



### Overview:

Power Skills is the new term for soft skills.

Your workforce is not working at the top of their expertise or maybe they are with no where to go.

In a time where more people are seeking meaning and purpose in their lives, organizations can not afford to conduct business as usual. We have changed, as a nation, as people, as leaders. And, employees require more than ever before and are willing to go elsewhere to find it.

Hierarchies are out. Empathetic leadership is in.

### What We Do:

Witness My Life Institute was established to be a partner with companies and organizations to provide women's leadership programming to support their efforts to recruit, onboard, train and manage women in the workforce.

We do this by creating and licensing our programs for organizations with a desire to strengthen their women leadership position and pipelines.

Our award-winning team has over 50 years combined experience in:

- Training and Development
- Leadership
- Emotional Intelligence
- Executive Coaching
- Instructional Design
- Human Resources
- Diversity, Equity and Inclusion
- Assessments (Kolbe, DISC, Clifton Strengths)



## Why We are Different:

Witness My Life Institute was created to shake up the status quo in traditional leadership programs.

Witness My Life Institute's suite of programs are unique as:

**01**

We don't focus on women's leadership per se, we focus on women's existence with emphasis on professional skills garnered through her personal, lived experiences – meaning each woman who receives our training receives something different as she is the center of the training.

**02**

Our concentration is on women's self-mastery through self-awareness, self-observation and self-governance.

**03**

Our goal is to transform women's lives and careers and show them how to align their purpose and their paycheck so they always show up for something bigger than themselves.

**04**

We train to the "gap." Our training is designed to help you answer the question: If successful, what would happen differently as a result of this training? What are you going to observe?"

## Our Ideal Clients:

We work with clients who are disruptors and have demonstrated a commitment to diversity, equity and inclusion and work towards a more just world. Our clients are innovative and understand the importance of the "zone of genius" and recognize the need to delegate to obtain desired outcomes.





**Why Licensing:**

In a fast-moving and ever changing workforce, licensing personal and professional development training allows for quality of the materials and consistency of the delivery to equalize the parameters to ensure accuracy in analysis and measurement of the outcomes.

- Flexibility to train large or small audiences on demand
- Freedom from content development and instructional design
- Tailored to your organizational needs, people and culture
- Accessibility and control to leverage in-house facilitators

To develop a single hour of instructor-led training requires 40 to 49 hours, and e-learning modules required 73 to 154 hours.

Licensing and done-for-you content allows your team (learning and development managers, corporate trainers, human resource managers and subject matter experts) to deliver workshops faster without overwhelming them with design and development so they can keep pace with the demand for training.



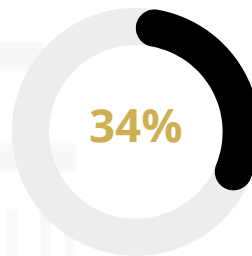
**Development**

94% of employees say they would stay at a company longer if it invested in learning and development



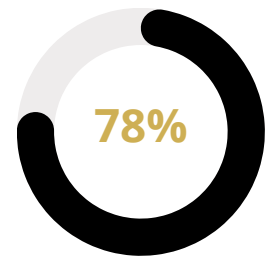
**Resources**

41% of human resources staff say that lack of resources is a hinderance to employee development



**Retention**

Retention Rates are 34% higher for organizations that offer employee development



**Delivery**

78% of organizations prefer to use internal training and programs.

\*Training and Development Companies Statistics 2023



## Why Licensing:

With licensing, organizations, save significant costs over time with licensing options that offer right-to-use content indefinitely for as many people as needed-- avoiding hiring addition contractors such as:

- Trainer/Facilitator ~ \$86-120K per year
- Instructional Designer ~ \$65-100K per year
- Graphic Designer ~ \$40-70K per year

***Or worst, hiring and retraining new staff lost to turnover -- which costs companies an estimated 1 trillion per year.***

## Licensing Options:

- Workshop Kits - Single topic workshops that include presentation materials, facilitators guide, participant workbooks and post surveys.
- Full Day Programs - Create a leadership development series perfect for retreat and staff upskilling
- Custom-Designed - Our team will design solutions tailored to your exact needs, license the components and train your team to deliver.
- Train-the-Trainer and Certifications - Full training in our systems and processes so you can train your teams internally.



### Clients and Sample Projects:

- Delivered leadership training series to executive management team for hospitality industry
- Coached 32 women of color on CEO's, VP's and Director of thought leadership
- Created learning and development programming for executive real estate professionals

### Testimonials:

*"I feel more confident as a leader after taking the Be Impossible to Ignore training. I have a better understanding of why I make decisions and I can take inventory of my decisions and how they affect others,"*  
Shirley, SBJ Consulting

*"With the social justice movement hit companies hard, we were forced to look at our workforce in a new way -- and frankly were not prepared to have hard conversations in the way our team needed. Witness My Life (and Shereese) provided a great gallery wall training that allowed us to see other without blame. It has really brought our team together like nothing else before it,"* Myown, Socially Polished

### Program Outcomes:



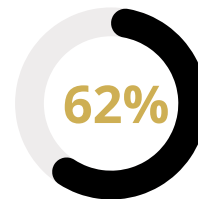
**Confidence**

90% felt more confident



**Initiative/Productivity**

82% take more initiative at work



**Personal Brands**

62% increased personal brands and thought leadership



**Higher Earnings**

70% felt better prepared to negotiate

# Shereese Floyd

CEO, Witness My Life



## About CEO:



Shereese Floyd is an executive coach and marketing consultant specializing in personal and professional development. She is the founder of Witness My Life, a people and culture firm that partners with corporations and universities to license leadership programs. With a twenty-year background in marketing and instructional design, her experience includes creating and designing various programs and initiatives for team building, culture, and leadership.

Shereese has coached thousands worldwide to end self-doubt, embrace self-mastery and governance, and develop authentic leadership. Shereese works with professionals to identify marketable

and profitable skills garnered through their lived experiences and to build and grow their influence, whether building a business, scaling a corporate ladder, or pursuing a mission.

Shereese has developed and delivered leadership workshops and keynotes for companies, partnership firms, and associations worldwide.

Shereese is a TEDx speaker, coach, and award-winning speechwriter for her TEDx: The Secret to Healing the World. She's been featured and interviewed in Essence, TEDx, CEO World, Entrepreneur Magazine, Blavity, Forbes, Inside Business, Charlotte Post, Spectrum News, ABC, NBC, and more.

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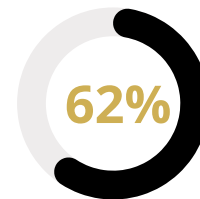
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