



"Speak Volumes Without Saying A Word..."

SHEILA P. COATES

CEO, SPEAKER, AUTHOR, BRAND SPECIALIST



BYOB CLIENT LIST

Here's a sampling of our clients...

NEW CONCEPTS

- Macy's: National 10-City "Discover Your Brand" Tour
- Monica @ Atlanta Hawks Game: 1st Female Halftime Performance
- AHF: "I AM AHF" website
- Toyota: "Brown Girls Rule"
- AARP: "What's Age Got to Do with It?," Los Angeles Region
- Clark University & Bennett College: "3 Keys to Success"

PROJECTS/EVENTS

- Pasadena Worksource: "Go, Get That Job!" Interview Skills/Employee Development
- AHF: "Keep The Promise," South Africa March & Concert, 12k attendees, Largest to date
- LAWA: "The Power of a Brand," Management Trainee Platform
- Toyota: "Brown Girls Rule," New York
- Save a Girl - Save a World (SAG - SAW) Non-profit Curriculum
- AH: USF Tour of Girl Act! (Concept to empower young girls in the U.S.)

EMPLOYMENT DEVELOPMENT/DIVERSITY TRAINING

- AT&T
- Neutrogena
- Toyota
- Bank of New York (BNY)
- Coca-Cola
- Southwest Airlines
- National Association of Hispanic Publishers
- National Asian American Association of Professionals
- Macy's
- National Urban League
- Delta Sigma Theta, National Conference
- 100 Black Men, National Conference
- El Camino City College
- Pasadena City College
- LA City College

Contact BYOB: byobunlimited.com 310-722-3756

BYOB

Be Your Own Brand!

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BYOB TESTIMONIALS

What our clients are saying...

"Sheila, the session you conducted at Neutrogena was invaluable to me. I have not seen or heard anything like the information you gave down to a personal level. It was interesting to hear what I seemed to portray in my daily image versus what I THOUGHT or want to portray. Thanks in advance for your time and consideration."

--Michael/Director, Quality Compliance, Johnson & Johnson



"Hello Sheila!

I was one of the participants in the BYOB workshop you conducted at Neutrogena. First, let me say, what a blessing the workshop was for me. For years I have struggled with understanding what my "style" is. Whenever I complained about my style (or lack thereof), people would ask me 'Well, how do you describe your style?' Oddly enough, I could never communicate it. Therefore, making me feel as though I just didn't really have a style because I lacked the capacity to define it."

"Your BYOB framework of focusing on the impression that you want to leave on others and really making and owning a personal statement through your image and appearance has changed all of that for me. I realize now that I didn't struggle with style because I didn't have any but, rather, I lacked the framework within which to think about how I wanted to express my 'brand' to others. Now I have that understanding and for that I am truly grateful."

--Johnna, Customer Marketing Manager - Club, Beauty, J & J Sales & Logistics

"Dear Sheila:

Thank you, thank you! What a productive and fun session! I never understood what 'branding' meant in relation to your personal style. I always felt it was what you do vs. who you are. It's very clear now and I only wish we had two whole days with you to cover more material."

--Carmen Avila/TV Finance Group, NBC Universal



"Did you hear anything about the Women's' Network program yesterday? I thought it was excellent and it was just a very short version of what is done for employee development. The topic was 'BYOB - Be Your Own Brand' and talked about people identifying their own unique attributes and how their appearance either supported or detracted from that. I'm not exactly in the "I care a lot about what I look like" category but I thought the points she made about 1) knowing our brand, 2) the message we send to others and 3) how that contributes to how prepared we are to do our jobs were all very valid."

--Chris, IT SOX & Controllership, Global Enterprise System, NBC Universal Media Works

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BYOB TESTIMONIALS

What our clients are saying, continued...

1 month ago...

"I never looked this far into how people view me. We did a lot of training this week, and I believe this was the most beneficial towards my development as both an employee and a person. Thank you!"

--John Krasinki, Management Trainee

"It allowed me to understand I can exude a distinct image to achieve the goals and actions that I have always sought."

--Ken Boyer, District Service & Parts Manager

"It made me realize that I had a disconnect between what I thought and what is actual."

--Catherine Sinay, Management Trainee

"Excellent Session. Sheila is so educational on a topic that is not normally discussed."

--Anonymous

2+ years ago...

"Insightful. Life Changing." *--Roslyn Barker, Engineer*

"Great information on how to project yourself the way we want to be seen." *--Adriana Holquin, Diversity Specialist*

"The information is immediately helpful. The methodical explanations were very helpful." *--Ian Williams, Manager/Field Quality*

"Excellent. I would like to learn more about branding/dressing and have it be taken more seriously/promoted." *--Carmin Brown, D & I Lead*

"Excellent message and delivery." *--Anthony Morgan, Specialist*

"We need this. I hope she comes back for more." *--Brandon Mosely, TMS*

"Excellent perspective and presentation for the workplace. A very powerful workshop." *--Chrystal Davis, HR Specialist*



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