



Paula Washington

COACH | MENTOR | EDUCATOR | AUTHOR | SPEAKER

2015 MEDIA KIT



About

PW
Paula Washington™



Among the many accolades her clients have given Paula over the years – her common attributes are Coach, Visionary, and Strategist. Her commitment to helping businesses experience increased and sustainable profits is unparalleled.

As Chief Visionary of Paula Washington Enterprises, LLC and through a growing service offering she transforms lives using proprietary models drawn from **over 20 years of corporate and entrepreneurial leadership experience.**

An author and extraordinary orator, Paula has coached, directed, and trained hundreds of executives and entrepreneurs into **achieving targeted results using proven ROI strategies.**

To learn more about this award-winning leader, visit **paulawashington.com**



Coach Paula, Empowering Women



Design Your Life First Academy is a transforming economic empowerment tool created by Paula, just for women.

Coach Paula, Empowering Businesses



▶ Design Your Business Niche'

This unique seminar provides women with marketing and financial strategies to build cash flow sustainability. Most importantly, you will learn "how to make money now" with measureable action items that will accelerate business growth.

▶ Building Your Brand Momentum

For those considering brand expansions, this powerful roundtable offers senior level decision makers thought provoking inquiries that assess your organization, business, and leadership team. Creating a plan that encompasses the organizational structure, brand performance, and innovation are key factors for business growth. You will leave with a framework of measurement and planning to jumpstart your expansion plan.

▶ Power of Connecting

This dynamic workshop will help you identify and create a plan for building successful relationships. Most importantly, you will learn how to increase your relationship currency through simple methods of engagement, communication, and trust. Measuring ROI's is important to the cycles of business growth; customer acquisition planning are critical elements for client sustainability. Upon completion, you will have a relational currency blueprint to build upon.

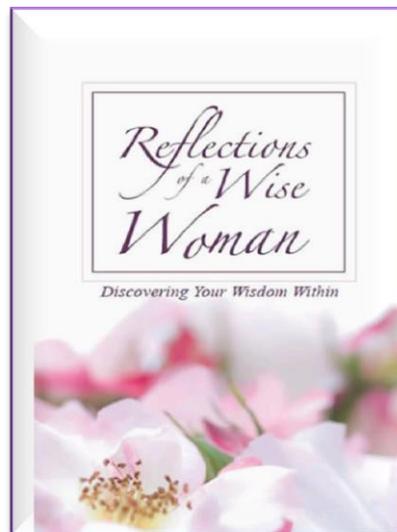
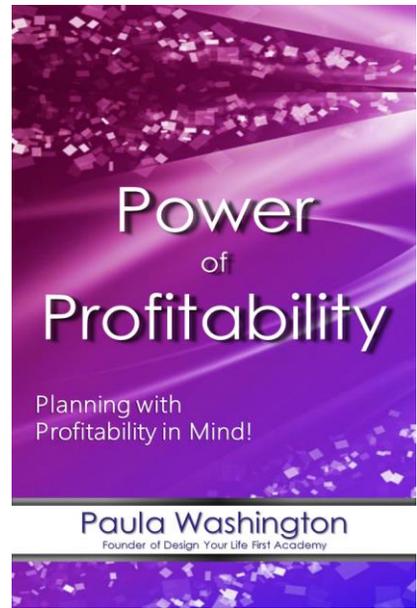
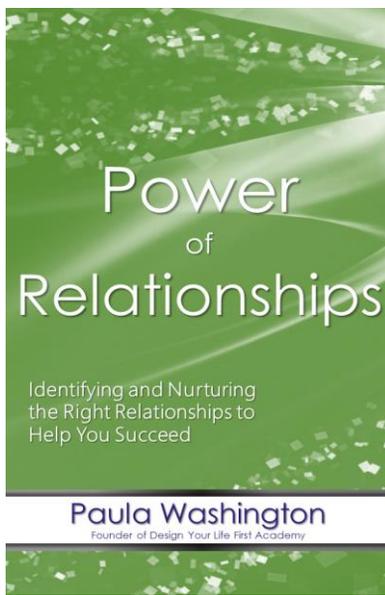
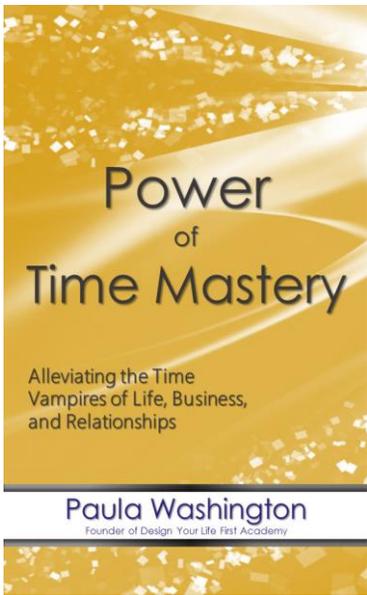
▶ Business Consulting

Our consulting solutions, performance measurement methods and tools are designed to help companies create strategic frameworks that assist with the decision-making process. Individual consultation, group/team, and brainstorming sessions are available.





Coach Paula, Author



Coach Paula, Keynote Speaker

Keynote Speaking Topics

- ▶ **Design Your Life First** – *empowering the real you*
- ▶ **Time Mastery** – *getting rid of time vampires*
- ▶ **Build Your Brand Momentum**
- ▶ **The 21st Century Leader** – *how we look, think and act*
- ▶ **The Power of Connecting** – *leveraging your relational currency*
- ▶ **The Power of the Purse** – *going from two to 1*



I'd like to bring Paula to speak!!!

Contact her at paula@paulawashington.com or call 404-512-3371.

Also, visit www.paulawashington.com to learn more.

Client Testimonies



"Thank you Paula for all you do! After attending the Design Your Life First program, I experienced a renewed passion for life. I walked away with a strategic plan that integrated my personal, business, and financial goals. I was in a state of burnout and discontentment, now I have clarity, energy and a plan to move forward."

-Mernice Oliver, Corporate Recruiter, Fidelity National Financial/BPG, Founder of Above and Beyond Network

The Design Your Life First Academy proved to be a profitable experience—not only have I established a new business foundation but have a new sense of empowerment and promising future. Coach Paula has an authentic and caring approach, she is professional, patient, and worked diligently to help me identify and design the perfect uncontested market niche. As a result, I have innovative strategies, increased industry value, and benefits for my clients. With a solid business reputation, now I am in position to create/obtain new market demands.

-Dr. Belinda Campbell, New Covenant Solutions, LLC

"Paula Washington turned my business world right-side up. I was a serial businesses entrepreneur with no boundary lines and I was headed for self destruction. Now, I have clarity about my business niche, my target market, and most-importantly how to balance my business goals with being a wife, mother, and a minister. My future is clearly road-mapped thanks to the tools, and direction from Paula."

-Denise Lawrence, CEO of Charity Consultants, Inc., Principal, Denise B Lawrence Writing Services.

Paula has tremendous energy and is a dynamic speaker who inspires others and is a person of sterling character.

-Jeffrey Rosensweig, Associate Dean for Corporate Relations, Director Global Perspectives, Goizueta Business School

"In 2013, I attended the Design Your Life Workshop. At that time, I was burnt out as a business owner of 10 years. After meeting with Paula, I knew that she was literally a Godsend. At the time, I was ready to give up on being an entrepreneur because I was still recovering from the Great Recession of 2007. After attending her program, my enthusiasm to excel in business returned. I developed a business plan for a new media business idea and presented it and to my surprise, "I won" and at that moment, I knew I had a winning vision.

Since that day, my client base has doubled and recently attained an equity partner to help launch this vision in 2016. I am eternally grateful for Paula and her leadership. I encourage woman in business to connect with this inspiring and brilliant woman. I encourage anyone to invest time with anything Paula Washington puts her hands on!"

-Sabrina Guice, CEO, Lenox Avenue Publishing, Inc.



Partial Client List



Latin American Association

