



Melissa Dawn

AUTHOR | COACH | SPEAKER
CEO OF YOUR LIFE

Conscious Leadership Coach

Drive growth from the inside out

Conscious leadership is leadership that focuses on people, inspiring and drawing out the best in others as a path to organizational success. Instead of putting profit or organizational objectives at the center, this style of leadership focuses on growing and empowering the people behind the profit. The idea is that the better your people are, the better they will perform within the organization, and the greater success the organization can achieve.

By taking a genuine interest in what fuels each individual, what excites them, what they're good at, where they truly shine, and what drains them, conscious leaders guide people in the direction that is truly right for them. Through what is essentially tailored leadership, the people within the organization are given the opportunity to truly reach their full potential, which pays off in myriad ways for the overall team and business.

It's key to recognize that conscious leadership is deeply compassionate, understanding that when we struggle in one area of life, that will spill over into other areas. Conscious leaders focus on relationships, striving to become a person of trust for the people they lead, so that people feel safe to share their struggles and can be open about where and when they need support. In this way, leaders can take an active role in preventing burnout, disengagement and dissatisfaction at work, and build a sense of loyalty and co-creation within the team.



Conscious Leadership Coaching with Melissa focuses on strengthening leadership from the inside out, guiding 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 to bring out the best in the people around them - to recognize and cultivate strengths at all levels, build collaborative relationships, foster engagement, and create cultures of accountability, trust and respect.

In today's market, progressive leadership approaches like conscious leadership are the way forward. Competitive organizations recognize that traditional command and control approaches only serve to keep people and companies locked in the status quo, and lagging behind. By coaching leaders to take full authorship of their lives, and become conscious leaders within the organization, the people they lead become empowered to grow and progress, giving businesses greater power to grow and progress.

**Are you interested in Conscious Leadership Coaching?
Connect with Melissa at the contact info below and
get ready for real, authentic transformation!**

Melissa has trained with top coaches through internationally renowned coaching institutions and has received her Master Certified Coach (MCC) accreditation from the International Coaching Federation. She is also a Certified Professional Co-Active Coach (CPCC), Certified Team Performance Coach (CTPC) and master practitioner of energy medicine. Her coaching service, CEO of Your Life, has been named one of [Hubspot's Best Coaching Services](#) annually since 2019. Through innovative workshops & coaching programs, Melissa works with individuals, teams and organizations and has helped thousands become the CEOs of their personal and professional lives with confidence, success and joy.

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AUTHOR | COACH | SPEAKER
CEO OF YOUR LIFE

Executive Coach

Take yourself and your organization to new heights

Having spent over two decades in the corporate world, working her way up to VP of Marketing, Melissa has a deep understanding of what it takes to succeed in high pressure roles, as well as the unique challenges that come with that level of responsibility.

As an executive coach, Melissa strives to incorporate this understanding into a holistic approach that honors the whole life experience of people in executive and high level leadership positions. As a Master Certified Coach (MCC) and a master practitioner of energy medicine, Melissa has a unique style that pulls people out of the world of 'corporate speak' so that they can see their own experience and impact with fresh eyes. By connecting with their inner leaders, their natural intuition and the messages of their bodies, executives are empowered to seize full authorship of their story moving forward.

The human body sends about 11 million pieces of information per second to the brain. These messages range from spatial awareness and temperature regulation to potential threats and our hearts' desires. We can't strive for full awareness of all of those messages. Just to try would overwhelm us. But, we can learn to hone our awareness to those messages that can truly impact our experience of life, and our effectiveness as leaders.

Executive coaching aims to strengthen and fine-tune that deep inner awareness, guiding leaders to become deeply intentional in their impact and influence.

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An executive role is a powerful opportunity to effect change, but also comes with a great deal of pressure, responsibility and potential distractions. One of the greatest challenges is being able to effectively rise to whatever comes up, without being distracted from high level objectives. Executive coaching equips executives with tools, models, skills and strategies to design their own blueprint, put it into action, and see it through, no matter what comes up around them, all while establishing themselves as agents of change within the organization, and staying aligned with their own values and purpose, thus safeguarding them from burnout.

CEO of Your Life's Executive Coaching program uses assessments and diagnostic tools designed by top coaches and coaching institutions. Through a tailored, highly individualistic approach, executives and high level leaders are guided to take a deep dive into the systems in which they are currently operating and what needs to shift in order to create the experience and impact they truly want to have for themselves and the organization.

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CEO OF YOUR LIFE

Motivational Speaker

Energize change within your team or organization

Melissa's unconventional, holistic, real, brave 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.

For leaders within organizations, it's critical that they strive to lead themselves first. When we think about great leaders of today and throughout history - not the rich and powerful, but true leaders who inspire others to bring their best selves forward - what connects them is that they lean fully into authenticity. They lead with their hearts, put their values first, and align with their purpose. That commitment to their path is what sets them apart and commands the loyalty and commitment of others. And it isn't a strategy that achieves this, but a way of being that is courageously real and human. Leading ourselves first is how we unleash this way of being, and that demands dropping the masks that hold us back, and embracing our whole selves.

We've all worn masks at some point in our lives. These masks are personas of who we think we should be, and they are guided by pressures, ideas or beliefs that come from outside ourselves. When we let ourselves be led by external factors in this way, we get caught in an endless uphill journey that drains our energy, leads to burnout, and fosters a disconnection from our work and the people we lead.

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

- **Why Can't I Just Be Me** - Remove the masks that hold you in status quo
- **How High Can You Go** - Connect with your inner leader to unlock the full strength of your potential
- **Know Your Gremlins** - Get up close and personal with your inner Saboteurs and watch their power fade away

In that way, we're empowered to truly connect with others, focus on progress over perfection, and strive for creative problem solving over playing it safe.

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 and unleashing the captivating leader within.

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 heart, courage, confidence and clarity, please connect with Melissa at the contact info below.



Melissa Dawn

AUTHOR | COACH | SPEAKER
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Author

Melissa is the author of two books that span different eras of her life and journey to date. Using captivating narratives blended with proven coaching tools, actionable steps and immersive exercises, Melissa's writing strives to guide people toward the paths that are truly right for them.

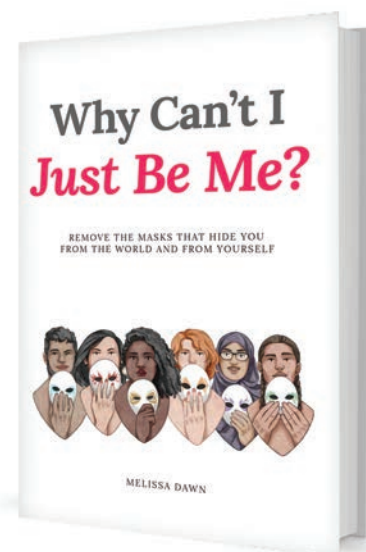
Why Can't I Just Be Me ***Remove the Masks that Hide You*** ***From the World and From Yourself***

Do you feel like you can drop your masks, speak your truth, and bring your whole self forward with the people around you? Your family, colleagues, partner, friends?

After coaching thousands of people over the past decade, Melissa can confidently say that it is rare for someone to feel truly at ease with everyone around them - no masks, personas, or self-protective habits.

There is always an element of holding back, which drives feelings of isolation and disconnection.

In bringing this book forward, Melissa hopes to help you identify what is getting in your way, guide you to break the patterns that hold you back, and help you drop the isolating masks you've cultivated over the years.



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Are you ready to start taking full ownership of yourself and your story? To take the courageous step to reconnect with your whole self, shadow and all?

***Why Can't I Just Be Me* will take you on a journey to connect with the YOU you are meant to be. Prepare yourself to get real, to face the hard stuff, and to jumpstart some powerful shifts that will open you up to a life of meaning and fulfillment. It's time to remove the masks that hide you from the world and yourself!**

It's time to remove the masks that hide you from the world and yourself!

***Why Can't I Just Be Me* is a guidebook - complete with worksheets, exercises, coaching tips, and practical strategies - that will take you on a journey within, illuminating what needs to shift, and giving you the tools to finally start living your life as YOU.**



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CEO OF YOUR LIFE

I Attract What I Am ***Transform Failure Into An*** ***Orgasmically Joyful Life & Business***

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?

Melissa shares the story of how she navigated a difficult life 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 failures and create an orgasmically joyful life and business. **I Attract What I Am** is a healing and informative book that will provide you with an inspirational lifeline! Uncover the meaning behind the messages your inner voice is sending you so that you too can create the purpose-driven and joyful life you truly want to live.*



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