

RACHEL W. THIBODEAUX

BUSINESS & BRAND STRATEGIST | SPEAKER | AUTHOR

SOME PAST AUDIENCES

HUNTING U.S. HOLDINGS

GULF COAST REGIONAL BLOOD CENTER

SKILLS FOR LIVING

TDECU (TEXAS DOW EMPLOYEES CREDIT UNION)

TEXAS WOMAN'S UNIVERSITY

UNIVERSITY OF ARKANSAS

TARRANT COUNTY COLLEGE

SHRM (SOCIETY OF HUMAN RESOURCE MANAGEMENT)

SERVICES COOPERATIVE ASSOCIATION

DELTA SIGMA THETA SORORITY, INC.



Rachel Wilson Thibodeaux loves God, her husband, a good book, serving others, growing a business, shoes that make her look taller, and chocolate. Sadly, there are times chocolate takes priority (please don't judge her).

Founder of SWAG Strategy Solutions, speaker, Amazon bestselling author, and Wealthy Brand Strategist, Rachel is committed to helping visionary women entrepreneurs, corporatepreneurs, and other game changers increase their ROI and wealth through more effective brand strategy. This begins with getting them super clear and super strategic about their brands. She is a big advocate of branding from the inside out. Then Rachel expertly helps her clients position their brands –something many overlook - in a way that essentially makes their competition irrelevant.

SWAG is an acronym that stands for Strategic Women Achieve Growth. Rachel is a woman who believes strategy is critical to success but does not have to make your eyes glaze over. She believes in strategy that makes sense and delivers major results! She believes a systemized strategy is even better. When you find a strategy that works well, rinse and repeat!

Rachel spent over 17 years in corporate America working for major companies like JP Morgan Chase and Principal Financial Group. She has worked with over a hundred small businesses, along with a number of non-profits, helping to enhance their brands internally and grow their assets. While an award-winning account executive, Rachel managed a book of business, with assets of over 400M. Rachel likes to say she knows the three B's well: business, brands, and the bottom line.

A compelling speaker who not only engages her audience, Rachel challenges them to shift their thinking and DOING. Rachel has shared the stage with the likes of Good Morning America's Robin Roberts and former Dancing with the Stars winner and author, J.R. Martinez. Rachel is the bestselling author of **Destination Greatness: A Guide to Stepping Out of Your Uncomfortable Comfort Zone.**



To Book Rachel



info@swagstrategy.com



1-888-817-SWAG (7924)

RACHEL W. THIBODEAUX

APPLAUSE

"Her presentations were always informative, professional, and well received. I would not hesitate to recommend her."

– D. Keith Crews, President,
Hunting U.S. Holdings

"Rachel's insight and confidence commanded everyone's attention. I like to think I understand social media but had not taken the time to figure out how to maximize it. I highly recommend her LinkedIn REMIX."

– Monty Ortiz, Creative Director,
Brand-Aid Consulting LLC

"Rachel's unique knowledge and ability to increase ROI through brand strategy was evident in her presentation. It's a game changer!"

– Fon James, The Emergency
Business Coach and member of
Delta Sigma Theta Sorority, Inc.

"It can be awkward and uncomfortable when one does a self-examination of their personal brand. Rachel spoke to us in a relatable and honest way, which prompted me to keep in touch after her speaking engagement. She is an incredible listener and gives great advice on how to enhance and embrace your brand"

– Ashley Harrison, Graduate
Assistant, Student Union
Programming and President,
National Society of Leadership &
Success, TWU Chapter

SPEAKING TOPICS:

OFFERED AS A KEYNOTE, WORKSHOP, BREAKOUT OR
WEBINAR

*Are You Cheating on Your Brand?**

Before addressing that intriguing question, Rachel breaks down what is a brand and why all branding typically begins with a personal brand. Then she addresses 3-5 examples of brand infidelity that will challenge your group in a major way. She offers ways to be true to your brand and highlights the powerful results of doing so.



*Fearlessness and Other Myths**

We hear a lot about being fearless these days. It sounds really good, except for the most part it's a myth. The truth is most successful people operate in the presence of fear. The savviest and most innovative leaders, experts, and game changers are not so concerned about fear. At times, they even leverage it. In this interactive, funny presentation, Rachel demonstrates why it's not necessary to overcome fear, but to thrive in spite of it. She also touches on the problem with chasing perfection and what important mindset shift is needed to overcome this.

Share Your Brand: How to Network Like a Rock Star Even When You'd Rather Be Watching TV

Many professionals network because they believe they should. Some spend a significant amount of time and money networking, with little to show for it. Others beat themselves up for missing key networking opportunities, because they're introverts and prefer to be home (perhaps in front of their televisions). In this highly engaging session, Rachel shares why having specific goals and a strategy for networking can be a game changer. She points out creative ways to maximize networking, even when it does not come naturally. Rachel encourages the audience to look at networking in a different way.

Grow Your Brand and Your Assets with the Big 3 of Social Media

Are you constantly trying to keep up with all the social media out there? Do you feel your time on social media is not well spent? How would it feel to know you're leveraging social media to grow your brand and your bottom line vs. spinning your wheels? Join Rachel as she shares how to get the most from the Big 3 of social media: Facebook, Twitter, and LinkedIn. She shares how she grew her own following 75-100% in less than a year and how she takes online connections offline, some of which have become clients and collaborators. Rachel offers proven strategies with an interesting spin. Increase ROI and decrease wasted time from your social media efforts now!

*Can be customized for faith-based



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