



# Shayla N. ATKINS

DEI STRATEGIST • SPEAKER • LEADERSHIP EXPERT

*Global DE&I Expert,  
Strategist and Coach*

*Global Award-  
Winning Business &  
Leadership Strategist*

*International Speaker  
and Author*





**CULTIVATING  
DIVERSE, EQUITABLE  
& INCLUSIVE  
CULTURES**

**DEVELOPING  
WOMEN LEADERS &  
CEOS**

**LEVELING THE  
PLAYING FIELD**

Shayla Atkins is a global DE&I expert and the CEO and Founder of The Atkins Impact Consulting Firm and a global award winning business and leadership strategist. She leads organizations, entrepreneurs and leaders in enhancing inclusive leadership capabilities, cultivating equitable workplace cultures and building DEI strategies that accelerate diverse representation in leadership, specifically women and people of color.

Shayla is the creator of Solo 2 CEO Academy whose mission is to engage and equip women of color to Lead with S.P.I.C.E. A professional and personal development program and initiative empowering women to stop codeswitching and begin leading with authenticity to deliver results and leverage it as their competitive advantage in their business and career.

Shayla is a highly sought after powerhouse, high impact speaker and author who has graced many stages, featured in over 100 publications and in the homes of millions on major TV networks to empower women to S.P.I.C.E. it up and leverage their authenticity as their competitive advantage.

With over 15 years of strategic HR leadership experience in Fortune 500 companies and leading consulting firms, a Lean Six Sigma black belt and a certified business coach, Shayla understands the intersectionality of HR, Business Strategy and People. She has helped organizations experience unprecedented growth, she has also helped hundreds of women build, grow & scale expert-based online businesses, ditch the hustle, embrace intentionality, unleash their inner Phoenix and live life without sacrificing what's most important to them.

Shayla is a mom of twin girls, wife to her high school sweetheart, loves chocolate, and is truly passionate about seeing women and BIPOC win!

# GLOBAL EXPERT IN LEADERSHIP AND DE&I

*DIVERSITY is your competitive advantage*

*EQUITY is your cultural cornerstone*

*INCLUSION is your winning employer value proposition*



## SHAYLA SPEAKS

*I believe authenticity is the vehicle to millions. When women are in safe spaces and can unapologetically be themselves, they can build authentic, profitable and sustainable businesses and careers.*



COACHING  
CONSULTING  
SPEAKING



### 2% IN 12 MONTHS

Global corporations experience at least 2% growth in diverse representation and a 2 point increase in employee engagement while working with Shayla and her team.



### 10% INCREASE

Leaders in organizations experience at least a 10% productivity increase due to enhanced capabilities as inclusive leaders.



### \$2M IN REVENUE

Clients in her exclusive Solo 2 CEO Mastermind, 2021 annual revenue

# SHAYLA'S MOST REQUESTED SPEAKING TOPICS

## **DIVERSITY, EQUITY & INCLUSION + LEADERSHIP**

### **Needles and Threads: Integrating DE&I Into Your Cultural Fabric**

- Do you have numerous DE&I programs, councils and committees, but its not sticking?

Participants will walk away with:

- Knowing how to align, leverage and maximize diversity as a business imperative, equity as a cultural foundation and inclusion as their winning employer value proposition.
- Leaders and organizations understand how to shift their mindset and approach to DEI integration strategies.
- Leaders will learn how to move their organizations from theory to application.

### ***Its OK To Be Human and a Leader***

- Are you expecting your employees to contribute 100% of themselves when they have to leave a piece of who they are at the door?
- Are your employees leaving at an alarming rate?
- Is it difficult to attract, develop and retain top diverse talent?

Leaders Key Takeaways:

- In a rapidly evolving world that is increasing the demands on leaders to be agile, flexible and superhuman, Shayla is here to inform leaders, its OK to be human. Its OK to lead with empathy, vulnerability and vision to move you and your team closer to belonging.
- Shayla empowers, engages and equips mid-level and senior leaders with the inclusive leadership traits and human centric leadership principles that undoubtedly increase employee engagement, loyalty, productivity and retention.
- She doesn't stop there, leaders walk away with implementable actions that immediately bridge the gap between knowledge and activation.

*Shayla can partner with you to curate a customized and compelling presentation your audience will never forget.*





# SHAYLA'S MOST REQUESTED SPEAKING TOPICS

## WOMEN EMPOWERMENT

### ***Women Lead With S.P.I.C.E. ([link to promo speaking video](#))***

- It has been reported that women suppress up to 65% of themselves daily in the workplace.
- And for black women, even more astonishing, up to 90% of themselves.
- Compounded with the expectations to deliver exceptional results in business and careers.
- Women Leading With S.P.I.C.E. empowers and equips women on how to show up fully, leverage their authenticity as their competitive advantage and navigate the obstacles that come with authentic leadership.
- Women learn the 5 steps to overcome codeswitching and conforming and unleash their inner Pheonix and leverage authenticity as their super power.

### ***Stop Choosing and Start Making Choices***

- Shayla's truth talk empowering and motivating high achieving women to stop the balancing act and start living in harmony.
- Women are forced to choose between building businesses, excelling in their career, starting families, being in relationships.
- Well Shayla is here to say, stop choosing and start making choices.

Women in your audience learn how to:

- Prioritize themselves first without feeling guilty.
- Make choices to live an intentional, fulfilled and prosperous life without the burnout and overwhelm.
- Make choices to ditch the hustle, work smart, love you and excel!

*Shayla can partner with you to curate a customized and compelling presentation your audience will never forget.*



# CLIENT TESTIMONIALS



**"SHAYLA IS A PHENOMENAL  
SPEAKER WHO ENCOURAGES  
WOMEN TO LEAD POWERFULLY"**

As Shayla says, it is time to strip away the titles we carry day in and day out to lead powerfully in our careers and businesses to fulfill our purpose and deliver results.

**-LINDSEY VERTNER, MINDSET EXPERT  
AND TRANSFORMATIONAL SPEAKER**

[Link to video testimonial](#)

**"SHAYLA DELIVERED MINDSET  
SHIFTS FOR WOMEN TO S.P.I.C.E.  
IT UP"**

Shayla shared how women can leverage their authenticity as their superpower to win and dominate in career and business. She was delivering knowledge, inspiration and fire!

**-DR. MARCEA WHITTAKER, PHYSICIAN  
AND MASTER DESTINY LIFE COACH**



*Additional References Are Available Upon Request*

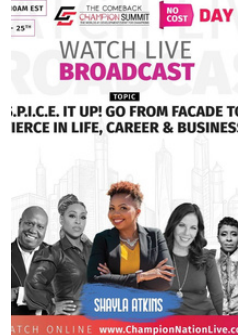


Making An

# I.M.P.A.C.T.

Shayla is a strong force with an impactful voice across numerous media platforms and outlets, and has been featured on the following:

## AS SEEN AND SPOKEN ON:



2K

@coachshaylaspeaks



10K

monthly page views



1K

email subscribers

# WHY SHAYLA SPEAKS?

Shayla believes in the unlocking human potential, leadership and equity. As a kid and young adult living in rough conditions and facing financial challenges, she maintained the mindset that nothing was impossible. Shayla has always had her eye on the best for herself, her family and her community. As a result she is passionate about changing the narrative for under served communities and people to ensure no one has to be a product of their environment.

Shayla knew within herself that there is always a way to figure things out, and she never hesitated to explore options. Her focus on developing others, the art of possibilities, and “out of the box” thinking in difficult situations and a humble beginning earned her the name which she is fondly called today, COACH SHAYLA.

## Shayla's Career Highlights

- ✔ *Global Inclusion & Diversity Consultant* \* LEADERSHIP EXPERT
- ✔ *Creator of "Women Lead with S.P.I.C.E." a personal and professional development program*
- ✔ *Author of Women Who Lead With S.P.I.C.E.: How to Have a Seat and A Voice At the Table*
- ✔ *Recipient of: Global 500 Top Entrepreneur from Brainz Magazine*
- ✔ *Dynamic, powerhouse International Speaker*
- ✔ *Founder of Solo 2 CEO Academy for Women Leaders and CEOs*
- ✔ *Certified Business and Life Coach / Strategist*
- ✔ *Lean Six Sigma Black Belt*
- ✔ *Certified HR Professional and prior HR executive*
- ✔ *Seen on the CW Network and featured in over 100 publications, including FOX, NBC, CBS*





