



appletoncommunication.com  
832-600-1828

# A LEADERSHIP DEVELOPMENT & STRATEGIC COMMUNICATION COMPANY

Equipping Leaders With Exceptional Leadership Relationship & Communication Skills To Accelerate Success

EIN: 47-1368852 DUNS: 928014351



**SUSAN R. APPLETON, Founder & CEO**  
International Speaker  
Corporate Trainer  
Leadership Coach To Women  
susan@appletoncommunication.com



## COMPANY & SERVICES OVERVIEW

We provide leadership development and transformative consulting, coaching, training and speaking services to leaders in corporations, government, non-profits, entrepreneurs, academia, small businesses and individuals. We equip and empower our clients with solutions to achieve the competitive advantage by leveraging the power of leadership relationship and communication skills to become confident leaders who are fully equipped to lead themselves and others exceptionally well. Our foundational belief is that high-impact leadership soft skills, "the people side of the house", are directly linked to increasing every measurable business outcome and we ensure that this differentiator is woven into all of our services. We take great care to emphasize skills that develop a culture of collective impact that elevates others as a priority, as leaders elevate, achieving maximize productivity and optimizing outcomes. Our services provide you with solutions that accelerate professional growth and business profitability by cultivating strategic leader skills, developing powerful individuals, producing greater team cohesion and enhancing the internal to external customer experience. We deliver services in person or virtually.

### WHO WE SERVE

- Corporations
- Government
- Non-profits
- Small Business
- Entrepreneurs
- Academic Institutions
- Small Business
- Individuals

### CORE COMPETENCIES

- Delivers An Exceptional Customer Experience
- Business Strategic Planning
- Emerging to Mid-Executive-Level Leadership Coach
- Leadership Training Developer & Facilitator
- Leadership Soft Skills Expert
- Business Communication Consultant
- Experienced Public Speaker & Speaker Trainer
- Competency Based Development

### NAICS CODES

- 541611
- 541618
- 541720
- 611430
- 611699
- 611710

### DIFFERENTIATORS

- 30 years of active professional leadership development in corporate, military, government and as entrepreneur
- 10 years of Leadership Soft Skills Expertise interwoven into services delivery
- 3-Step Coaching Framework - Identify, Clarify & Transform created to elevate leader potential
- Strategic Planning based on 4 Perspectives of the Balanced Scorecard
- Superior leadership and interpersonal skills
- Use of Adult Learning Theory in training
- Expertly connects leader success to the success of others
- Skilled in the development of full-cycle leadership programs from concept to evaluation
- Integrates Collective Impact Model into leadership & business development
- Leadership topics are customizable for trainings, presentations or workshops for one-hour up to a series delivery
- Exceptional ability to engage personnel on all levels to achieve client objectives
- Experienced in micro to full-scale strategic planning

### PAST & CURRENT PERFORMANCE

- Wealth Watchers Inc
- Gibbs Engineering Group, Inc
- Jacksonville Chamber of Commerce
- St. John's County Chambers of Commerce
- Jacksonville Women's Business Center
- Promotional Presence
- Florida's Children Home Society
- McGowan Chiropractor Services
- FL Dept Hwy Safety & Motor Vehicle
- Professional Coaching Clients across multiple states and industries
- Leadership & Motivational Speaker



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### SUSAN APPLETON, FOUNDER & CEO

Helping business and individual leaders discover the potential for sustainable success that happens when relationships, strategic communication and other soft skills are the cornerstone of a business growth strategy is the motivation for Susan Appleton's services. As a leadership and professional development trainer, communication specialist and speaker, with over 35 years of success in leadership, and an abundance of real-world experience, Susan creates high-quality and transformative leadership experiences that equip leaders to be exceptional leaders of self and others. As a coach, Susan is especially passionate about developing and transforming emerging women leaders. Her goal is to help women develop their unique skills and talents that position them to own a path to leadership and business success that is undeniably impactful. Susan holds a bachelor's degree in Workforce Education, Training & Development. Her leadership career includes entrepreneurship, the U. S. Navy, RaceTrac Petroleum Inc., Florida Department Highway Safety Motor Vehicle and Dynamic Workforce Solutions. Susan is a veteran trainer and speaker who is comfortable presenting to small and large organizations.

### CORE SERVICES

**Corporate Training** - Exceptional leadership soft skills, "**the people side of the house**" is the path to achieve the competitive advantage. Immersive workshops, presentations and trainings equip leaders with strategies and tools to cultivate critical leadership people skills. Leaders learn to identify and close skills gaps, develop powerful individuals and teams to expand leadership capacity and create organizational growth. Topics can be customized from one hour to a series designed to meet your goals.

**Leadership Coach To Women** - The **Apple-A-Day Leadership™ Group Coaching Program** is for emerging women leaders who are ready to develop their full leadership capabilities and qualities to accelerate their business or career to be exceptional leaders. The first 3 to 6 years of leadership are the prime time to learn how and what skills and behaviors are crucial to master for elevating to the next level of the leadership journey. A three-step coaching framework of identity, clarify and transform is designed to take leaders there. **Apple-A-Day Leadership™ 1:1 and VIP Day Coaching Programs** are for woman and men leaders of all levels.

**International Speaker** - Known for a dynamic delivery style that engages audiences from the first to last moment, Susan strives to motivate, educate and inspire audiences to fully maximize their personal or professional potential. Her goal is to challenge attendees to be courageous enough to be a change agent, overcome obstacles and stand in the power of one who can impact many. She is a veteran speaker and presenter who has delivered presentations for large and small organizations.

**Communication Strategy** - Designed for small business and entrepreneurs, our masterminds help identify how effective you or your business is using communication and clarity of message to accomplish goals. We partner with you to identify communication strengths and gaps. We develop an executable framework to strengthen communication that aligns with your goals and provide a clear path forward.

**Strategic Planning** - Designed for small to mid-size businesses. Using the four perspectives of the Balanced Scorecard, we work closely with our clients to develop three to five year strategic plans. Assessing the business from the financial, customer, internal business and learning and growth perspectives creates a comprehensive plan for business development.

### CERTIFICATES

- Motivational Career Coach - Dynamic Works Institute
- Florida Certified Workforce Development Professional
- Cornell University, UNF/Swisher & JAX Bridges Entrepreneurial Growth Programs