



*TaChelle Lawryon*

*Leadership | Inclusion | Accountability*

**MEDIA KIT**



## 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, thought leadership, and executive DEI coaching and training. 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.

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## Certifications & Affiliations

D&I Certified by Cornell University  
Diverse Business Certified by Tuck Business School at Dartmouth  
UNLV Leadership Advisory Board Member  
Clark County Business Development Advisory Council Member  
Bar & Restaurant Expo Executive Council Member  
National Diversity Council Member  
President-Elect, NAWBO SNV



# Awards

- *Urban Chamber Women in Business Award, 2022*
- *NAWBO Women of Distinction Award Nominee, 2021*
- *National Black Business Pitch Competition Finalist, 2021*
- *Vegas Inc. Women to Watch, 2017*

*"We have to stop normalizing attacks on business operators."*





# 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, BevNET and others.

## Past Engagements:

- Experiential Marketing Summit, 2022, DEI Workshop: Best Practices for Event Organizers
- Channel Partners Conference & Expo, 2022: The Business Case on Diverse Talent Panel Moderator
- Bar & Restaurant Expo, 2022: Dynamic Growth Through Inclusive Culture
- Risk Management Association, 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

## Panelist

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.

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. TaChelle helps 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.

*"Being black or Hispanic does not make you an expert on DEI issues"*



# DEI Training & Workshops

## Diversity: The Bottom Line

Diversity is powerful. But what is diversity: cognitive, cultural, racial, religious, age, sex, gender, sexual identity, disability, socioeconomic, education, family dynamics. A lot more than just skin color! Everyone has something valuable to offer. TaChelle speaks on the importance of diversity and how it is crucial to delivering valuable customer experiences as well as increased cash flow. Attendees walk away feeling inspired to improve their workplace culture and shake things up - in a good way!

## Leadership Responsibility

Leadership is a responsibility, not a privilege. TaChelle speaks on what it means to build an "open door" culture and inspire teams to deliver their best 100% of the time. Leaders are able to identify the areas they need to improve on and how to implement changes. Most companies see an improvement in employee engagement, productivity, and overall commitment once leaders make these small adjustments within 30 days.

## Race & Inclusive Culture

No one wants to talk about race. They don't know how. We've spent the majority of our

careers (and lives) being conditioned not to talk about race. Not to acknowledge racial and cultural differences. And now we must. Our careers and reputations depend on it. The truth is it can be uncomfortable, but it isn't impossible to have meaningful and enlightening discussions about our racial differences and use that to create an inclusive work culture where everyone feels seen, and heard for those very differences.

## Belonging vs. Inclusion

If you engage a DEI (diversity, equity, inclusion) firm to help build your diversity initiatives, and they want to talk about 'belonging'... RUN! Belonging is something you do at home, at your church or synagogue, or with your closest friends. Don't confuse it with loyalty or inclusion. Businesses exist to solve problems and be profitable. Doesn't inclusion make more sense?

## Equality vs. Equity

Which is more important? Can you have an inclusive workplace environment without one of them? In this 60-minute session TaChelle Lawson addresses the challenge of applying equity to achieve equality, identifying equity gaps and the roles you play in enforcing both.

*"Leaders have a responsibility to invest in DEI training. As our world becomes more diverse, this will have the power to make or break a company."*





# Podcasts



bar &  
restaurant

# Articles

LAS VEGAS  SUN

VEGAS INC

SWAY

Employee Benefit News  
**ebn**

**NOSH**®

 **hallo**



# 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 T. Lawson*