

LEAD
CONFIDENTLY



TARA LAFON GOOCH, MBA

ELEVATING BUSINESSES, BRANDS & LEADERSHIP POTENTIAL

TARA LAFON GOOCH

WHO AM I

Best-selling Author, Workshop Facilitator,
International TEDx Speaker & Coach

WHAT SOME OF MY CLIENTS SAY



Daniel Morson · 1st

Director of Business Development | I help CX Executives & Call Centers reduce operating costs, boost service levels, generate revenue with GigCX Marketplace | **DM me to book a discovery call**

"After one session, it was very clear that Tara, not only is an expert in her field, but she also practices what she preaches - something very important I look for in a mentor. "



Aegean Simpson · 1st

Mentoring C-suite leaders, entrepreneurs and business owners expand their mindset to navigate today's evolving business landscape so that they can accomplish their true potential. Set up a call with me today

"I implemented just a few of the tips and insights Tara shared and the very next day I had 3 direct approaches from clients based on the changes I'd made. Tara is insightful, adds extreme value, and always has time to nurture and share."

Book Tara To Speak



TaraLaFonGooch.com



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TARA LAFON GOOCH, MBA

Leadership Strategies That Unleash Confidence

Tara LaFon Gooch is a globally recognized confidence expert, International best-selling author, and keynote speaker. She has earned her place as one of the most vibrant leaders and visionaries on top podcasts, conferences, and on social media delivering growth-based strategies that have an immediate impact on her clients, audiences, and the businesses she serves.

Tara is the best-selling author of "How To GRASP Confidence & Own Your Power" and "Talk Your Way To The Top", and host of "GRASP Confidence Podcast". She works diligently researching and studying cutting-edge strategies to help her clients succeed and take their businesses to the next level and believes that confidence plays a major part in the success of any individual leader or business.

Tara has worked with Fortune 500 clients and helped thousands of conference attendees achieve maximum growth by teaching them strategies for personal and professional success. Tara has earned a reputation where high-profile executives and top companies trust in her leadership, experience, and unmatched proven track record. Tara teaches Fortune 500 companies across the US and globally, traveling internationally to deliver her leadership strategies to her audiences and to the companies she is working with.

Tara's strong skill set as an experienced facilitator teaches participants, "HOW TO Techniques" and "Practical Application Strategies" to acquire the necessary training skills to be successful in the modern workplace. She recently spoke with the NASDAQ Entrepreneurial Center regarding LinkedIn business strategies and utilizing the power of social media to grow and scale your brand.

Tara has recently delivered her first TEDx talk in Nottingham, England called "Gratitude: The Foundation of Confidence", teaching confidence and personal development strategies to a global audience. Tara is highly educated, earning her MBA with a specialization in Business Analytics from the University of North Carolina at Wilmington as well as earning certificates in Management from The University of Notre Dame, and a certificate in Financial Management from Cornell University.

Tara is the United States Country Chair for Start-Up Ecosystems for the G100 Mission Million. Her role within the organization is centered around supporting other female entrepreneurs in business on the international level as well as within the United States.

Tara is a regular contributor on podcasts worldwide and publishes a weekly LinkedIn newsletter called "Brand Your Way to Success" with 9.5K subscribers. Tara has been featured on the cover of Forbes magazine, LA Weekly, Los Angeles Business Magazine, msn.com, Yahoo! Finance, and has been interviewed by Fox News in New York. She is a great example of someone who leads with her core values and lets them guide every business decision she makes.



SIGNATURE PROGRAMS



HOW TO LEAD CONFIDENTLY

To lead a team of many, we first have to learn the art of self-mastery and become a leader of one. This empowered program will transform unconfident leaders into high-performing visionaries capable of becoming the best version of themselves, leading their teams to new levels of success.

GRATITUDE, RESILIENCE, & ADVERSITY

Discover actionable strategies to inspire teams, reshape leadership, and foster innovation. Attendees will leave empowered with a resilient mindset, ready to navigate challenges and drive personal and organizational growth.

THE CONFIDENCE BLUEPRINT

What if you could unlock unshakeable confidence by embracing gratitude? This transformative presentation offers a comprehensive guide to developing and strengthening confidence. Explore the pivotal role of gratitude in constructing a solid foundation, demonstrating how gratitude practices can foster resilience and self-assurance.

FUTURE-PROOF YOUR BRAND

Discover best practices for building a thought-leading brand that resonates, creates impact, and generates income. Personal branding is a pivotal tool offering a strategic approach to showcase one's expertise, values, and vision.



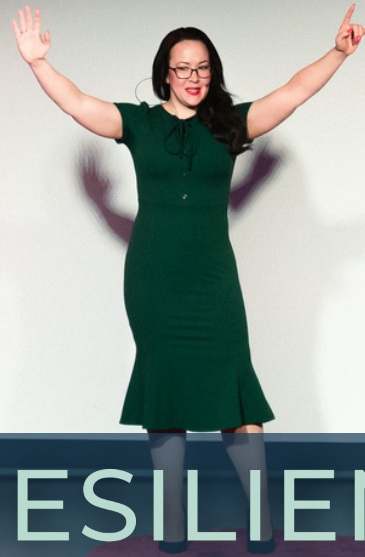
Having a lack of confidence can impact growth potential, and lead to fewer opportunities, less wealth, and less advancement if unaddressed. By following my five-step method based on my bestselling book, leaders unlock their full potential, enabling them to lead with unwavering confidence and inspire those they guide toward collective greatness.

In order to lead a team of many, we first have to learn the art of self-mastery and become a leader of one. This empowered program will transform unconfident leaders into high-performing visionaries capable of becoming the best version of themselves, leading their teams to new levels of success.

AFTER THIS PROGRAM YOU WILL BE ABLE TO:

- **Master an Effective 5-Step Method:** Discover a practical approach to building confidence, applicable immediately to your life.
- **Defeat Imposter Syndrome & Negative Self-Talk:** Acquire How-To techniques to overcome imposter syndrome, self-doubt, and negative inner dialogue.
- **Unleash Your Fullest Potential:** Uncover powerful truths within yourself and unlock your innate capabilities.
- **Restore & Sustain Confidence:** Learn a proven method for restoring confidence and maintaining it throughout your life.





GRATITUDE, RESILIENCE & OVERCOMING ADVERSITY

Immerse your audience in an empowering journey of personal and professional development. This engaging presentation delivers actionable strategies based on my international TEDx Talk entitled, "Gratitude: The Foundation of Confidence", equipping individuals to cultivate gratitude, fortify resilience, and skillfully navigate adversity. Uncover transformative insights that go beyond leadership dynamics, inspiring teams and fostering a culture of innovation within organizations. With a resilient mindset as their foundation, attendees will leave not just prepared, but eager to seize growth opportunities and thrive amidst challenges, driving both individual and collective success.

AFTER THIS PROGRAM YOU WILL BE ABLE TO:

- **Cultivation of Resilient Mindset:** Attendees will be equipped with actionable strategies to cultivate a resilient mindset, allowing them to navigate challenges with strength and grace.
- **Leadership Transformation:** Gain insights into reshaping leadership dynamics through the integration of gratitude and resilience, fostering adaptability, and inspiring teams to thrive in the face of adversity.
- **Innovation in Organizational Culture:** Discover the keys to fostering a culture of innovation within organizations by incorporating gratitude practices, driving creativity, and enhancing team collaboration.
- **Practical Tools for Personal and Professional Growth:** Armed with transformative insights, attendees will have practical tools to drive personal and professional growth, maximizing opportunities and thriving amidst the complexities of today's challenges.



FUTURE-PROOF YOUR BRAND

Crafting a future-proof brand goes beyond the present; it's about leaving a lasting legacy. Your identity is your brand, shaping not just your current perception but also your future remembrance. This insightful program guides audiences to identify their core values, beliefs, and principles, fostering authenticity in their online presence. When your beliefs are clear and lived by, every decision, personal and professional, falls into alignment. Your brand isn't just about the now; it's about how you'll be remembered long after.

In addition to these foundational principles, attendees will learn how to social-proof their brands to showcase themselves as the best possible way. Gain insights into leveraging social media to amplify your message, develop content strategies that resonate with your audience, and execute marketing initiatives that authentically reflect your brand values. By mastering these techniques, you'll ensure sustained business growth and create a lasting impact in your industry.

AFTER THIS PROGRAM YOU WILL BE ABLE TO:

- **Strategic Brand Development:** Equip yourself with tools to craft a future-proof brand, elevating both growth and company reputation.
- **Authentic Online Presence:** Learn to authentically reflect your brand values online, enhancing your company's credibility and reputation.
- **Social Proofing Strategies:** Master social proofing techniques to showcase positive testimonials and endorsements, boosting your company's credibility and reputation.
- **Sustainable Growth Initiatives:** Implement impactful strategies and authentic marketing tactics for sustained growth and to solidify your company's reputable presence in the market.

MY STORY



Believing in oneself and working tirelessly toward dreams and goals opens doors to boundless possibilities. Adversity, a shared human experience, can either forge resilience or foster resentment; for me, resilience was the only path forward. Growing up as the youngest of five, raised by a single mother in poverty, I intimately understand the weight of adversity and hardship.

Despite assumptions that I would never break free from this cycle, deep within, I clung to dreams of escaping and pursuing aspirations. However, confidence was the missing ingredient.

As an adult, despite being highly educated and talented, I lacked confidence in myself and my abilities, leading to a series of toxic workplaces that left me feeling hopeless. After a battle with Depression and Anxiety, nearly ending my life in 2022, I made a powerful change.

Choosing to believe in myself for the first time, I forged my own opportunities. Though I once felt purposeless, I am grateful to have chosen life and to share my story. Despite facing numerous obstacles, they shaped me into the confident and empathetic leader I am today.

My journey led me to become a professional speaker, bestselling author, thought leader, and brand strategist, for which I am incredibly grateful. My mission is to inspire others through my story of perseverance, showing that regardless of their struggles, there is hope to become a confident, purpose-driven leader.

My goal is to ignite a spark of resilience and self-belief in every person I encounter, showing them that no matter their circumstances, they possess the power to overcome adversity and achieve greatness.



Muhammad Faizan Khan · 1st

Assistant Director at Law Enforcement Agency | Digital Forensics, Cybersecurity, and IT Support and Services Expert with a Passion for Keeping Systems Secure and Efficient

"Tara is the kind of guide who knows what she's talking about and has the right experience and exposure to support what she says. A thorough professional who shows up and delivers without disappointment."



Leonard Senahey · 1st

I build great software and websites for companies and individual entrepreneurs to enable them to do business differently. Let's turn your next idea into reality, just send me a **DM** and we can get started right away. 🚀

"Tara's approach to creating content that resonates with your target audience is simple yet powerful. Tara LaFon Gooch is a skilled instructor who shares her knowledge and experience in a clear and concise manner."



Mark Goodstein  · 1st

Founder of Techpros | I Help Tech Companies Find Top Talent & I Help Tech Talent Find Dream Careers | Career Coach, Strategist, Trusted Advisor & Talent Game-Changer | **Book A Strategy Session!**

"Tara excels at what she does. I asked her to help me promote a new additional business on LinkedIn and she really came through. Her knowledge and expertise around branding, marketing and social media is impressive."

HOW TO GROW YOUR BUSINESS ON LINKEDIN

TARA GOOCH
CEO, BEST BRANDING SOLUTIONS

TUESDAY, NOVEMBER 22ND
11:00 AM - 12:00 PM PT

 **Nasdaq**
Entrepreneurial Center



MEDIA APPEARANCES

yahoo!
finance

LA WEEKLY

msn 

TEDx

THE **UBJ**  United
Business
Journal

FOX
ROCHESTER

Forbes

Los Angeles Times

LA
LA WEEKLY

FW
FORSYTH
WOMAN

CEC TIMES

GLOBAL HISTORY MAKERS

SPECIAL
ISSUE

TIMELINE : TECH LAYOFFS IN Q4 2023

CRYPTO BANKRUPTCIES IN 2023

FEMALE CEO APPOINTMENTS IN 2023

Forbes

MOROCCO

**Tara LaFon
Gooch**

*Global Entrepreneur &
Top Keynote Speaker*

A portrait of Tara LaFon Gooch, a woman with long dark hair, wearing glasses and a black top with a decorative gold and black patterned trim. She is smiling and has her hand on her hip.

**AUTHOR, COACH, SPEAKER:
TARA LAFON GOOCH'S
TRANSFORMATIVE IMPACT
ON LIVES ACROSS THE GLOBE**

DEGREES & CREDENTIALS



Master of Business Administration, Specialization in Business Analytics

University of North Carolina at Wilmington, 2021



Certificate In Financial Management

Cornell University, 2018



Certificate In Management

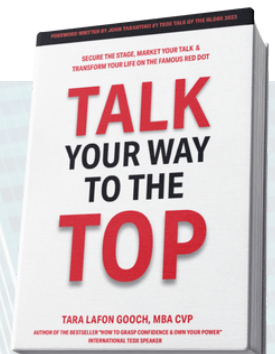
University of Notre Dame, 2017



Bachelor's of Science, Environmental Biology

Wingate University, 2009

BOOK TARA TO SPEAK



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WHAT MY CLIENTS SAY



Dr. Ardeshir Mehran · 1st

Author: "You Are Not Depressed. You Are Un-Finished." Book in Q2 2023 • Keynote Speaker, Podcaster • Build Emotionally-Connected Cultures • Heal Depression & Anxiety in Executives/High Achievers • Change Psychologist

"She is so creative, candid, brilliant, capable, and has deep expertise in all things social media, marketing, and branding!" These were my first impressions of her when we first met two months ago."



Michael Towers · 1st

SHRM Leadership & Mental Health Presenter | I help organizations by teaching principles that transform company culture & improve mental health conditions at work | **Book me to speak today!**

"Tara has faced the fire and through her lived experience, came out fierce and now she's using that energy to train and future generations of leaders to set the world ablaze! I highly recommend Tara to any organization looking to connect to their customers in more deep and meaningful ways."



Donald Cohen · 1st

🙏 Elevate your mindset & achieve your overdue success! Enjoy the "Hour Of Empower LinkedIn Live" with open chat every day@11am EST 🗣️ Experience a safe positive place that inspires collaboration & promotes reinvention 🏆

"Tara is a high-performance thought leader, speaker, and trainer. Tara brings a can-do attitude along with extraordinary insights and strategies for value-added benefit."



Emily Terry · 1st

Educator | Special Education | DIEB | UDL | SEL

"Tara is a great motivator, and spokesperson, and offers great insights and strategies. If you have not worked with Tara, I highly recommend connecting with her today!"

WHAT MY CLIENTS SAY



Lysa Allman-Baldwin · 1st

I am a Professional Speaker, Workshop Facilitator, and Author offering leadership strategies that promote authentic and purposeful living.

"I first met Tara LaFon Gooch at a conference where she was one of the keynote speakers. Her delivery style was clear, concise, and captivating, and she easily broke down some complex topics into easily understandable strategies that left a lasting impression on those of us in the audience."



Edward E. Mosley Jr. · 1st

CEO | As a USMC Combat Veteran, I Coach CEOs, Executives and Teams How to increase Organizational Growth, Productivity & Employee Engagement through proven Leadership Coaching Strategies | Book a Discovery Call today!

"Tara LaFon Gooch is a top-of-the-line Brand Strategist, Speaker, and whose innovative business strategies can elevate your operations to the next level. This isn't just another "business advice - Her revolutionary approach will take you beyond what you ever imagined was possible! Her inspirational leadership programs have proven success in driving individuals, teams, and organizations alike to unprecedented heights of achievement - don't miss out on harnessing her incredible gifts today!"



Terry Rybolt · 1st

Chief Revenue Officer at LiveXchange Technologies, Inc.

"Tara is a true leader in every sense of the word. She is truly connected to her core values which allow her to lead by example and with passion."



Calvin Lawrence, Ed. D. · 1st

Motivational Speaker and Consultant at calvinlawrencespeaks LLC. I speak to audiences to motivate, inspire and encourage, to build a bridge across the racial/ethnic/economic divides, and to be a conduit of hope.

"I don't think I've ever met a more profoundly brilliant individual, and I have been in the field of leadership for almost 40 years. Tara is the kind of leader you meet once in a lifetime. If you partner with her, you will reach your highest dreams!"



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