

The Business Practitioner

Strategic Direction. Measurable Results.

**Are you looking for
a dynamic,
energetic speaker?**

Presenting

SHERONDE GLOVER



AVAILABLE FOR:

- Conferences
- Workshops
- Business Events
- Seminars
- Meetings

SPEAKER • TRAINER • AUTHOR • FACILITATOR

Engaging

"Your presentation was outstanding. The pointers you highlighted for leaders of nonprofit organizations were very interesting and practical.

Brenda Coleman,
Executive Director, Atlanta Cares

Entertaining

Enlightening

WORKSHOPS AND SEMINAR DESCRIPTIONS

(Popular!) Developing Your 90 Day Action Plan Intro and Advanced

Designed to help participants narrow their focus and get closer to their vision. Participants learn how to stop recycling goals, build momentum and accomplish more. Set S.M.A.R.T. Goals, Decrease Procrastination, Get out of “Overwhelm,

PBS Marketing: Developing Strategies Based on Your Personality, Budget & Skills

This workshop is designed for solopreneurs that are struggling to find the best strategies to promote their business. They may have little knowledge of the marketing framework. This workshop offers them basic knowledge on effective marketing, brand positioning, marketing planning and how to build strategies and tactics based on the resources they currently have available.

It's a Marathon not a Sprint: Building Endurance for the Long Haul

In our microwave society, where we want it fast and easy, or not at all, we often forget its about the journey. Anything that's worthwhile takes endurance. It's a Marathon not a Sprint, offer tips on tackling milestones, maintaining focus, and staying the course using running a marathon as an example and analogy.

(Nonprofit Training) Capacity Building and Fundraising

Developing Your Fundraising Plan. There are many elements to capacity building and fundraising is one of them. This workshop shares 12 components of developing an effective fundraising plan.

(Nonprofit Training) Brand Marketing for Community Impact

Unlike corporations with big budgets set aside to focus on branding and marketing, nonprofit organizations must find inexpensive and creative ways to promote themselves along with their programs to continue vying for government funding, corporate sponsorships, volunteers and individual donations. This workshop covers the basics of nonprofit marketing, how to create an awareness campaign, why it's important to position your brand, and how to effectively tell the organization's story.

Why hire Sheronde?

DYNAMIC

Motivate staff and team members with skill-based training

Inspire audiences to “take action”

Develop planning strategies with the help of a facilitator

Build team cohesion

Enthusiastic, energetic trainer

Insightful and practical application

Humorous and relatable stories

INSPIRATIONAL

INFORMATIVE

AUDIENCES

SAY:

“Fun and Informative”

“Great Energy”

“Extremely professional”

“Positive, optimistic, cheerful spirit”

“A fun and uplifting experience”

“Able to apply information immediately”

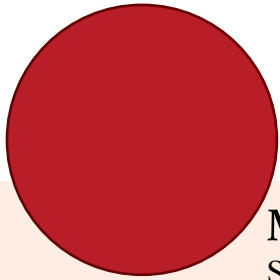
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SHERONDE'S BIO

MINI BIO

Sheronde Glover, CEO/Lead Practitioner, The Business Practitioner, Inc.

Sheronde Glover is the CEO/Lead Practitioner of The Business Practitioner (formerly Glover Enterprise), Inc., an Atlanta based consulting and training company whose mission is to help its clients become more purposeful, productive, and profitable. She is a high-energy focused professional with over 15 years of experience in strategic planning, marketing, and business consulting. She's known as an enthusiastic and energetic trainer, an innovative business practitioner, a skilled writer, and pragmatic coach.

Since starting her company in 1999, Sheronde has worked with numerous nonprofit and for-profit businesses teaching entrepreneurial concepts and principles to include the foundations of planning to create a healthy and successful business. She is the author of Sipping Tea and Doing Business: A Holistic Journey to Business Success, a book and concept that became a nationally known brand and symbol for both entrepreneurial and business women. Sheronde holds a B.A. in Psychology (with a communications minor) and an M.Ed. in Counseling and Educational Psychology from West Georgia College.

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