



## **LaShawanda Moore, MBA, Professional Business Coach**

LaShawanda is the wife of a loving husband, RodRick Moore Sr. and the mother of 4 beautiful children: RodRick Jr., Ryan, Randall, and London. She is an engineer, professional business coach, consultant, and founder of Elevate Success. Her company is dedicated to helping professional businesswomen unlock their potential and breakthrough to the next level within their business so that they can make the impact and income they desire.



Over the course of her career in direct sales as a lia sophia fashion advisor, she has obtained top level management status, built a team of over 300 advisors in 15 plus states with annual sales averaging \$4MM. LaShawanda has earned various awards in lia sophia: Top Manager in Personal Sales in 2010, Top Group Sales in 2010 and 2011, and Top Group Recruiting in 2009 and 2010. She has also earned five (5) all expense paid incentive trips with lia sophia. LaShawanda was featured in the October 2010 edition of Home Business Magazine in an article entitled: "Connecting Women to Their Dreams."

After more than 10 years in lia sophia and coaching hundreds of women, She has learned many lessons and developed tools that she believes others can use to help build their businesses, thus the creation of Elevate Success. Now, she is committed to sharing with women all over the world so that they can be the businesswomen they set out to be when they first started their respective companies.

In addition to LaShawanda's entrepreneurial experience in lia sophia, she is also a Civil Engineer by background, holding a Masters in Business Administration. Within corporate America, she has held roles in project management, supervision, recruiting, sales and marketing, new market development and sourcing. She also has a Six Sigma Statistical Green & Black Belt certification. She was fortunate to help hundreds of engineers learn the "Art of Networking" and develop a career plan to help make their corporate goals a reality. LaShawanda was also featured in an article entitled: "Thirty Under 30 Success Stories: New wave of corporate Tigers" in U.S. Black Engineer Magazine.

Her vast amount of experience in both corporate and direct sales, along with her training via the Institute for Professional Excellence in Coaching (iPEC) program has created a dynamic way of coaching, training and developing others in business to live a fulfilling and balanced life.

LaShawanda strongly believes there is an "Art and Science to Sales" and everyone pursuing an entrepreneurial career must understand how to earn the right to advance in the "sales" process to grow a sustainable business. Her field experience helps her understand the difficulties and hurdles of building such a career.

It's your time: "Elevate from limitations to possibilities: Unlock your potential, be Uplifted in mindset, and Ignite your passion into the world!"