

## **Coach Morning — Biography**

Ernst Alahram Louis-Jacques, widely recognized as Coach Morning, is a visionary entrepreneur, accomplished artist, poet, and engaging performer dedicated to empowering individuals through personal development. Holding an MBA and graduate certificates in leadership and finance, Ernst skillfully integrates creativity with business acumen to inspire transformative growth.

His artistic journey began at the age of 11 and led to notable accomplishments, including his painting being featured on the cover of *Between the Lines*, an esteemed publication by Edmonds Community College. His passion for writing ignited at 16 and has since evolved into a powerful lifelong mission focused on motivating others toward meaningful achievement.

Ernst is the founder of a motivational speaking firm and a successful insurance company. He brings over 16 years of industry expertise to his audience. His acclaimed book, *Success with Meaning*, encapsulates his core philosophy, guiding readers to unlock their full potential through purpose-driven action.

His signature speech, *Cracking the MVP Code: The Road to the Legend in You*, introduces a transformative success model designed to empower individuals to embrace their personal missions and take decisive action. Ernst firmly believes that true success transcends mere achievement, emphasizing impact, fulfillment, and deep alignment with one's purpose.

Driven by his ambition to become one of the most influential writers and speakers of the 21st century, Ernst is passionately committed to spreading his inspirational message worldwide. His presentations challenge conventional success metrics, encouraging audiences to redefine their personal journeys through clarity of purpose and mission. With dynamic storytelling and actionable strategies, Ernst equips individuals with the tools to harness their inner potential and create lasting, positive change.