



TaChelle  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.*

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This is my story —>

## ABOUT

# TaChelle Lawson



**T**aChelle 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."



## 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. At your school. 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.

SPEAKING

*Topics*

## 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

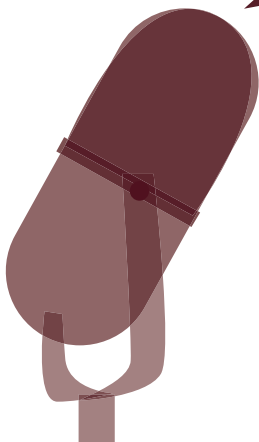
Are you looking for an insightful interviewee? TaChelle is known for her straight-to-the-point demeanor, making her a great addition to a panel. Combining data with experience, she delivers the information we all need to hear, whether we want to or not. From team building to customer experience, to market 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

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# 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

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# 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."

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