



Melissa Dawn

AUTHOR | COACH | SPEAKER
CEO OF YOUR LIFE

Leadership Coach

Lead with courage, confidence and clarity

An organization can only go as high as its leaders. In today's world, mastering leadership starts with mastering leadership of the self. That means dropping the masks that hold you back, tapping into the core of who you are, embracing radical self-acceptance, and bringing your true self forward - your unique strengths, talents, passions and values - bravely and confidently.

Leadership Coaching with Melissa focuses on strengthening leadership from the inside out, guiding your leaders to connect within, embrace their own humanity, and bring out the best of themselves. By coaching them in relationship management and human emotional intelligence, they will be fully equipped and empowered to bring out the best in the people around them - to recognize and cultivate strengths at all levels, build collaborative relationships, strengthen engagement, and create cultures of accountability, trust and respect.

In today's market, effective leadership is coaching. Command and control is the management style of the past. It's a style that keeps people (and the companies they work for) locked in the status quo. By coaching leaders to take full authorship of their lives, and to then become coaches within your organization, the people they lead are empowered to grow and progress, which means your business has greater power to grow and progress.

Melissa has trained with top coaches through internationally renowned coaching institutions and has received her CPCC (Certified Professional Co-Active Coach) from the Co-Active Training Institute, and her PPC (Professional Certified Coach) from the Coaches Training Institute. She is also a CTPC (Certified Team Performance Coach) and Conscious Business Coach. Her coaching service, CEO of Your Life, was named one of Hubspot's Best Coaching Services worldwide for 2019 and 2020. Melissa has helped people and organizations around the world get to the heart of what drives them to take themselves to new heights.



Showing up as our true selves, cultivating positive relationships, and embracing growth demands courage and vulnerability. When we do that, we honour the human within ourselves and the human within the people we lead. We empower ourselves and those around us to continually take ourselves to new heights, unencumbered by the need to please or uphold a persona.

But, getting to that place starts with leaning into vulnerability and having the courage to be our true selves, as leaders.

When your leaders are at their best - leading with confidence, courage and clarity - it has a domino effect on everyone around them, taking themselves, their team and the organization to new heights.

Are you interested in Leadership Coaching?

Connect with Melissa at the contact info below and get ready for real transformation!

AS SEEN ON





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Conscious Business Coach

Strengthen your organization by strengthening the people within it

In his book, *Conscious Business*, Fred Kofman breaks down the it (profit, productivity, process, etc), we (relationships and team dynamics within the organization) and I (individual happiness and engagement) of good business.

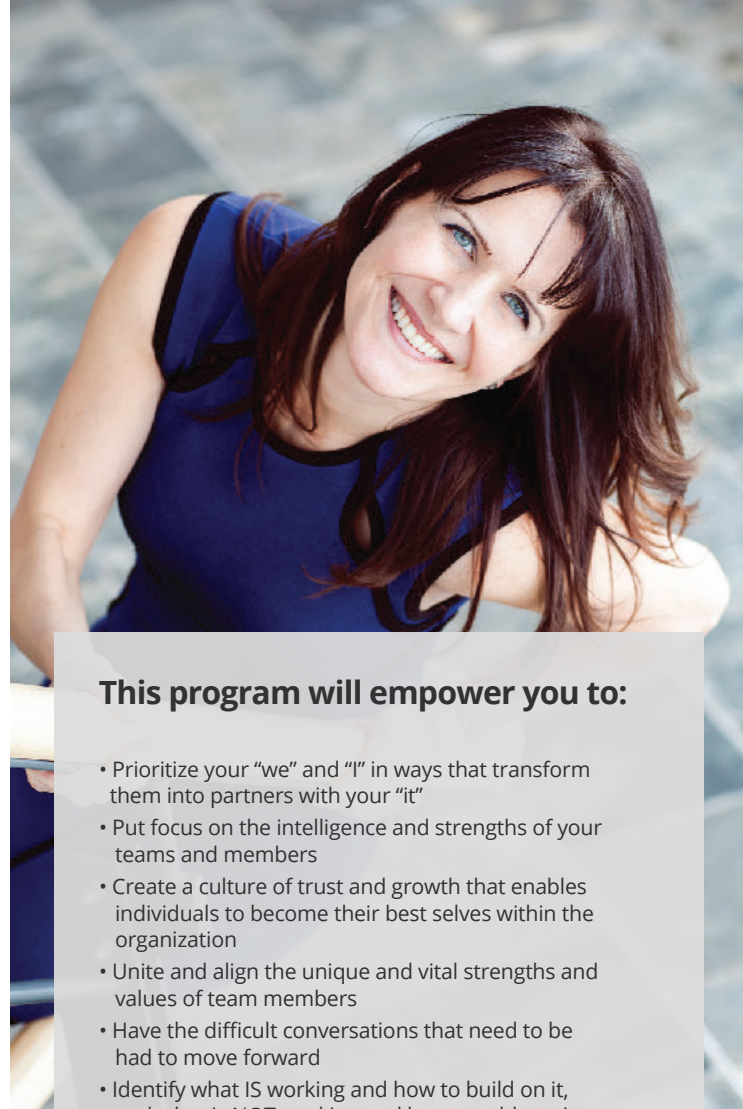
Most businesses have a good eye on the "it". However, the "it" can only reach its highest potential when the "we" are the "I" are nurtured and empowered.

Think about it: external challenges and opportunities should get the bulk of our energy - connecting with customers, capitalizing on trends, staying ahead of the competition, creative problem solving, etc. Teams cannot do that if their energy is focused on internal strife - distrust, ineffective meetings, competitiveness, self-preservation, miscommunication, lack of engagement, lack of motivation, burnout, etc.

Conscious Business Coaching with Melissa guides you to the heart of internal issues, solving them at their core, then turning that focus towards the unique strengths and values that drive them.

Using team assessments and diagnostic tools designed by top coaches, coaching institutions and business leaders, Melissa guides you to take a deep dive into your team systems, focusing on two key areas: productivity factors (leadership, alignment, goals, etc.) and positivity factors (trust, communication, constructive interaction, etc.). The result is a clear picture of what drives your team, what areas need work, and what you need to do to bring your organization up to the next level.

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This program will empower you to:

- Prioritize your "we" and "I" in ways that transform them into partners with your "it"
- Put focus on the intelligence and strengths of your teams and members
- Create a culture of trust and growth that enables individuals to become their best selves within the organization
- Unite and align the unique and vital strengths and values of team members
- Have the difficult conversations that need to be had to move forward
- Identify what IS working and how to build on it, and what is NOT working and how to address it
- Understand how to use your BATNA (best alternative to a negotiated agreement) to hold authentic business conversations that focus on creating MBAs (mutually beneficial agreements)
- Nurture positive relationships at all levels that drive people to perform from an "us together" mindset

As your Conscious Business Coach, Melissa follows up with you over a six month period to support your progress, keep everyone accountable and guide you through any challenges that arise.

Are you interested in Conscious Business Coaching?

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AS SEEN ON





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Motivational Speaker

Ready to take your team or organization to the next level?

Melissa's unconventional, holistic and fun approach delivers transformative keynotes and workshops designed to guide attendees to identify the masks that keep them from bringing out the best in themselves, connect with their inner leader, uncover the values that drive them, and bravely bring their true selves forward with confidence, clarity and compassion.

We've all worn masks or personas at some point in our lives - personas of who we think we should be that are rooted in gaining the approval or acceptance of others, or protecting ourselves from hurt or difficult feelings. When we let ourselves be guided by external factors in this way, we get caught in an endless uphill journey that drains our energy and leads to burnout.

When we attach our self worth to how others see us, we resort to defensive, self-preservative behaviours - not speaking up in meetings, gossiping, circumventing the chain of command, hiding mistakes, avoiding risks or trying new things, being reserved with colleagues instead of connecting and collaborating, etc.

When we have the courage to drop those masks and start bringing our unique strengths, talents, passions and values forward, we are empowered to show up as our true selves in all that we do. We're empowered to truly connect with others, focus on progress over perfection, and strive for creative problem solving over playing it safe.

The truth is, none of us is invulnerable. When we embrace our very human vulnerability, instead of fighting against it, we empower ourselves to show up with authenticity, respond with compassion and clarity, and respect the human in everyone around us.



Be True To You Speaking Series

- **Courage & Vulnerability** - The keys to connection in the emerging workplace environment
- **How to Lead in Times of Chaos & Uncertainty** - Creating engagement and success in challenging times
- **Stuck Sucks! Getting unstuck so you can approach work and life with a wholeness that truly fulfills you** (hosted in partnership with INTENTION founder, Susan Ross)

Showing up in this way sets off a domino effect on everyone around you, inspiring others to drop their own masks and bringing the best of themselves to the work that they do. This is especially true when that domino effect starts from those in leadership.

Melissa's Be True to You speaking series features workshops and keynotes that guide leaders, teams and organizations to kick off real transformation by getting to the heart of what drives them.

Book Melissa to Speak at Your Next Event

If you would like to join the growing list of organizations around the world who are choosing to lead with courage, confidence and clarity, please connect with Melissa at the contact info below.



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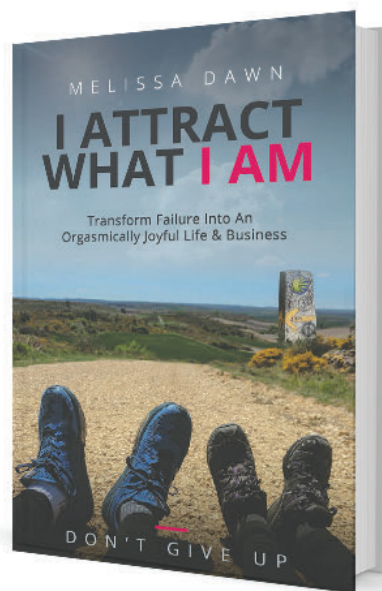
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Author

Is a voice inside you insisting that you take a new direction in your life? Are you listening?

After her second divorce, Melissa Dawn felt the world crashing down around her. She was a single mom with primary custody of her four-year old son, a demanding career and an overwhelming roster of responsibilities. The time had come for change. She had grown tired of riding a roller-coaster both personally and professionally. Her inner voice was relentless, demanding her to change the trajectory of her life...but how?

In her Amazon international best seller, ***I Attract What I Am - Transform Failure into an Orgasmically Joyful Life and Business***, Melissa shares the story of how she navigated a difficult journey to successfully create a meaningful life and business that is heart-led and joy-inspired. She clung to the belief that anything was possible and took full control of her life. Discover the practical steps and key strategies she used to transform her failures and create an orgasmically joyful life and business.



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"As a coach and motivational speaker, I am passionate about helping people and organizations achieve their true potential. I strongly believe that to be successful in any area of life, you need to feel fulfilled in all areas of life. That fulfillment comes from getting in touch with your true self and putting it out there with confidence, in all that you do.

After all, it is only your true self that can attract the people (partners, friends, clients and colleagues) and opportunities that are truly right for you and will help you move towards the life you want to create."

- Melissa Dawn, Author

Coming Soon!

Melissa's next book is an in-depth look at the masks we wear, why we wear them and how to free ourselves from them so that we can bring our true selves forward with confidence and courage. Subscribe to the CEO of Your Life newsletter to stay updated!