

TaChelle TL Lawson

TaChelle Lawson

Leadership | Inclusion | Accountability



I'm TaChelle Lawson.

I am a business strategist focused on diversity, equity, & inclusion and a *dynamic, engaging speaker.*



This is my story →

ABOUT

TaChelle Lawson



TaChelle Lawson is a nationally recognized leader in diversity, equity and inclusion (DEI). She is a dynamic public speaker, award-winning entrepreneur, and enlightened business leader highly skilled at aligning DEI with business goals and brand strategies to help build client revenues.

As Founder and President of FIG Strategy & Consulting, Lawson counsels a diverse and elite clientele who've come to rely on her brand-building and preservation prowess. She is a senior marketing leader with a specialty in food & beverage, luxury retail and hospitality. Her services include brand strategy, business management consulting, culture transformation, leadership training, DEI training, and strategic sourcing. As a strategic planner and organized problem solver, Lawson has lent her extensive expertise in business analysis, strategy, management, and media financial management including forecasting, P&L, budgeting and inventory control.

Lawson's client brands include: Louis Vuitton, Lexus, NASCAR, Porsche, Red Bull, Coca-Cola, Nike, Sprint, Toyota, Mercedes-Benz, Tyson Foods, Heineken,

Lamborghini, and Lancôme, to name several. She's also worked with the Las Vegas Motor Speedway, Sonoma Motor Speedway, America's Cup, the U.S. Open, and the James Beard Foundation. Lawson is also a strong believer in and champion of a diverse workforce; to wit, she is actively working to change the narrative of diversity and inclusion by challenging companies to go beyond agency-centric metrics to instead focus on creating lasting value for their clients.

Lawson is an active mentor to young women entering the workforce and has served on several boards and advisory councils throughout the course of her career, including Las Vegas Business Academy, Serenity Springs, and Project Real.

Lawson is DEI Certified by Cornell University, and Diverse Business Certified by the Tuck Business School at Dartmouth. A Board Member on the UNLV Leadership Advisory Board, a member of the Clark County Business Development Advisory Council, on the Advisory Council for the Bar & Restaurant Show and a member of the National Diversity Council.

TaChelle is the Founder & President of FIG Strategy & Consulting Firm & FIG U, headquartered in Las Vegas, NV.

SERVICES

Speaking

Straight-forward and direct, TaChelle's combination of business acceleration and development expertise help drive revenue, increase brand awareness, improve product positioning and create a more positive work environment - all with an eye on Diversity, Equity & Inclusion. She's a dynamic, engaging speaker who is direct and enigmatic. She tells truths audiences often don't want to hear, and keeps them smiling all the way.

Look to her as a featured keynote speaker, guest lecturer or workshop leader.

"I said it before and I'll say it again, leadership is a responsibility. Integrity is a different story."

Past Speaking Engagements:

- **Bar & Restaurant Expo, 2022:** *Dynamic Growth Through Inclusive Culture*
- **BGAP Sponsored by WRMSDC, 2022:** *Diversity Hiring & Retention*
- **BGAP (Business Growth Accelerator Program) Sponsored by AT&T, 2022:** *Diversity Hiring & Retention*
- **Risk Management Association RMAi, 2022:** *Thriving as a business leveraging KPIs, data and metrics to hire and grow your employees and your bottom line*
- **BevNet Live, 2021:** *Inclusive from the Start: Incorporating DEI in Beverage Brands*
- **BizBash, 2021:** *Build a Killer Sales & Positioning Strategy*
- **Mile High SHRM, 2021:** *Equity vs. Equality*
- **UNLV, 2021:** *Startup vs. Small Business: What's the Real Difference?*
- **OneHope Wine, 2021:** *One Hope, One Culture*
- **Nightclub & Bar Show, 2021:** *Owning the Diversity Dollar*
- **CommCON, 2021:** *Being the Change*
- **CalSPRA, 2021:** *Creating Internal & External Brand Advocates*
- **Rexel USA NEXt, 2021 Virtual Meeting:** *Diversity, Equity, and Inclusion*

"You're not required to be a leader to show integrity. But the absence of it can be detrimental."





The only “B” in a company should be “Business”

There’s a misuse of the word belonging in the business world. Businesses exist to solve problems and be profitable, belonging simply doesn’t belong. The focus should be on creating inclusion. In this session, TaChelle centers leaders on what matters most - the business.

Culture: The Secret Sauce

The buzzword of the last twenty-four months is culture. But what does it truly mean? And more importantly, where do you get it? You’ll hear it’s about mission, vision, purpose or core values. The simple answer: it’s all of the above. But the secret is building a team that embodies the core values, believes in the mission and is driven by the vision. In this session, TaChelle will share best practices that will help leaders build effective culture strategies that deliver positive results.

Everything is changing: You NEED a DEI Strategy

Instead of jumping on the media bandwagon of what’s popular and trending, leaders must remain focused on the business and what’s best for the employees, customers and the company. DEI reaches further than ERGs and diversity donations...it extends to the bottom line. What will your company look like when the first major demographic shift hits? Do you understand the difference between Gen X and Gen Z? What percentage of customers are Millennials? Customers are changing and so are their needs. A DEI strategy encompasses all aspects of the population and your business goals in order to maximize the power of diversity.

Diversity: The Bottom Line

Diversity is powerful, and it’s well...diverse. It’s cognitive, cultural, religious, age, gender, sexual identity, disability, socioeconomic, education, family dynamics and much more. It’s also a requirement for businesses today because customers and employees expect to see representation of themselves and their shared values from the companies they buy from and work for. The simple truth is that no company can afford not to take diversity seriously. TaChelle speaks on the risk versus reward of diversity and the impact on a company’s bottom line based on its position.

Leading a Multi-generational Workforce

This is not our grandparents’ workforce. We have traditionalists, boomers, Gen X, Millennials and Gen Z are all on the job today, and they couldn’t be more different in beliefs and work ethic. Some are quiet, some are not, but all expect more from their employers. So how does a leader effectively inspire this multi-generational workforce? TaChelle leads this session from the customers’ perspective, reminding leaders that the focus must remain on solving the customers’ problems first.



Key Takeaways:

1. Understand why inclusion should be the focus of your business
2. Creating organizational inclusion
3. Keeping the focus on the business without alienating your employees

Key Takeaways:

1. How to audit your existing culture
2. How to eliminate toxic behavior
3. Creating an authentic culture centered around the customer

Key Takeaways:

1. How to conduct a DEI audit of your current customer and employee base
2. The key components of a DEI strategy
3. When to seek outside assistance

Key Takeaways:

1. Understanding the various DEI purchasing motivators
2. Crafting targeted messages for diverse audiences
3. Realizing revenue potential by incorporating diversity into your brand strategy

Key Takeaways:

1. Understanding the differences of today’s workforce
2. Creating generational buy-in
3. Resetting the focus to the customer

SERVICES

Thought Leadership

Featured Contributor

TaChelle develops topics and conversations based on her experience in the hospitality, beverage, and luxury services industry. She is an experienced contributor and has been featured in Style Magazine SWAAY, Nightclub & Bar Show, The Guardian, Thrive Global, Las Vegas Sun, and others.

Past Engagements:

- **UNLV, 2022:** *President's Innovation Challenge Contributor*
- **UNLV, 2022:** *Difficult Conversations and Conflict Resolution Panelist*
- **Bar & Restaurant Expo, 2022:** *Equity vs Inclusion Panel Moderator*
- **BevNet Live, 2021:** *Diversifying Funding and Opportunity Panelist*
- **UNLV, 2021:** *Rebel Grand Slam 3-Minute Thesis Competition Moderator*
- **WRMSDC, 2021:** *Multi-Industry Diversity Expo Moderator*

Panelist

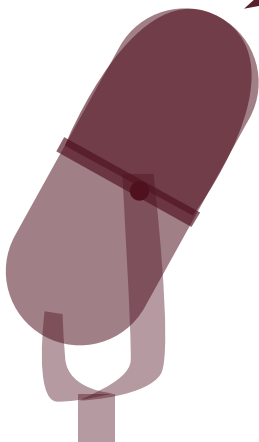
Are you looking for an insightful interviewee? TaChelle is known for her straight-to-the-point demeanor, making her a great addition to a panel. Combining data with experience, she delivers the information we all need to hear, whether we want to or not. From team building to customer experience, to market trends, TaChelle provides answers and strategies without all the fluff. Sharing the stage or the microphone isn't always easy, but with the right lineup of panelists, it can be one of the impactful ways of delivering content.

There's a cultural sensitivity that exists but no one wants to talk about it. So many professionals are unaware of what is and isn't appropriate to say or do in relation to other cultures. Why? Because there aren't enough conversations. I help shine a light on cultural sensitivities from the perspective of a Black American, a woman, and a business owner. TaChelle develops training geared to create open dialogues designed to remove barriers and build strong teams and core values.

"If we all committed to having a conversation with someone NOT like us with the intention of genuinely learning something new, we'd be better for it."

Do you need a Disruptor for your podcast?

TaChelle is a forward-thinking business leader with the philosophy that sharing a part of your personality, business acumen and past experience to help someone else grow is what leadership is about. Her approach is to embrace the "realness" of life. Let's prove that you're not a superhero, but a person who has had both successes and failures and how you deal with both in leadership. TaChelle has been a guest on podcasts like BevNet's Taste Radio, Bar & Restaurant's Side Bar, and more.



SERVICES

Consulting

Thought Leadership

The COVID-19 pandemic and demand for equality has changed business forever and every leader has an opinion on both. TaChelle views the fragility, and confusion as an opportunity to get past our own discomforts and grow stronger together. From DEI to culture, to best practices, TaChelle has something to share for every leadership conversation.

DEI Executive Coach

Bias and microaggressions aren't the types of behaviors leaders like owning up to, at least publicly. TaChelle provides a safe, no-excuses approach to coaching. She addresses diversity, equity and inclusion through transparent conversations, allowing leaders to ask open and often controversial questions and expose them to different perspectives.

Advisory Council

Whether you need someone experienced in establishing core values, best hiring practices, brand strategy, or how to unleash the superhero within, TaChelle can help. She can advise on setting up departments, processes, performance evaluations, advocacy, or simply review business plans.



FIG

STRATEGY & CONSULTING

DEI is more than just another HR program or company initiative.

It's a business strategy.

TaChelle Lawson is the President & Founder of FIG Strategy & consulting based in Las Vegas, NV.

FIG is a certified minority and woman-owned small business. Services include customer-centric diversity growth strategies and consulting with a savage twist. All strategy and consulting are based on the concepts of diversity, equity and inclusion (DEI).

It also means it's a companywide, organizational issue. As systemic changes happen from the inside, diverse leaders can not be invited to sit at the table with C-suite executives and community decision-makers unless that seat gives them a voice to inform people, provide business ideas and ignite creativity from a diversity perspective.

Just as every company has a sales strategy, financial goals and operational process, it also needs to ensure the DEI program aligns with the overall business and brand strategy.

Utilizing competitive analysis, customer and employee data, the organizational vision and existing brand equity, FIG aligns DEI training *with* the business goals.

Are the core values and the customer service reviews lining up? Has the brand maintained its integrity? Is the business growing? Scaling? Are the employees the right fit?

By connecting the dollars to the message created to attract customers we're able to pinpoint the *who* and the *what*. Going further, we connect the differences of cultures, gender, race and education and more to get our *why*. By understanding how other organizations in your industry with similar offerings are utilizing their brands' power to attract similar customers, we get our *how* and tie it all together.

Our mission is to change the way organizations think about diversity

TACHELLE LAWSON

Testimonials

"TaChelle brought a strategic take on DEI and how to get buy-in from C-suite leaders. This presentation got me thinking about how I can build my personal business case for supporting it"

Amanda Zinger | Charter Communications

"TaChelle skillfully cultivates a space for an uncomfortable conversation. Her dynamic and engaging stories invite the audience to empathize in a way they may not have before--allowing participants to reflect on unconscious bias in a space that feels vulnerable but completely safe. I left her workshop feeling raw, enlightened, and better equipped to contribute to a positive and just work culture."

Amanda Korpitz | University of Wyoming

"TaChelle is both a dynamic and energetic speaker who has the ability to quickly connect with her audience. She is someone that I'd wholeheartedly recommend, if you're looking to have a meaningful, thoughtful and relevant conversation around how to drive to a more inclusive workplace."

Hillary Louarti | Diamond Transportation

"TaChelle brings a different perspective to DEI. Human Resource folks want to be seen as a strategic partner and hearing the business perspectives helps us accomplish that."

Annie Foley | Human to Human Resources

"TaChelle provided a very direct, forthright perspective as well as lots of practicable actions and ways to approach DEI individually and within our organizations."

Tamara Christie | Michigan Municipal Risk

While Zoom calls can often lead to multitasking and "tuning out", TaChelle kept me rapt with attention as she shared her personal experiences and demonstrated how they lead to labeling and other misrepresentation. This seminar is a no-nonsense look at how our individual conscious and unconscious biases can potentially get the better of us."

Savern Varnado | Rexel USA



CONTACT TACHELLE

Get in Touch

"What truly matters is that cultures, teams and decisions are built with integrity. That's what creates trust."

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"The shift from sustainability to social responsibility is admirable. What would be impressive is if we normalized them both in business practices."

Tachelle  Lawson