



**THE MILLENNIAL
COMMUNICATOR**

RASHIDA GEDDES
Keynote & Workshop Package

<http://www.rashidageddes.com/>

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For organizations, businesses, non-profits, associations, young professionals' groups, youth programs, colleges & universities

ABOUT RASHIDA



Rashida Geddes is a voice for the next generation of women millennial leaders. Her mission is to help women realized their truest potential, find their voice and create an empowered life on their own terms. As the creator and host of her TV show Business Talks on Bell TV₁, Rashida reaches 1.2 million viewers. Through her coaching and speaking she has helped women start their business, advance their career and boldly claim their value in the marketplace. But most importantly, Rashida helps women find the tools and confidence they need to claim their power in the world!

Rashida has over 10 years experience in service delivery and has worked in the financial service industry for over 5 years. Trained by industry leader Valorie Burton of the CaPP Institute in personal development coaching, Rashida utilizes the power of positive psychology in her business and her life. She holds a Bachelor's Degree from Concordia University and is completing Graduate studies in Business from the John Molson School of Business.

With her tips and insights, Rashida empowers her community to own their happiness and create the successful business, career and life they deserve!

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RASHIDA'S SPEAKING TOPICS



The Power Is In Your Presence – 7 Strategies to Building A Personal Brand That Exudes Confidence and Leadership

Audience: Millennials, Gen-Ys, Managers

All the major players in business today have a brand and vision that communicate their core values. They speak to the company's core clients and exude an assured confidence that let's customers know that they are good at what they do. These companies have a team of people whose job it is to position the company as an industry leader. But who's helping you? In today's world, the right positioning can make you millions, literally. But how do you position yourself as an authentic and confident leader? One part is to master your presence of course! You need to send a powerful message to all those who come into contact with you that you are the right person for the job, promotion or business deal. Imagine if you had the ability to create a personal brand that was true to you and your message. How much more effective and focused would YOU be? This interactive workshop will turn your most non-existent personal brand into a position of power!

As a result of this session, you will:

- Discover how your core values shape the authentic message you communicate in your leadership style
- Create a personal brand that speaks to your values and authentic voice
- Communicate a consistent message in all areas of your brand on and offline AND finally gain the confidence to own your position and ideas



Millennial Speak: 5 Keys to Understanding the Most Influential Generation in Your Company

Audience: HR Leaders, Executives

The face of the workforce is changing. Millennials make up more than 50% of the workforce and are preparing to lead businesses, multi-national companies and global organizations with over 75% of the workforce by 2025. As managerial leaders, you have the potential not only to influence and impact your employees but also maintain a powerful stream of future leaders who will influence your organization for years to come. However managing these Millennial leaders is going to

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require that you understand what motivates them to work and how your organization will stay competitive to retain top talent.

This workshop will teach you:

- The glossary for speaking to Millennials.
- How to speak so your Millennials hear and respect their leaders.
- How to get Millennials in your company working harder than ever and loving it!
- How to decode their behavior and turn their potential into performance.



Power Mapping: The 5-Step Mapping Exercise To Create Your Next Best Move in Leadership

Audience: Everyone

Are you at a loss for what to do next in your business and life? Do you sometimes feel like the distractions of life are keeping you from achieving your boldest dreams? What if I could help you map out your next POWER move?

This session will help you discover the mindset behind the power and how to create your next best move with an easy to follow 5-step system.

During this training, participants will discover:

- How to overcome the POWER blockers to show up as life's distractions
- My 5 step system to getting clear and focused about achieving goals that lead to confident leadership
- The first step YOU need to take to create your next best move in your leadership and your life



Power Shift Your Leadership: 5 Ways To Become A Millennial Leader of Influence in Your Organization

Audience: Millennials

Millennials, as a generation, are reinventing what it means to be successful in the workplace. In a world driven by technology, where workdays are infinite, needs change

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faster than we can count and independence and flexibility are a premium, it's no wonder that Millennials are increasingly expecting more from their organizations. The organizations also expect more from their Millennials but workplace perceptions can often overshadow the valuable work and insights this generation contributes to the marketplace.

This workshop will help Millennial Leaders:

- Understand the perception of other generations in the workplace and how to confidently show up in spite of them and get their message across
- The #1 thing you need to start doing today to position yourself as a Millennial of influence and value for your organization
- Learn the 5 ways to successfully navigate your career so that you attract more opportunities into your life

RASHIDA'S SPEAKING FEES

Rashida's speaking and training fees are value-based and reflect a commitment to help your audience create their visionary lives through leadership, personal growth, career development and financial literacy.

Your Investment Includes:

- A personal phone consultation with Rashida prior to your event
- Planning time, including conference calls with meeting organizers
- Development of customized, interactive content to meet your specific event objectives
- Development of a customized handout or worksheet, if applicable
- Development of a customized, interactive PowerPoint presentation, if applicable
- Delivery of the presentation

RASHIDA'S SPEAKING POLICIES

Payment Policy

A deposit of 50% of the speaking fee holds the date when you book an engagement. Your event will not be confirmed until the deposit has been paid. The deposit payment may be made via check or credit card. The balance is due on the day of the program.

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Travel Expense Policy

In addition to Rashida's speaking fee, reasonable travel expenses are charged to your organization. These expenses may include round trip airfare, lodging, ground transportation, parking and/or meals. Travel arrangements can be made directly by your organization (typically the more economical option) or Rashida may be reimbursed for these expenses following the engagement.

Discounted Resources

You may wish to provide additional resources to your attendees to help them stay inspired long after the event is over. Rashida's programs are available at a volume discount if you purchase them in advance for your attendees. Rashida's resources can also be made available for individual sale to attendees (i.e. a table in the back of the room). Workbooks can also be developed for half-day workshops.

CONTACT RASHIDA FOR A FREE PHONE CONSULTATION

About the Booking Process: During your phone consultation, Rashida will learn about the desired objectives for your event, conference or training. Together, you will be able to assess the best speaking or workshop topic(s) for your group and confirm whether Rashida is available on the date of your event.

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