



Entrepreneur | Speaker | Author

Rickeyta Starks
CEO & GROWTH COACH



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ABOUT



Rickeyta is a leadership success coach, speaker, and author who helps female business leaders identify their personal strengths and capitalize on their talents to become more effective individuals without leaving their families behind.

Rickeyta is known for her innovative and down-to-earth approach to living a successful and fulfilling professional and personal life. She believes that many leaders have yet to tap into their God-given gifts and talents, and she is on a mission to help them activate their full potential.

Rickeyta uses a Bible-centered view to speak on topics such as being the leader you're called to be, effectively working and growing your business with your spouse, kingdom entrepreneurship, and powerful leadership. Rickeyta is ready to help leaders unlock their full potential and achieve their personal goals, develop a winning mindset, build confidence, and improve their overall well-being.

RICKEYTA'S LIFE

Rickeyta is a Dallas, Texas native, wife and mom of 3. Retiring from the stay-at-home mom role into what started off as a data entry clerk for her and her husband's growing independent insurance agency, Rickeyta found her passion in serving others through financial services, coaching, and media. Rickeyta is the founder of Married 2 Success, a faith-based coaching agency for those who are FULLY COMMITTED OT SUCCESS! She believes leadership is an important calling and with the right tools, aligning your faith and goals, you can thrive in both spheres.

She is also the President of The S.H.E.D Women's Group Inc., an exclusive organization for Strong, High-achieving, Empowered, and Dedicated leaders who are driven to achieve their goals. This organization provides a supportive community where leaders can learn, grow, and connect with other like-minded women. She also offers a variety of resources and programs to help others reach their full potential in leadership. She does this through coaching, guidance, live events, on-demand courses, and retreats.

"I was tired of attending events that would give me this high once I left the room, but as soon as Monday hit, the high has worn off, and I had no direction of what to do next. This is what I lead with, in anything I'm a part of, WHAT CAN I GIVE? My goal is to help leaders see, understand, and develop into the best version of themselves." - Rickeyta Starks





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MISSION

I'm eager to make a meaningful difference in the world, and I believe that one way to do that is to help leaders succeed. As more individuals rise into leadership positions, I've noticed a gap in the training and resources available to them. There are plenty of coaches and consultants who can teach you how to build a business, sell, and market, but there's not as much focus on how to lead one.

This is a problem because poor leadership can lead to employee disengagement, low morale, and even business failure. In fact, 70% of businesses fail within the first five years. That's a staggering statistic, and it's one that we need to address.

I believe that the root of the problem is that we're not focusing on the individual leaders themselves. If we want to strengthen our businesses and our economy, we need to start by strengthening the individuals who lead them.

That's why I'm passionate about providing leaders with the tools and resources they need to succeed. I believe that at the core of success is understanding your individual strengths and limitations. Once you understand your strengths, you can leverage them to lead your team to success. Once you understand your limitations, you can work to overcome them and become a more well-rounded leader.

I'm committed to helping leaders reach their full potential, and I believe that by doing so, we can build stronger families, businesses, and economies.





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Certifications:

- **People Keys-Certified Behavioral Consultant**
- **The Brian Tracy Speakers Academy**
- **International Association of Professions Career College-Certified Life Coach**

Speaking Engagements:

"Creating Success"

<https://vimeo.com/765161172/bc200e2fbd>

Brian Tracy Endorsement:

<https://vimeo.com/756139057>

8 Percent Nation Conference Recap

<https://vimeo.com/757048757>