



# Paula Washington

COACH | ENTREPRENEUR | EDUCATOR | AUTHOR | SPEAKER

## **MEDIA KIT**



# About

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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 and companies 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](http://paulawashington.com)**



# Coach Paula, Empowering Women



Design Your Life First Academy vision is to build wealth, and lead global strategic change for women in business 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.

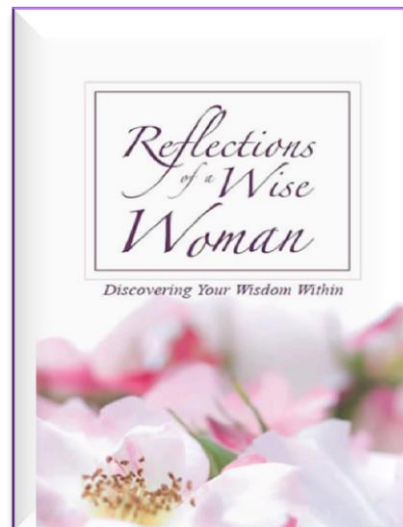
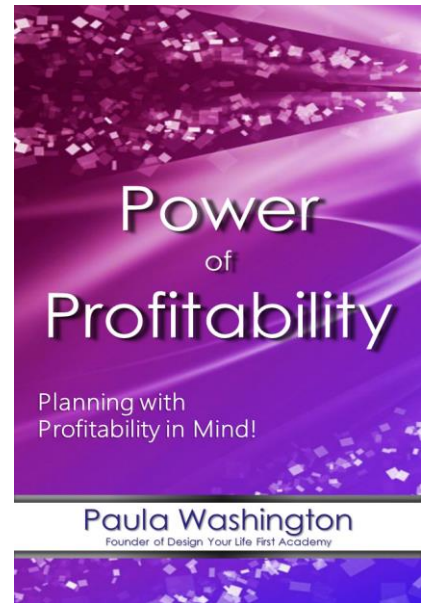
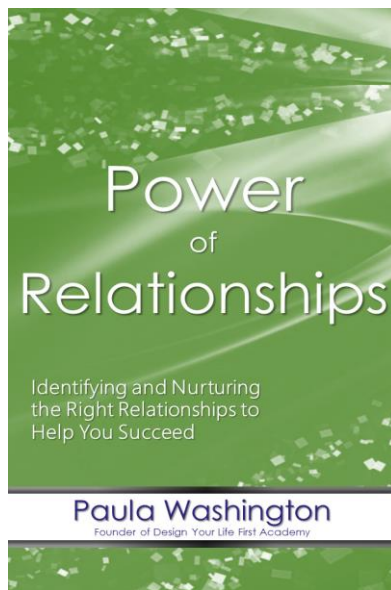
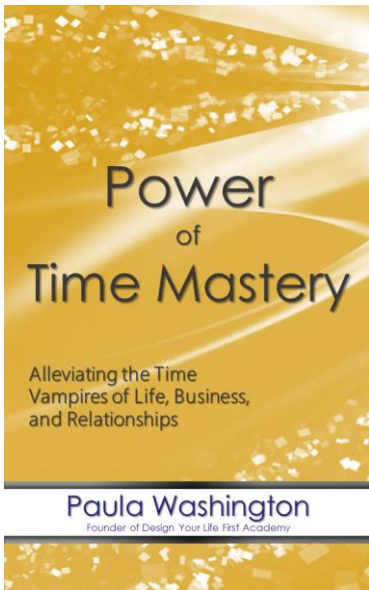
## ▶ Business Consulting

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 21<sup>st</sup> Century Leader** – *how we look, think and act*
- ▶ **The Power of Connecting** – *leveraging your relational currency*
- ▶ **The Power to Produce** – *planning with profitability in mind*

  
Paula Washington™



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

Contact her at [paula@paulawashington.com](mailto:paula@paulawashington.com) or call 404-512-3371.

Also, visit [www.paulawashington.com](http://www.paulawashington.com) to learn more.

# Client Testimonies



Paula Washington and her team are a breath of fresh air! A day that started off with uncertainty in a professional work session amongst co-workers ended with purpose, passion and a complete sense of revelation and self-awareness!

Thanks Paula for all you do! Keep re-igniting the spirit within all of us so that we may submit and redesign our life with passion, purpose and intent!

-Veronica Maldonado, Program Director, Georgia Mentor Protégé' Connection

Paula is an amazing coach and mentor. Her excellent advice helped me to steer my business in a profitable direction and I would highly recommend her services to anybody who is trying to take their business or personal life to the next level.

-Ray Abram, PMP, Project Manager Scrum Master at PGI

"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

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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

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"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



Atlanta



Latin American Association

