



*Dr. Cherita*  
**WEATHERSPOON**

Operations Strategist | Alignment Coach  
Organizational Culture Consultant

Dedicated to helping women launch and grow purpose-driven businesses while empowering leaders to create thriving, people-centered workplaces, Dr. Cherita has a mission to align vision, values, results, and profit.

## Signature Topics for Entrepreneurs

### ***Finding ME in the Message***

Your story and voice are your superpowers. This keynote helps entrepreneurs uncover their unique message, own their authenticity, and use their voice to stand out in the marketplace.

### ***Reimagining What's Possible: Designing a Life and Business You Don't Want to Escape From***

Challenge hustle culture and discover how to align your life and business with your values, vision, and dreams. Dr. Cherita empowers entrepreneurs to create sustainable success without sacrificing fulfillment.

### ***Bold Moves, Big Impact: How to Stop Playing Small and Step Into Your Full Potential***

Overcome self-doubt and embrace your power with confidence. This inspiring session provides mindset shifts and actionable steps to take bold action, claim your space, and create meaningful opportunities.



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## For Corporations

### ***The Leadership Trifecta: Clarity, Communication & Connection***

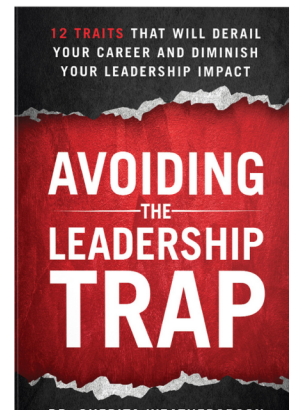
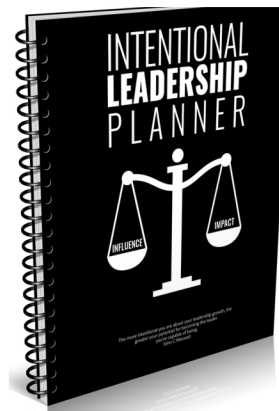
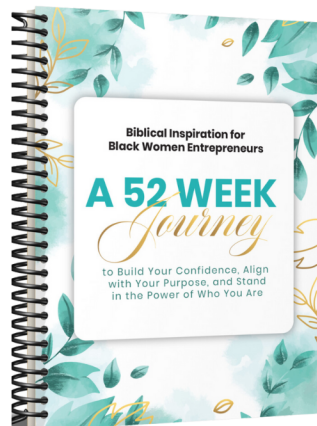
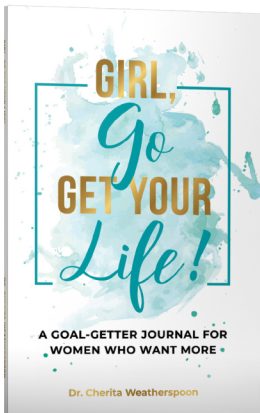
Great leadership starts with intention. Learn how clarity, communication, and connection shape effective leadership and drive team alignment, engagement, and performance.

### ***When Mission Becomes Critical***

During times of change, setbacks, or uncertainty, reconnecting with the mission is essential. This keynote helps leaders and teams rediscover purpose, boost morale, and reignite passion for their work.

### ***The Power of Learning in Leading***

How we learn influences how we lead. This workshop equips leaders with tools to understand learning patterns, improve communication, and navigate performance challenges with confidence and clarity.



## Why Book Dr. Cherita?

- Proven Expertise: With a track record of transforming entrepreneurs and corporate teams, Dr. Cherita's strategies deliver measurable results.
- Engaging Delivery: Her authenticity, humor, and actionable insights leave a lasting impression on every audience.
- Purpose-Driven Results: From redefining success to building aligned teams, Dr. Cherita inspires action that creates real impact.



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