

YEDDA L. STANCIL, MBA

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BUSINESS AND ORGANIZATIONAL LEADERSHIP COACH

STRATEGIC PLANNER • VISIONARY BUSINESS PARTNER • INNOVATIVE LEADER • EFFECTIVE BOARD MEMBER

Innovative Change Agent, High-Level Strategist, and Game-Changing Pioneer highly regarded for being a corporate contributor and key influencer for large-scale organizations. Implement strategic planning with a passion for driving service-focused cultures. Build next-generation solutions to unlock opportunities to drive market competitiveness and revenue growth. Leverage advanced business acumen with visionary leadership style to optimize opportunities and support team performance. Direct mission-critical initiatives to ensure a high return on investment while optimizing operational efficiency, fortifying security, and improving manageability. Drive change management and business process re-engineering initiatives resulting in enhanced profitability, organizational effectiveness, and delivery excellence.

EXPERTISE

EXECUTIVE LEADERSHIP:

Value Creation; Cross-Functional Team Success; Organizational Effectiveness; Public Speaking

BUSINESS TRANSFORMATION:

Process Improvements; Optimization; Behavioral Change; Organizational Effectiveness

STRATEGY DESIGN/EXECUTION:

Organizational Effectiveness; Project Management Methodologies; Operational Leadership

REVENUE GROWTH:

Sales Program Design; Business Development; Entrepreneurial Leadership; Market Share Expansion

LEADERSHIP PROGRESSION

YEDDA'S, RICHMOND, VA, 2012 - PRESENT

Yedda's is an executive and business leadership coaching company providing needs assessment, strategic planning, behavior change, and program management. Yedda's facilitates multiple lectures and workshops for large-scale companies on a national basis.

EXECUTIVE COACH AND CONSULTANT

Employ innovative vision, customize advisory services, and an innovative approach to revolutionize organizational culture, drive process improvements, instill competitive advantage, and catalyze significant growth for executives and companies across multiple industries. Implement narrative and behavioral change coaching methodologies for optimal results.

- Highly sought after for success in facilitating a myriad of programs for cultural transformation, staff engagement, and workforce optimization for 5,000+ employees.
- Develop and deploy leadership development programs to enable revenue growth and enhance bottom-line results.
- Facilitate proactive group workshops and one-on-one coaching with an individually customized approach. Garner recognition for building consensus and for proving vital to year-over-year revenue growth and boosting executive impact and effectiveness.
- Assess corporate clients' operations and identify opportunities for corrective actions, change management, and business process re-engineering with creative insights and calculated action plans.

VIRGINIA COMMONWEALTH UNIVERSITY, RICHMOND, VA, 2012 - PRESENT

Virginia Commonwealth University offers 200+ state-of-the-art programs and is ranked as a top 100 research university.

ADJUNCT PROFESSOR AND SCHOOL OF BUSINESS ENTREPRENEUR-IN-RESIDENCE (2015 – PRESENT)

Championed the delivery of top-tier education in entrepreneurial strategies, leadership, and management while promoting the respected School of Business programs. Research, mentor, and nurture start-up company endeavors. Provide guidance in rolling out marketing, business development, partnership creation, fundraising, and manufacturing.

- Serve as a project manager for the Henry Ford Entrepreneurship Academy within the Department of Management and Entrepreneurship. Also consult Ford teaching agendas through global workshop facilitation.
- Leadership Development Nelson Mandela Fellowship. Design and teach leadership development curriculum for Nelson Mandela Fellowship 6-week leadership institute located at VCU.
- Entrepreneurship Adjunct Professor for VCU and University of Richmond School of Business. Design an implement entrepreneurship curriculum for MBA students.

ADJUNCT PROFESSOR, DEPARTMENT OF HEALTH AND HUMAN PERFORMANCE (2012 – 2017)

Taught three rigorous and compelling courses for the Henry Ford Entrepreneurship Academy. Inspired student engagement, intellectual exchange, and practical application of theories and best practices.

- HPEX 300, Delivery of US Healthcare: Provided education on the history of US healthcare, healthcare plans, regulatory compliance, health and welfare analysis, and health program and planning at the corporate and community level.
- HPEX 354, Coping and Adaptation: Presented a holistic approach to adapting and mitigating stress on multiple dimensions of the whole person. Taught productive coping strategies to support students for alleviating stress throughout their careers.
- HPEX 357, Personal Health and Behavior Change: Taught health and wellness to uncover determinants of health behaviors, motivations, and objectives. Administer activities to assist students in assessing efficacy of methods.
- Facilitate proactive group workshops and one-on-one coaching with an individually customized approach. Garner recognition for building consensus and for proving vital to year-over-year revenue growth and boosting executive impact and effectiveness.
- Assess corporate clients' operations and identify opportunities for corrective actions, change management, and business process re-engineering with creative insights and calculated action plans.

FANTASTICALLY FIT!, RICHMOND, VA, 2002 - PRESENT

Fantastically Fit! Is a pioneering organization with 50+ employees with the mission of equipping individuals, groups, businesses, and communities with mission-critical tools to achieve health and fitness.

FOUNDER AND PRESIDENT

Exercise executive leadership for leading-edge organization and two subsidiaries while overseeing, coaching, and mentoring 50+ employees. Produce action plans and advisory on a vast spectrum of HR, health, and wellness initiatives. Support executives in assessing healthcare costs, the effectiveness of HR processes, and executive physical assessments.

- Spearheaded the launch The Center of Integrative Medicine, pioneered the area's first-ever holistic health club known as The Richmond Alternative Center of Health.
- Attained recognition for health, wellness, and prevention accomplishments for corporate clientele, resulting in being featured in Style Weekly Magazine as one of Virginia's Top 40 Under 40.

VIRGINIA CENTER FOR HEALTHY COMMUNITIES, RICHMOND, VA 2005 - 2007

Virginia Center for Healthy Communities is a strategic nutrition, physical activity, and policy change-driven origination designed to champion community health initiatives.

Executive Director

Steered financial and administrative tactics for a Health Atlas program, involving the development of a stateside health database compiled from multiple sources. Initiated partnerships with state officials and national awareness of programs.

- Trailblazed the first-ever Health Atlas model across the country, later adapted by other state projects.
- Accelerated annual funding 110% and nonprofit development initiatives through networking and capitalizing on contact base.

EXPERIENCE PRIOR TO 2005:

- State Physical Activity and Obesity Prevention Coordinator
- VIRGINIA DEPARTMENT OF HEALTH; Director of Operations
- U-TURN, Richmond, VA & Area Director
- BALLY TOTAL FITNESS, Falls Church, VA

EDUCATION**MBA, International Business and Leadership Development**

VIRGINIA COMMONWEALTH UNIVERSITY, 2012

BS, Exercise Science, Nutrition, and Behavior Change

VIRGINIA COMMONWEALTH UNIVERSITY, 2004

CERTIFICATIONS

Certified Narrative Coach | WBECS

Certified Inner MBA Consultant | Mindful NYU

Certified Consciousness Coach | Evolving Wisdom

Certified Team Coach | Global Team Coaching Institute

Certified Executive Coach | Center for Executive Coaching

Certified Professional Coach | International Coaching Federation

Certification Mindfulness Meditation Instructor | Sounds True

Certified Primordial Sound Meditation Teacher | Chopra Center

Certified Global Strengths Finder Coach and Facilitator | Gallup

Certified Integrative Development Practitioner | Moment Institute

Certified International Cultural Business Consultant | Virginia Commonwealth University

Certified Health Coach, Certified Personal Trainer, Certified Sport Nutritionist,

Certified Yoga Instructor | ACE

COMPANIES I HAVE SERVED:

Altria
Anytime Fitness
American Heart Association
Attorney General of Virginia
Blue Ridge Association of Realtors
Bon Secours Healthcare System
Carmax
Colliers
Combat Wounded Coalition
Council on Virginia's Future
Creative Office Environments
Department of Education
Department of Medical Assistance
Department of Social Services
Effat University
Excel Group
Fitness Resource
Ford Motor Company
Hines Management
Innerwork Center
Institute Higher Education Morocco
JUUL
Martin Agency
Mobile One Courier
Moment Institute
New Market
New Richmond Venture
Old Point National Bank
Orange Theory Fitness
Overcomer Academy
PartnerMD
PriceWaterhouse Coopers
River Point Investment Group
St. Andrew's School
Sportsbackers
Urban Land Institute
Timmons Group
Virginia Bankers Association
Virginia Commonwealth University
Virginia Council of CEOs
Virginia Department of Health
Virginia Museum of History and Culture
Virginia Housing Development Authority
Virginia Roofer's Association
Virginia Realtor's Association
Virginia Triad
Virginia Women in Banking
Warren Whitney
Women's Association
Women's Leadership Initiative