



Joyce M. Coleman

***Leverage your Knowledge,  
Perspectives, and Experience to Secure  
Your Place in the Game***

Organizations or persons who hire a speaker, consultant, or performance improvement specialist have a right to expect that they will reap far more than paid for services rendered.

You will get that, and much more, when you book Joyce Coleman. Guaranteed.

Joyce's journey through life brings real-life experience to her audience. Coupled with sound practices, her solutions motivate and inspire while producing results.

Coleman knows about reinventing oneself, starting over. At an age she describes as "over the half-century mark", she has been a corporate VP, unemployed, full time caregiver for an aged parent, business development consultant, and is now partnered with an up-and-coming website management and business development company where she is Chief Operating Officer. As she describes, my job is to be open-minded, seize opportunities, continue to develop products and services, and make sure that our clients get more than they thought possible.

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## Speaker Topics

### **Customer Service Excellence**

Can You Walk a Mile in Their Shoes? Three things you can do to retain your customers

The Color of Service in African-American Businesses: The Service Disconnect and six things that will make a difference

### **Self Development and Peak Performance**

Confessions of a Reluctant Saleswoman: Three reasons you should embrace your inner salesperson

Can't Stop Now: Three reasons you can't throw in the towel just because times get tough

People Get Ready! Six things you can do now to draw success to you

Leverage: Four ways to get your team to use what they know to maximize impact and success

Trouble - It's only the other Face of Triumph: Three ways to use Trouble as a launch to Triumph

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## Biography



Joyce Coleman is a speaker, author, community activist, and management consultant in the areas of customer-focused enterprise and peak performance.

Coleman, raised in rural pre-civil rights Mississippi, became the nation's first black female officer and executive at a major airline, TWA. She headed the consumer affairs division, where she developed innovative frontline empowerment programs that dramatically improved the airline's customer service profile. She later re-engineered the in-flight services division, using a "best practices" systems model.

Joyce Coleman is the author of the critically acclaimed memoir, *Soul Stirrings: How looking back gives each of us the freedom to move forward*, a companion Study Guide for grades 4-12, and an E-book, *Write, Publish, Prosper from What You Know*. She authored several business-oriented writings that are published widely on the Internet. Titles include *Confessions of a Reluctant Saleswoman*, *A Case for Service Excellence*, *A Holiday Gift: the Gift of Family History and Wisdom*, and *Seven Secrets on How to Ace the Corporate Game*. She co-wrote the book, "An Introduction to Collaboration, Teamwork, and NETWORKING: A Case for Working together Systematically to Achieve Successful Living."

Among her many credits, Joyce has been named to New York City's YWCA Academy of Women Achievers, selected for Career Focus Magazine's Eagle Award, listed in the International Who's Who of Professionals and Strathmore's Who's Who Registry of Business Leaders.

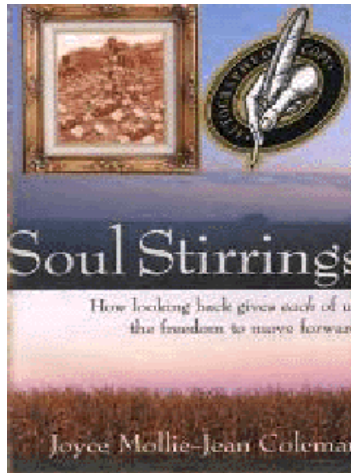
She is the president of an online publishing company, [www.locusthillpublishing.com](http://www.locusthillpublishing.com) and a not-for-profit community service organization, Positive Images. Joyce is co-creator of a number of projects that are making an impact, including [The Black Hair Project](#), [Beyond Beautiful](#), [Young CEOs](#), and [High School CEOs](#). Her work can be seen throughout the [LLIFE](#) organization and its affiliates.

Joyce is married, and lives in St. Louis, Missouri.

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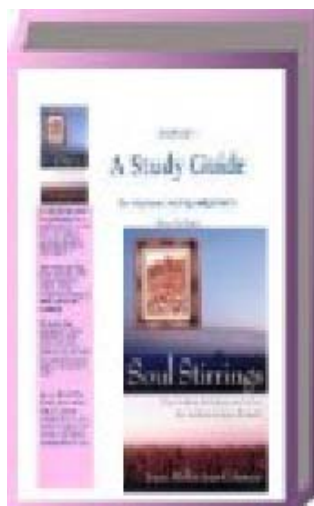
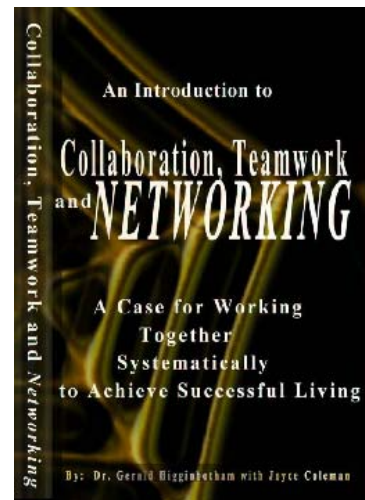
## Books



### **Soul Stirring: How looking back gives each of us the freedom to move forward**

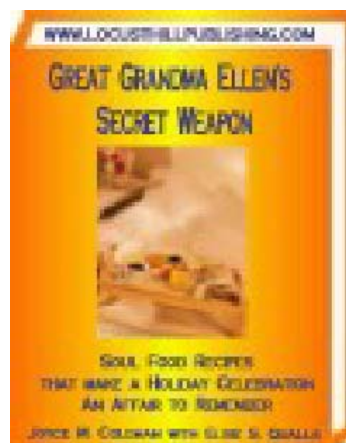
If you've ever doubted the importance of finding an loving your true self, read this book and discover that you're not alone. Even better, you'll discover that you can go home again, if only in your heart.

...**NETWORKING** is a collaborative project with Gerald Higginbotham that addresses why we African Americans are in such a sad fix economically, without control of our communities, our politics, our schools, and our culture.



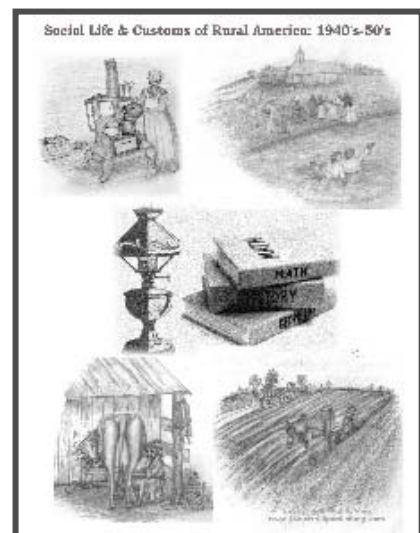
### **Soul Stirrings Study Guide.**

Complete with fun puzzles that include Baptizings and Country Living, thought-provoking questions for grades four through junior-high, and suggested activities that make learning Rural America history fun.



### **Great Grandma Secret Weapon.**

Special foods from Joyce's Family Celebration Menu that have been the centerpiece of get-togethers over the years.



### **Social Life and Customs in Rural America 1940's & 1950's.**

Interactive program fosters an awareness of – and appreciation for – contributions of everyday Americans to the fabric of our country.

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## What others are saying...

"Thank you, you were great and people loved your presentation. You're so full of hope and optimism, I feel really blessed to have the opportunity to meet you." **Luz Robles State of Utah Office of Ethnic Affairs**

"You really made a difference in the way my team understands and appreciates customer service. Thank you." **Edwin Birch-Director, Kansas City School District**

"You really went the extra distance. It was a pleasure working with you. Our audience gave you high ratings as an excellent speaker and for your excellent content." **Faye P. Hock, Vice President, Institute for International Research**

"A dynamite speaker! Joyce knows how to engage her audience. Her listeners immediately know that she has "walked the walk," and shares the path she traveled." **Randy Hayman, General Counsel, St. Louis Metropolitan Sewer District**

"I have recommended Joyce as a speaker and trainer to a number of organizations. Her performance has enhanced my standing as a resource organization." **Tome Atkinson, CEO, Ask Me International**

"Joyce's preparation is impeccable, her organization logical and easily followed, and her text and visuals compelling. She motivates and educates her audience. We look forward to having Joyce Coleman speak again." **Mary Westheimer, CEO, BookZone.com**

"Joyce understands organizational dynamics as well as how people perceive information. Her presentation always has actionable solutions. Definitely a winning situation!" **Hector Adler, Vice President, Northwest Airlines**

[Joyce] was able to quickly tune in to the issues that confront us. She immediately plunged into researching our organizational structure to better understand our communication paths and identify potential barriers to progress. We found her extremely knowledgeable of customer service issues and hope that we will have an opportunity to work with her in the future." **Cynthia Hopkins, Centers for Medicare and Medicaid Services, Department of Health and Human Services**

"I want to thank you one more time. You really helped make our conference a success. I have been reading {Soul Stirrings} to my Children's literature class." **Bobbie Richardson Blue Mountain College**

"Joyce demonstrates a unique ability to identify areas of growth for our organization. She makes us more competitive." **Robin Wilson, former Vice Chairman at TWA**

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## Partial Client List

American Red Cross

**American Marketing Association**

Black Chamber of Commerce National Conference

Friends of Waltham County Library

Institute for International Research

International Airline Transportation Association - Inflight Division

Kansas City School District

Publishers Marketing Association

Richmond Heights Department of Public Works

State of California Community Colleges

State of Utah Office of Ethnic Affairs

Los Angeles Success-Network Group

LLIFE