service, cooking, and unconditional love. She graduated from Tennessee State University with a B.S. in Architectural Engineering on a full-ride scholarship. While there, she married her high school sweetheart, and they started their family. She met her goal of becoming a licensed Professional Engineer and went on to serve as the first woman of color in her roles as National Forests in Alabama Forest Engineer, National Forests in Florida RHELM Staff Officer, and Acting Southern Region Director of Resource Information Management for the US Forest Service.

She has a proven record of delivering results that activate the power of voice in her clients. They move forward making cultural shifts in their organization and achieving their goals.



EMPOWERMENT SYMPOSIUM SESSIONS AT-A-GLANCE



FACILITATED NETWORKING

Are you curious about life (and work) in other sectors? Are you ready to jumpstart your career search? Tune into to our experts across industries, who will share insights into opportunities and strategies for transitioning to/advancing within the public, private, and nonprofit sectors

CAREER

CAREERS IN GOVERNMENT

Listen as a Senior Executive shares insights into opportunities and strategies for transitioning to, and advancing within the Federal government

CAREER

CAREERS IN PRIVATE SECTOR

Take a deep dive into navigating careers in the private sector with expert career strategist, Juliet Murphy.

CAREER

CAREERS IN NONPROFIT

Receive this overview of common positions in the nonprofit sector, and discuss how skills may transfer.



TALK SECTOR TO ME!



Careers & Leadership Talk "Sector" To Me Careers in Government

LaJuan Bryan-Beveridge,
Federal Career Coach

LAJUAN BRYAN-BEVERIDGE (LBB)

The Career Change Agent

LaJuan Bryan-Beveridge is affectionately known as LBB. In her day job, LBB currently serves in a prestigious role as a member of the C-Suite for a cabinet-level federal agency. LBB has held a long and courageous career in public service, surpassing a milestone of 33 years of service. She worked her way up the career ladder and is a champion willing to help others do the same. Committed to service excellence, LBB provides much needed support to people within the government as well as the private sectors in achieving their career goals! Her level of professionalism and vision has contributed to the successful growth of current and future leaders. As a career coach, LBB's focus is... "All about the people"; helping them to make their dreams a true reality! Get ready to "Pivot" your mindset; while setting the course for your personal journey forward towards your chosen career direction!

MEET THE SPEAKERS



TALK SECTOR TO ME!



Careers & Leadership Talk "Sector" To Me Careers in the Private Sector

Juliet Murphy,
Juliet Murphy Career Development

JULIET MURPHY

President, Juliet Murphy Career Development

Juliet Murphy is the President of Juliet Murphy Career Development, a career management company delivering career solutions to C-level executives, high-performing professionals and corporations. Juliet's leadership coaching experience spans more than 15 years. She attributes her success to her genuine love and passion for what she does. That coupled with her signature technique of combining foundational leadership principles and her intuitive connection with each individual, has resulted in hundreds achieving their executive career goals with her support.

Prior to starting her private practice, Juliet led an award-winning millennial leadership development program at a Fortune 500 company. It's her success in developing corporate leaders that empowered her to launch her executive leadership development business and be her own Boss.

Juliet earned an MBA from the University of Southern California's Marshall School of Business and a Master's in Career Development from John F. Kennedy University. She is also a Certified Executive Coach and a #1 Best Selling Author.

Juliet's work has been featured on CBS TV, CNBC, CareerBuilder, Monster, Dice and many other career outlets.

E-SUITE WIND DOWN WITH DR. ALI @ 4:30 PM (ET)



Dr. Muslimah Ali
The Fitness Doc

Dr. Muslimah 'Ali, The Fitness Doc, is a Doctor of Anatomy and Neuroscience (Ph.D., Howard University, 2009). She is a fitness trainer, run coach, and community health advocate. As the founder of Fit and Healthy You with Dr. 'Ali, she crafts unique in-personal and virtual health, fitness, and running programs to educate, coach, and train individuals to grow through a healthy lifestyle evolution. A fitness inspiration and recreational athlete, Dr. 'Ali is a marathoner, triathlete, and health foodie!

Dr. 'Ali is a certified group fitness instructor, and Zumba & STRONG by Zumba instructor. She has taught fitness classes locally in Baltimore, and across the nation; doing pop-up fitness classes in major cities, and presenting at national conferences. She is known for using social media platforms to promote national distinct health and fitness programs.

In 2020, she launched Race 4 Your Health (R4YH) – a virtual walk/run health challenge. R4YH is a collaborative effort of a fitness trainer (Dr. 'Ali), a licensed nutritionist, a mind-body coach and a medical doctor, providing a well-rounded approach to facilitating participants' goals of developing healthy habits and losing weight.

SCHEDULE OVERVIEW



DAY 2: BUSINESS / ENTREPRENEURSHIP

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- EFFECTIVE STRATEGY AND COMMUNICATION FOR PURPOSE-DRIVEN MULTI PASSIONATES (JATEYA JONES)
- MARKETING MUSTS (TIARA WILLIAMS)

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MEET THE SPEAKERS



Careers & Leadership **Strategy Matters**

Valari Jackson,
Business Strategist

VALARI JACKSON

Founder and Business Strategist, Fierce Focus Solutions

Valari Jackson is a dynamic, relatable and inspired leader. With her genuinely engaging style and thought-provoking conversation, she compels you to dig deeper and think higher. Some say it's her NASA training or the years as an Aerospace Engineer that give her the ability to set you on a trajectory to achieve greater than you realized you could.

With more than 25 years as a top-producing Realtor, she is a sought-after advisor and strategic thinking partner who knows first-hand the frustrations and challenges that can overwhelm even the most seasoned entrepreneur. Her uncanny ability to uncover and illuminate the blind spots and missed opportunities in your business, is matched with her passion to provide a framework for systems that will optimize your resources and increase your bottom line allowing your business to flourish.

As a leading Entrepreneur and Executive Coach and Consultant and her time in Avionic System Designs coupled with decades running her consulting practice have contributed to her ability to quickly identify and eliminate the hidden inefficiencies in productivity. Matching people to process she proactively delivers solutions that ensure a smooth-running operation with a reliable desired outcome.

Valari's talents extend beyond the business realm. She refers to herself as a classically-trained bargain hunter who once traveled for 31 hours and across 3 continents in pursuit of a great deal.

MEET THE SPEAKERS



IMPACT-BASED PRICING STRATEGY



Careers & Leadership

IMPACT – Based Pricing

Susan Trivers

SUSAN TRIVERS

President, Trivers Consulting Group.

After 8 straight weeks of business travel, Susan Trivers came home to stacks of credit card bills. She was also looking at weeks of waiting to get reimbursed and to get paid for her work. When she asked the vendor representative at one of her clients “why am I, a boutique business owner, financing the expenses of your multi-million dollar company?” he hung up.

At that moment, Susan knew no one else was going to fix this problem. It was up to her. She researched, modelled, and tested different pricing approaches. About ten months later, she promised herself “no more hourly billing.” And since then she and her hundreds of clients have adopted pricing tied to the value and IMPACT they deliver. There are payments in advance and strict terms and conditions.

Susan earned her MBA from the University of Bridgeport, where she went on to teach Finance and Economics for several years. Then she worked for three non-profit institutions, before deciding that she needed to respect her own energy and creativity. She bought and operated small cafe in Alexandria VA for 4 years. After selling the café she established her consulting company in 1999. Since then she’s worked with hundreds of companies and thousands of individuals, helping them with the essential skills of business: strategy, communication, marketing, speaking, and pricing approach.

BUILD THE TABLE LUNCH & LEARN



Careers & Leadership **Build the Table Lunch & Learn – All About Funding Sources**

Alicia Jones McLeod &
Erica M. Roberts

ALICIA JONES MCLEOD

Entrepreneur and Executive Director

Ms. Alicia Jones McLeod currently serves as the Executive Director for Challenging Racism, and prior to that, was the Executive Director for the Ellicott City Partnership where she led a “Main Street” organization responsible for marketing the area as a destination for shopping and dining. Ms. Jones McLeod previously founded the Maryland Black Chamber of Commerce, which continues to raise the profile of black-owned businesses. Her tenure with each of her employers has been marked by the implementation of innovative ideas designed to raise the organization’s profile and draw new supporters to the work.

Ms. Jones McLeod is a resident of Parkville, Maryland and brings deep relationships on the Maryland side of the river to Challenging Racism’s work. She has a B.S. in Marketing from Kean University, New Jersey, and is in a Masters of Public Administration program at the University of Baltimore with a concentration in nonprofit management.

EMPOWERMENT SYMPOSIUM SESSIONS AT-A-GLANCE



FACILITATED NETWORKING

We are in different places in our businesses, and at times, we need targeted strategy support. Hop in to our our ASKME sessions to receive tips from our E-Suite experts! These 60-minute sessions feature subject matter experts who can provide insights, and real-time discussion that are relevant to your specific business needs.

STRATEGY

Productivity and **Implementation**

Hop in to ask the expert - Valari Jackson

COMMS

Effective Strategy and Communication for **Purpose-Driven** Multi Passionates

Hop in to ask the expert - Jateya Jones

MARKETING

Marketing **Musts**

Hop in to ask the expert - Tiara Williams

VALARI JACKSON

Business Strategist, Fierce Focus Strategies



Valari Jackson is a dynamic, relatable and inspired leader. With her genuinely engaging style and thought-provoking conversation, she compels you to dig deeper and think higher. Some say it's her NASA training or the years as an Aerospace Engineer that give her the ability to set you on a trajectory to achieve greater than you realized you could.

With more than 25 years as a top-producing Realtor, she is a sought-after advisor and strategic thinking partner who knows first-hand the frustrations and challenges that can overwhelm even the most seasoned entrepreneur. Her uncanny ability to uncover and illuminate the blind spots and missed opportunities in your business, is matched with her passion to provide a framework for systems that will optimize your resources and increase your bottom line allowing your business to flourish.

JATEYA JONES

-CEO, Jateya Jones Consulting



Jateya Jones is fondly known as "Your Favorite Business Coach's Secret Weapon." She currently serves as the CEO of Jateya Jones Consulting, a boutique consulting firm where she empowers visionaries with clarity; allowing you to holistically close gaps within traditional industries, but in non traditional ways.

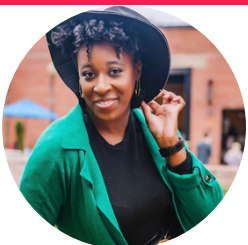
As a Strategy and Communication consultant, Jateya helps multi-passionate entrepreneurs identify the common thread of what they do, streamline and create an Income Ecosystem of the many ways they desire to show up, and concisely communicate with clarity.

Jateya is a visionary with the ability to facilitate dream transformation and therefore does not limit her counsel to corporations. As Founder and Executive Director of Fore Teens, Inc., she helps disconnected youth realize their career aspirations, ensuring an equal opportunity for success. Using behavioral change theories and Holistic Networking, Jateya develops educational programs and materials that provide evidence-based solutions. Since its launch, Fore Teens has provided nontraditional career training and mentorship to dozens of teens.

No matter the age, the truth is, clarity is power and once you have it, you'll find success within your life and business.

TIARA WILLIAMS

Digital Marketer



Tiara Williams has worked with a wide range of clients on digital strategies, including the HHS Office on Women's Health (OWH), the Centers for Disease Control and Prevention, and the National Institutes of Health, National Institute of Diabetes and Digestive and Kidney Diseases, and Federal Emergency Management Agency (FEMA).

RESOURCES FOR WOMEN ENTREPRENEURS



ENTREPRENEUR TRACK, OCTOBER 14

3:15 PM

RESOURCES FOR WOMEN ENTREPRENEURS

Tune into to this brief session for a download of resources to support you as you grow your business.

3:45 PM

CHARGE TO ACTION & CLOSING

What are your commitments as you prepare to leave the symposium? How will you measure progress? Join us for this wrap up and close out.

Unbreakable

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mpt 

The "mpt" logo features the lowercase letters "mpt" in a bold, italicized black font. To the right is a black circle containing a white silhouette of a human head in profile, with a stylized brain or neural network inside.

*X*is Possible

The word "Xis Possible" is written in a blue, serif font. The letter "X" is significantly larger than the other letters and has a blue and green arching line above it.

 FIERCE FOCUS
Strategies

The logo for Fierce Focus Strategies features a green circle with a white play button icon. To the right, the words "FIERCE FOCUS" are in a bold, purple, sans-serif font, and "Strategies" is in a smaller, purple, sans-serif font below it.

Women's
PROFESSIONAL EMPOWERMENT
SYMPOSIUM

Save the Date

View From the E-Suite: Virtual Summit

Every woman is empowered to create her own definition of success. The View from the E-Suite: Women's Professional Empowerment Virtual Summits provide women the tools needed to take control of their professional ambitions for a happier, more purpose driven life. From high achieving executive women ready to enter the C-suite, to mid-career professionals and aspiring entrepreneurs realizing their passion, these virtual summits represent a meaningful step toward shaping the legacy you wish to leave.

December 1 - 2

E-Suite Entrepreneurs: 4-Week Lean Startup Mastermind

E-Suite Entrepreneurs is a 4-Week Lean StartUp Mastermind that walks women through a business ideation process. It is designed for women who seek clarity on their business or product ideas and focus on solutions to customer problems. The program includes weekly training that walks participants through a lean business planning process, as well as weekly group coaching, LEAN business plan review, a hotseat experience, and access to an accountability community. The program is designed to jumpstart you toward creating your business or product.

- October 25 - November 22, 2022
- 2023 Dates to be determined

E-Suite Academy Breakthrough Bootcamp: 6-Week Self-Discovery

The Breakthrough Bootcamp is a 6-week program that jumpstarts career women on their journey to professional empowerment. The program includes educational modules that are released weekly, assignments that result in tangible career planning products, and weekly group coaching.



E-SUITE

ACADEMY

A CAREER WOMAN'S JOURNEY TO
PROFESSIONAL EMPOWERMENT



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Women's
PROFESSIONAL EMPOWERMENT
SYMPOSIUM

2022 VIEW FROM THE E-SUITE:

Women's Professional Empowerment Symposium

THE GREAT REINVENTION

October 13 – 14, 2022

Hosted by

