



Shereese Floyd

BRAND BRIEF

Shereese Floyd



Advocating for women to stop auditioning for their value.



Shereese Floyd is a champion for women's stories. Period. She works with women to tell their stories and raise their voices so that they are impossible to ignore. As the author of *Become the Greatest Story Ever Told: Making a Memoir*, creator of the Witness My Life Project and MemoirWear, Shereese has been recognized for her work in storytelling and leadership.

Shereese's career began as the chief storyteller and founding executive director of the nonprofit Prisoners' Wives, Girlfriends and Partners where she encouraged women to share their stories and stop hiding in plain sight. Shereese licensed her support group curriculum and held space for thousands of partners separated by incarceration around the world.

Today, she is the CEO of Witness My Life, a people and culture firm that specializes in personal and professional development. She partners with corporations and universities to create and implement women's leadership programs.

Through her signature offering Break the Glass Academy, Shereese encourages women to accelerate their careers with thought leadership. She is an advocate for social change and believes telling our stories is the one way to bring the world together.

Her mission is to equip women with the knowledge of how to package their experiences, expertise and point of view and profit from the transformation they provide so we can end this unfortunate era where women are more seen than heard.

With her engaging style, relatable approach, actionable takeaways and real-world strategies, She is a sought- after keynote speaker and corporate trainer. Shereese is an award-winning TEDx speaker for her talk *The Secret to Healing the World* and a TEDxMintStreet organizer.

INTERVIEW QUESTIONS:

- ◆ Can you tell us more about your work with Prisoners' Wives, Girlfriends and Partners and how it inspired you to become a champion for women's stories?
- ◆ Your signature offering, Break the Glass Academy, encourages women to become thought leaders and get paid for their ideas. What motivated you to create this program, and what are some common challenges you see women facing in this area?
- ◆ You have spoken at a variety of events. What have been some of the most rewarding experiences you've had in this work?

Your book, *Become the Greatest Story Ever Told: Making a Memoir*, helps individuals craft their own memoirs. Can you talk about the importance of storytelling, and how you believe it can bring about social change?
- ◆ As the CEO of Witness My Life, how do you work with these organizations to ensure their programs are effective and impactful for women?



Awards, Fellowships and Honors

- ◆ 100 Women to KNOW in America
- ◆ 50 Most Dynamic Women in Charlotte
- ◆ Women in Business Honoree
- ◆ Bank of America Women's
- ◆ Entrepreneurship at Cornell
- ◆ Nasdaq Milestone Circles
- ◆ Cicero Speechwriting Award Winner
- ◆ TEDxMint Street Organizer

Engagements



KEYNOTES

✔ The Me Suite: Become the Greatest Story Ever Told

Our existence is validated through every moment we experience and every lesson we learn in life. While we may not control the workings of life, we can control its quality by recognizing and celebrating our unique accomplishments. At the core of being human is the desire to be acknowledged and understood, yet sometimes we struggle to see ourselves and our worth. This is where our story becomes invaluable. In "The Me Suite", we explore how crafting and sharing our personal narrative can unlock our superpower and elevate our personal brand.

Learning Objectives:

- ◆ Celebrate your unique accomplishments and experiences to enhance the quality of your life.
- ◆ Recognize the value of your personal story in building your personal brand and increasing your impact.
- ◆ Embrace your individuality and use your story as a tool to be seen and heard in life.

Perfect for those interested in personal branding for their career and business.

✔ Apply for the Life You Want: Building Your Leadership CV with Clarity, Confidence, Value and Visibility

Have you ever felt caught between two dimensions – in a space between no longer and not yet?

- ◆ Do you feel like there is more to life?
- ◆ Do you feel anxious as if you are running out of time?
- ◆ When asked what you want, can you answer or do you have to think about what others want from you first to get to the heart of yourself?

When there is a disconnect between where you are currently and what you desire, an application is required. If you are feeling any of these statements, the life you have now is based on a true story, the Apply for the Life You Want explores the four main components needed to align your reality and your dreams.

In this talk, Shereese shares about how she sold her home, picked a city on the map and uprooted her whole life with 20 boxes, a broken heart and a dream of meeting herself.

Learning Objectives:

- ◆ Discover why the life you desire is on the other side of your story.
- ◆ Develop leadership skills to achieve personal and professional success.
- ◆ Learn to identify and apply for opportunities that align with your goals.
- ◆ Build confidence in your abilities to take on new challenges.
- ◆ Overcome self-doubt to pursue your ambitions.

Alternative Title for Workshop: Align Your Purpose and Your Paycheck

Perfect for leadership tracts, retreats, and employee onboarding.

✔ The Power Within: Women, Stop Auditioning for Your Value

Women make up the majority of the population and earn the majority of undergraduate, master's, law, and medical degrees. However, they still lag behind in leadership positions and remain underrepresented in decision-making roles, where they have the power to shape not only their own lives but also the destiny of society.

This talk explores how women have been historically and oppressively managed, told what to do, think, and be, and how internalized narratives of not being good enough and having no value or needing permission to be seen and heard have affected their productivity and ownership of work. It offers a roadmap for women to overcome these challenges and find the power within themselves to recognize their own worth and value.

In this talk, Shereese shares the story of how she was told by a female leader, when she asked for a raise, that her salary was already "high" and what steps she took to champion herself. The Power Within is a journey on why women need to build a thought leadership platform so they can get paid for ideas not your labor.

Learning Objectives:

- ◆ Understand the challenges women face in the workplace and in their personal lives, including being undervalued, underrepresented, and plagued with self-doubt.
- ◆ Discover why breaking the glass ceiling is not the goal – it's breaking the whole damn box.
- ◆ Learn why thought leadership has emerged as a viable option for women to own their narratives.
- ◆ Gain insights into the three stories that hold women back and you can master them.

Alternate Title for Workshop: Be Impossible to Ignore: Accelerate Your Career with Thought Leadership
Perfect for women's initiatives, corporate women, entrepreneurs, nonprofit leaders.



✔ Witness My Life: Challenging the World to See Me (Because I Matter)

Can we really live in peace with people who share different political and ideological views?

Witness My Life: Challenging the World to See Me (Because I Matter) is based on Shereese's award-winning TEDx: The Secret to Healing the World. In this talk, she tells the story of living across the cul-de-sac as a black woman from a neighbor flying a Confederate flag.

At a time in the world, where people seem to pick their sides and relate to each other from those boundaries, she challenges the audience to see beyond labels, titles, and notions and ask of each other a simple and vulnerable question: Will you be a witness to my life?

Learning Objectives:

- ◆ Discover the keys to having difficult conversations.
- ◆ Learn how to bridge the G.A.P.
- ◆ Take part in an engaging activity to break down barriers.

Alternate Title for Workshop: Mastering Difficult Conversations: Bridging the G.A.P. with Storytelling
Perfect for diversity initiatives.

ESSENCE

Entrepreneur

yahoo!
finance

CLO
Chief Learning Officer

CEOWORLD Magazine

PPA
Professional Photographers
of America

TED^x

VoyageRaleigh

YFS MAGAZINE

S E

STOP ADDITIONING



“

When we witness the lives of others, we break down barriers to start building a bridge.

”



Telling my story encourages other people to activate the dreams and ideas that they silenced because they thought it was too late to start."

-Kathy



WITNESS MY LIFE PROJECT



Own your narrative. Wear your story. Inspire others.



Shereese Floyd believes that memoirs are more than just words on a page – they are embodied experiences that shape who we are and who we become.

Witness My Life Project is a storytelling platform that encourages women to wear their stories, own their narratives, and inspire others through MemoirWear, a unique t-shirt line designed to celebrate diverse experiences.

MemoirWear is more than just fabric and ink. Our t-shirts are emblazoned with story-prompt affirmations that become conversation starters allowing women to share their stories and spark meaningful discussions.

Wearing a shirt allows you to carry a piece of your story with you wherever you go. Whether it's a story of overcoming adversity, embracing one's identity, or believing in something bigger than oneself – Witness My Life Project is the platform for women to raise up, speak up and be impossible to ignore.

Our goal is to create a world where women are unapologetic, and unstoppable in their pursuit of equality and justice and have a ripple effect for positive change.

With MemoirWear, proudly wear your story on your chest, your heart on your sleeve and let your voice be heard without saying a word.

MemoirWear Options:

Based on a True Story

Based on a Survivor's Story

Based on a Love Story

Based on Ancestor's Story

Based on a War Story

Based on an Immigrant's Story

Based on a Coming Out Story

Based on a Healing Story

Based on a Faith Story

Based on an Ability Story

INTERVIEW QUESTIONS:

- ◆ Can you tell us about the inspiration behind the Witness My Life Project and MemoirWear?

How has Witness My Life evolved since its

- ◆ inception as a social initiative for women's storytelling?

What kind of impact do you hope to achieve through MemoirWear and the Witness My Life Project?

- ◆ Can you speak to the importance of representation and celebrating diverse experiences in the MemoirWear line?

- ◆ How does the Witness My Life Project empower women to take ownership of their own narratives and inspire others?

FEATURED IN

The Charlotte Post

The Voice of the Black Community



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BECOME THE GREATEST STORY EVER TOLD: MAKING A MEMOIR



Remember who you are, by reminding yourself of what you have already done.



Become the Greatest Story Ever Told: Making a Memoir, storytelling journal encourages readers to get their story out of their heads and into the world where it can make a difference. This journal is perfect for anyone who wants to get closer to writing a memoir, speaking, or teaching the lessons of their story.

With over 250 quality story prompts, *Making a Memoir* challenges readers to go beyond the typical “off-the-top-of-your-head” response to help them remember moments long forgotten. And each chapter includes guided audio content to coach readers to be kind to yourself while doing so.

More importantly, the prompts are designed to help readers show up and meet themselves (for what may be the first time).



SECTIONS INCLUDE:

The People We Love and Accept

Family: the foundation of who we are starts here – sometimes it’s a good foundation and sometimes not.

From Diapers to Adulting

Detail the events of growing up, from where you went to school to who you had a crush on – all while keeping your thoughts front and center

Sweet & Salty Memories

All the little firsts you have experienced along the way. These are moments meant to be shared for fun or professionally.

The Real and Ugly Truth

There is no escaping the truth of you – no matter how hard you try. You always show up. Go all in to reveal what’s on the other side.



This journal has really helped me pull out stories I’d forgotten. Thank you so much for creating it. ~Doris.



INTERVIEW QUESTIONS:

- ◆ What inspired you to create “Become the Greatest Story Ever Told: Making a Memoir,” and how does it differ from other memoir-writing resources available?
- ◆ How do you see “Making a Memoir” impacting readers, and what do you hope people will take away from the experience?
- ◆ How do you balance the desire to share a personal story with the need to protect one’s privacy and those involved in the story?
- ◆ Can you share an example of how someone has used “Making a Memoir” to make a positive impact on their life or the lives of others?
- ◆ What advice do you have for someone who has always wanted to write their memoir but doesn’t know where to start?



BREAK THE GLASS : THOUGHT LEADERSHIP ACADEMY

Helping Women Use Their Stories to Get Paid
for Their Ideas Not Their Labor

Break the Glass: Thought Leadership Academy, founded by Shereese Floyd, helps women become thought leaders by leveraging their experiences and expertise. Shereese's own career success came after building her thought leadership platform. This inspired her to create the program. The 12-week course teaches women to speak, write, teach, and brag about themselves – all powered by the uniqueness of their story.

Shereese believes that every woman can be a leader, regardless of her position in an organization or job title. True leadership requires self-awareness, self-governance, and self-mastery, and the Academy provides coaching, training, and resources to help women develop these qualities. The goal is to increase the number of women thought leaders and bring diverse voices and ideas to the world.

The Break the Glass Academy curriculum focuses on developing and crafting compelling stories that form the foundation for a thought leadership platform. Women learn to develop their narrative, build their platform, and establish themselves as an authority in their field.

At the end of 12 weeks, students graduate with a thought-leadership talk ready to go.

32% of professional event speakers are women down from 33%. ~ Bizzabo

Of the major prizes in nonfiction over the past 20 years,
only 20% were won by women ~Mayborn

INTERVIEW QUESTIONS:

- ◆ What inspired you to start the Break the Glass Academy, and how did you decide on the curriculum and approach?
 - ◆ How has your personal experience as a woman of color in leadership positions informed your work with the Academy?
 - ◆ How do you ensure that the Academy provides a supportive and inclusive environment for all participants, regardless of their background or experience level?
 - ◆ How do you measure the impact and success of the Academy, both for individual participants and for the industries they work in?
- What advice would you give to young women who are just starting their careers and facing obstacles in the workplace?
- ◆

ABOUT WITNESS MY LIFE

WHAT WE DO:

Shereese Floyd is the CEO of Witness My Life, a people-first and culture firm that partners with corporations and universities to create and implement women's leadership programs. Witness My Life offers products and services to amplify unheard voices.

Its single mission is to bring the world together one story at a time and to provide opportunities for women to S.E.E. (support, education, encourage) each other in order to get to a place of mutual respect and understanding. It also serves to **provide clarity for them to see themselves in a way they have only dared to dream.**

WHY WE DO IT:

We don't want to live in a world where women feel invisible; therefore, we offer products and services to equip them with training and support to raise their voices and tell their stories, so they are impossible to ignore.

Our services include:

Thought leadership strategy
Communications strategy
Facilitation and training
Instructional design

Fractional Chief Marketing Officer (CMO)
Fractional Learning and Development
Licensing



PRAISES

Shereese's workshop was the most requested and highest rated of the conference.

Beth, Women Doing Business

This is one of the most informative and inspiring webinars I've had the pleasure of watching.

Amanda, Network for Good

We all have a passion or a purpose to do what we do. It's hard trying to figure that out and help people understand that we're not just doing stuff to make money. There is a story behind all of that and Shereese was able to help me figure out what that story is.

Guisela, Financial Planner

The storytelling process provided direction and focus on how to effectively deliver my message to consumers with clarity. The exercises also helped me to identify my niche, so I can market to my target audience accordingly. I finished the process with the tools and the courage I needed to bring my business goals to the next level.

Latasha Author/Human Rights Activist

Shereese doesn't just teach you the story. She shows you how to market it and use it get noticed. I really like that she takes the mental health angle into account. Telling a story can uncover a lot of trauma. She's thought of ways to address this.

Tawni, Mental Health Director, MSW/PhD

My business started evolving the moment we had our call and you, my friend, are a game changer of epic proportions. Your work is launching my business into a place of greater meaning and impact that I couldn't work out how to reach because I was so busy outrunning my stories in the name of progress instead of drawing strength from the roots they have given me. You didn't just uncover my origin story, you gave it – and my brand – new life. You are truly a wonder. Thank you, thank you, a thousand times, thank you!

Greta, Conversion Copywriter & Marketing Strategist

Shereese is amazing and so good at what she does at helping people figure out their story. Her heart of wanting to help people discover their story is so genuine.

Vashdie, Finance Director

The process was easy to understand and very user-friendly. I appreciated the ease in which I was able to tell my story and what stories I was able to uncover. This is the first step in getting my brand where it needs to be.

Judith, Therapist/Relationship Consultant

The information I gained for the storytelling process was invaluable. Thank you for helping me think more in depth about my brand. I came home and worked on it until my eyes went cross, and I literally had given it all I could. Shereese knowledge and workshop structure insures that no one leaves empty handed. Thank you for being a business woman helping other woman in your community!

Candice, Clinical Social Worker/Therapist



**Speaking | Training | Executive Coaching
Corporate Storytelling | Women's Leadership
Personal and Professional Development**

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