



# It's ALL **CONSULTING** Bigger Than Me with Traci Harrell



## CAPABILITY STATEMENT & BIO

### Trainer, Consultant, Transformational Coach & Speaker

President, It's All Bigger Than Me Consulting, LLC  
CEO, Harrell Solutions  
Founder, It's All Bigger Than Me Ministry  
President, National Black MBA Association, Seattle

### ABOUT DR. TRACI HARRELL

- Leadership, Inclusion, Diversity & Belonging Trainer and Consultant. Certified SUCCESS & Mindset Coach
- Keynote Speaker, Facilitator, Producer & Emcee
- PM Consistently Producing Transformational Results
- International Best-Selling Author (5 books)
- 30 years of diverse Corporate & Leadership Experience (8 years with IBM, 14 years with Disney, 5 years with Microsoft, and 5 years as an Entrepreneur)
- Respected Community Leader with a Passion for Economic Development and Capacity Building

### COMPANY OVERVIEW:

- A boutique training and consulting company supporting individuals, teams and organizations to become more effective and at ease with the topics of Inclusion, Leadership, Success & Happiness.
- Leaders receive both immediate results, and tools to change the status quo at a systemic level, by increasing their ability to lead authentically, learn collectively, and build collaboratively.
- Using a proven Methodology to create an Inclusive learning environment, while supporting Equity, Excellence, Engagement, & Results in Business.

### NAICS CODES:

- 541611 Administrative Mgmt. & General Mgmt. Consulting
- 541612 Human Resources Consulting
- 611430 Professional & Management Development Training
- 541618 Other Management Consulting Services

### CONTACT INFORMATION:

- Traci@ItsAllBiggerThanMe.com
- LinkedIn.com/in/traci-harrell
- Traci Harrell - It's All Bigger Than Me
- Facebook.com/traci.harrell.12
- Mobile 407-272-1273

### CORE COMPETENCIES:

- Systemic Change - True Transformations
- Talent & Leadership Development - Expand leadership competencies to master complex individual, team, and organizational strategic challenges
- Diversity & Inclusion Strategies - Establish or expand initiatives that influence and promote organizational cultures of Inclusion & Excellence

### DIFFERENTIATORS:

- Using unique proprietary approach called, *Transformational Inclusive Leadership™* to create customized comprehensive solutions
- Methodology based on proven strategies including: Positive Psychology, Adaptive Leadership, Self-Directed Learning, and 'Growth Mindset-in Action'
- Specializing in Executives Ready to Transform
- #1 Rated Diversity & Inclusion Training Company in the State of Washington, per DES RFP 21-0006

### CLIENTS / COMPANIES SERVED:

- Microsoft, IBM, and The Walt Disney Company
- Washington State Dept. of Enterprise Services (DES)
- Tacoma Pierce County Health Department
- First Place, National Black MBA Association, BESR



Transformational Inclusive Leadership™



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[www.ItsAllBiggerThanMe.com](http://www.ItsAllBiggerThanMe.com)

## SUMMARY BIOGRAPHY - DR. TRACI HARRELL

- Dr. Traci Harrell is a Trainer, Consultant, Transformational Coach, Mindset Expert, and an International Best Selling Author.
- She is President/CEO, It's All Bigger Than Me Consulting LLC, a full-service boutique company specializing in Leadership, Inclusion, Diversity, Belonging, and Equity, with a focus on creating permanent Transformations through systems change and impactful shifts in Mindset - for individuals, leaders, teams and organizations.
- Traci is a certified Success Coach® with Success Magazine, and certified Mindset Coach and Facilitator who is currently leading transformations through collaborations of Corporate and Community strategic initiatives.
- Traci has contributed to 4 books that became international best-sellers in over 14 countries and 18 Amazon Book Categories including: 'Ignite Happiness', 'Ignite Your Inner Spirit', and 'Ignite Possibilities'. Traci also wrote in 'Black Writers UnMasked', African American Writers Alliance.
- She shares a proprietary methodology, called, *Transformational Inclusive Leadership™*, which has proven strategies for success in business and in life, based on > 4700 targeted interviews.
- Dr. Traci has over 30 years of diverse Leadership experience in Corporate America with 8 years at IBM (both domestic and international), 14 years at The Disney Company, 5 years at Microsoft, and 5 years as a successful entrepreneur. She is a collaborative Community Leader of Honor.
- Traci has served with distinction as President of the National Black MBA Assoc., Seattle Chapter.
- Dr. Harrell has won many National Leadership Awards including being designated on the exclusive list of 'Top 50 Leaders under 50' for nationwide impact.

## SAMPLE SPEAKING & TRAINING TOPICS

- How to Live Your BEST, Most Successful, and Most Powerful Year Yet
- Transformational Inclusive Leadership™ - The Art & Science of Being Aware & Getting There
- Transformational Inclusive Leadership™ - Custom Team Solutions, Workshop Series
- Why They Stay & Why They Go? - Keeping Your Top Talent (The Real Deal on Retention)
- Fostering an Inclusive Culture, Moment by Moment for Systemic Change
- Understanding Systems Change - How to Ensure Real Progress
- Moving from Courageous Conversations to Intentional Activations
- Beyond Unconscious Bias to Conscious Connections and Clear Results
- How to Reach Your Goals - Workshop Series, Guaranteed Results (The "Power of Y.O.U.")



IGNITE  
HAPPINESS



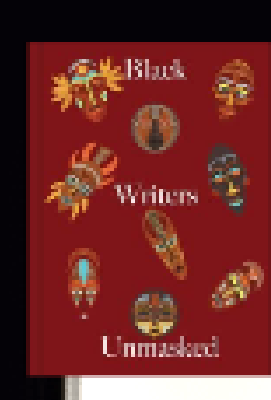
IGNITE  
YOUR  
INNER SPIRIT



IGNITE  
POSSIBILITIES  
(1st Edition)



IGNITE  
POSSIBILITIES  
(2nd Edition)



Black Writers  
UnMasked

Transformational  
Inclusive Leadership  
with Mind, Heart,  
and Soul

Traci Harrell  
African American  
Writers Alliance

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