

MEDIA KIT 2024



SYRENA N. WILLIAMS

MBA/JD, ICF PCC

ATTORNEY | CREATOR | COACH | SPEAKER | FACILITATOR | ILLUMINATOR

CONTACT INFORMATION

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[HTTPS://BIT.LY/SPEAKING-INQUIRY](https://bit.ly/speaking-inquiry)

ABOUT

SYRENA N. WILLIAMS

Syrena N. Williams is a dynamic attorney, business coach, and transformational leader. As the CEO of Syrena Williams Legal Services, PLLC, and Chief Transformation Officer of Practical Skills University, LLC, she combines legal expertise with business acumen to empower leaders and organizations to achieve lasting success.

Syrena's approach is hands-on and discreet, guiding executives and businesses behind the scenes through complex challenges and helping them achieve sustainable growth. She is known for her ability to simplify complex concepts and deliver them in digestible, actionable ways, appealing to diverse learning styles—audio, visual, and experiential.

Throughout her career, Syrena has designed and implemented strategic programs across industries, helping organizations build effective teams, improve operations, and drive success. Her work leaves audiences inspired and eager to implement what they've learned, with the tools and strategies they need to reach their goals.

Community service is close to Syrena's heart, and she regularly partners with nonprofits to support initiatives that address homelessness, small business growth, and community development through The One Experience Foundation.

Syrena is the proud mother of one and a community mother to many. She enjoys cooking, beach walks, and thought-provoking conversations.



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ABOUT OUR

SIGNATURE WORKSHOPS

Creating a Culture of Inclusivity: Strategies for Building a Welcoming Workplace

Practical strategies for building an inclusive workplace where every employee feels valued and respected. Learn actionable steps to foster diversity, equity, and inclusion, ensuring all team members can thrive and contribute to their fullest potential.

Embracing Holistic Wellness: A Comprehensive Guide to Thriving in Life and Work

Explore the interconnectedness of physical, mental, and emotional well-being, and learn how to achieve balance in both your personal and professional life. This workshop offers practical tools to help you excel, avoid burnout, and cultivate fulfillment.

Unleashing Your Potential: The Key to Personal and Professional Growth

Empower individuals to discover and harness their innate abilities. This workshop provides actionable strategies to unlock pathways toward greater success and fulfillment in both personal and professional realms.

Journey to Your Best Self: Transformative Strategies for Personal Development

Designed to help individuals unlock their full potential through actionable personal growth techniques. This keynote offers practical advice combined with inspiring insights to drive lasting, positive change.

Navigating the Legal Landscape: Essential Insights for Business Success

Gain essential legal insights to navigate the complexities of entrepreneurship and business leadership. This comprehensive session helps business owners and leaders make informed decisions to ensure compliance and long-term success.

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ABOUT OUR SIGNATURE WORKSHOPS

Beyond Words: Transformative Listening for Inclusive Leadership

Learn how to harness the power of deep, transformative listening to create more inclusive, engaging environments. This workshop provides practical strategies to foster understanding and respect in diverse workplaces, equipping leaders to value every voice.

Mastering Leadership in Times of Change

Explore strategies for leading teams through uncertainty and change. This workshop equips leaders with the tools to inspire confidence, foster resilience, and maintain productivity during times of transition.

Building Emotional Resilience for Leaders

Develop the emotional resilience needed to lead with strength and empathy. This session covers strategies for managing stress, navigating difficult conversations, and maintaining emotional well-being in high-pressure environments.

The Art of Strategic Decision-Making

Learn how to make effective, strategic decisions in fast-paced environments. This workshop equips leaders with frameworks and tools to assess risks, opportunities, and long-term impacts while maintaining alignment with organizational goals.

ABOUT OUR CUSTOM WORKSHOPS

Custom Workshops Tailored Just for You!

Syrena offers a wide range of customizable workshops to meet the unique needs of your team or event. Below are some of the core areas she covers, each tailored to your audience's specific goals and challenges:

Leadership Development

Focus on building emotional intelligence, strategic decision-making, and navigating change as a leader.

Personal Growth & Wellness

Empower individuals to achieve balance and fulfillment through personal development strategies, emotional resilience, and well-being practices.

Diversity & Inclusion

Help teams build a culture of inclusivity, equity, and respect, with actionable steps to promote diversity at every level.

Entrepreneurship & Business Success

Equip entrepreneurs and business leaders with the legal and strategic tools to navigate complex business environments, ensuring long-term growth and success.

Communication & Collaboration

Foster more effective communication within teams, including advanced listening skills, conflict resolution, and collaborative problem-solving.

Christianity & Faith-Based Leadership

Explore how Christian principles can inform personal growth, leadership, and business success. This workshop integrates faith-based values to empower participants to lead with purpose, integrity, and service.

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PREVIOUS

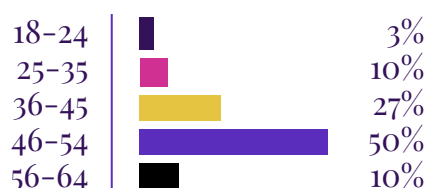
SPEAKING ENGAGEMENTS

IMPACT & AUDIENCE

SPEAKER EVALUATION

| | |
|---------------------------|------|
| Overall Satisfaction | 4.8 |
| Personal Benefit | 4.5 |
| Professional Benefit | 4.6 |
| Learning Objective | 4.4 |
| Speaker was knowledgeable | 4.63 |
| Materials were useful | 4.48 |
| Presentation was engaging | 4.48 |

AGE



*Average out of a maximum possible score of 5.

GENDER



PAST CLIENTS

- ABFE: A Philanthropic Partnership for Black Communities
- Black Entertainment & Sports Lawyers Association
- Boston Thurmond
- Calloway & Associates, Inc.
- Carolina Cash Adventures Conference
- Cooperative Council of NC
- Eastern North Carolina Entrepreneurial Promise (ENCEP)
- Kate B. Reynolds Charitable Trust
- Minority Executive Education Institute
- National Institute of Economic Development
- NC State Alumni Association (Lawyers)
- North Carolina Bar Association
- North Carolina Central University
- North Carolina Lawyer Assistance Program
- SGA Narmour Wright Design
- Scott Insurance
- Sister Cities International Africa Conference
- Spelman University
- Springfield Baptist Church
- St. Titus Episcopal Church
- The Dream Academy
- The One Experience
- Transformation Edge Coaching & Consulting
- Thriving Faith Church

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