

*Confident*  
CAREER WOMAN



*"I believe women should excel at work and know their worth."*  
Ericka Spradley

## ERICKA SPRADLEY "CONFIDENT CAREER WOMAN"

As seen on Forbes.com, Black Enterprise.com and Thrive Global – Ericka Spradley believes every woman should excel at work and know their worth. This notion has not only resulted in at least 80% of her clients getting hired, but it also inspired her to start a movement. She launched an online course platform providing women with 24/7 access to career management strategies that empowers them to: master the invisible organizational rules, communicate with confidence and manage their career like a business. Her free course "Ditch The Downplay" is furthering her mission to help at least 1M women experience career advancement courtesy of a communication plan of action.

Through her company Confident Career Woman, Ericka has published "7 Days To Confident Interviews" followed by her latest book "Confident Career Woman: Ditch Perfection, Play Bigger and Make PowHer Moves" to equip women with a game plan that positions them to experience career mobility. Whether it's partnering with organizations and Women's Employee Resource Groups to provide professional development or creating online courses and coaching individuals – Ericka provides clients with the relevant information required to overcome obstacles, communicate with credibility and increase their visibility at work.

Because Ericka understands the challenges women face day to day on the path to promotion, she's committed to providing principles and strategies that help women, self-advocate, go further faster in less time and ultimately stop sitting on their ask.



*"Since women are doing the work, they may as well reap the rewards and ask for what they deserve."*

– Ericka Spradley





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“Women are extremely confident, competent and capable so performance isn't what stops them from getting promoted. Unfortunately what hinders career progression for a woman is the decision to habitually sit on her ask. Statistically speaking women don't ask for raises, sponsors nor what they deserve. When I position women to excel at work and know their worth, self-advocacy is not only necessary, it becomes a non-negotiable.”

# Accessing Ericka

Confident Career Woman.com is an online course platform dedicated to helping women save time while executing strategically to better manage their career. The courses can be accessed 24/7 and were created with ambitious women in mind.

Ericka created 3 complimentary courses to further her mission of helping at least 1M women around the globe advance their career.

- **Ditch The Downplay**
- **SWOT Your Way To The Top**
- **How To Communicate With Confidence And Credibility**



*"Hi Ericka. Great news. I got the job. I was also able to successfully negotiate a 7% increase above the offer plus a signing bonus and additional 1 week in vacation. Your book and 30/60/90 Strategy was key to restoring my confidence."*



## Endorsements #WhatSheSaid

*"Ericka, working with you has helped me prepare for my performance evaluation. I'm more organized and am preparing my path to becoming a VP."*

*"I found this class to be informative and inspirational. Thank you for offering your insight on the invisible rules. At times, I have thought it is tiring to remain in the game....annoyed there is even a "game" but the reality is there is an underlying culture that we need to recognize, learn and maneuver in. I appreciate your advice and how you broke things down. It really helped make it seem more attainable."*

*"Separate your reaction from your response is just one of the gems from this course. Thanks Ericka Spradley for the free course full of communication tactics I was able to listen to in 20 minutes...."*

*"Thank you so much for your support over the past week as I prepare for my interview. Let me first share that your courses were extremely helpful and truly helped me get organized, focused and prepared. The resources that you provided in these courses are invaluable! I downloaded them all and saved them for both current and future reference."*

*"I always have a great time in your seminars. I will continue promoting you and your seminars, because you really are the best at career planning and career coaching."*

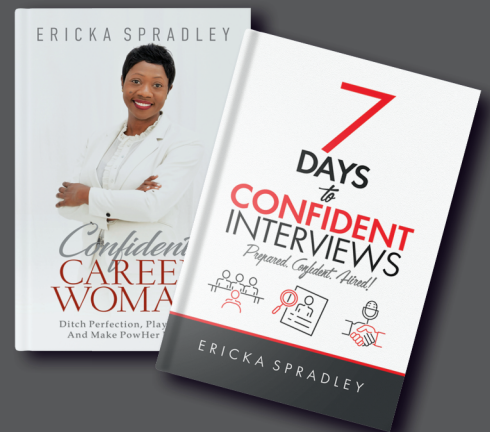
*"It took 5 months of searching and four interviews with the same company but I landed the job!"*

*"I purchased this book to find ways to help navigate my professional career. Ericka speaks to the inner you that encourages you to see your professional worth different so that you can strategize your way through an interview, promotion, or assignment. These PowHer moves I believe will build your confidence as a woman in your organization. The book will help you see that you don't need permission to play bigger. The book is well written and simple to follow along, no fluff just practical straightforward strategies."*

*"I GOT THE JOB!! I started about 3 weeks ago and have been busy in training. I can't thank you enough for your coaching sessions and guidance. I had 4 interviews - 2 phone and 2 face to face and I wouldn't have been successful without your help."*



Ericka's  
books  
can be  
found  
on Amazon



# Press and Partners

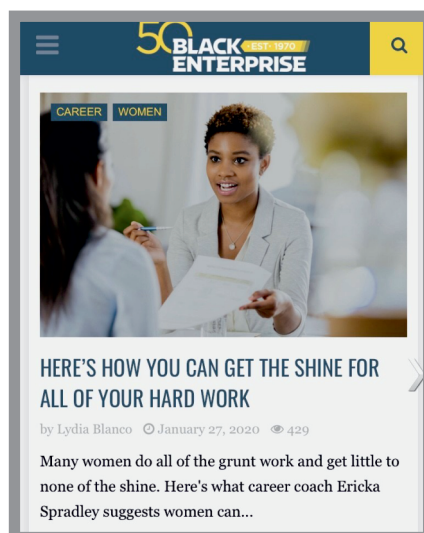
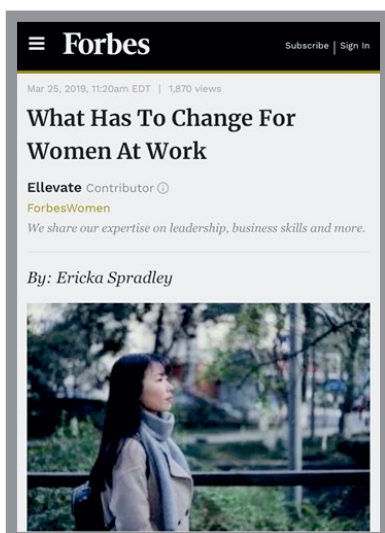
Ericka not only coaches women around the globe, her content courtesy of media partners can be accessed anywhere, anytime online via:

- Thrive Global
- Forbes.com
- Ladders
- Job Hero

Organizations also rely on Ericka to facilitate sessions that position women to win at work including "I AM Remarkable", a Google initiative empowering women and underrepresented groups to celebrate their achievements in the workplace and beyond!

Partners include:

- Black Enterprise Women of Power Summit
- LPL Financial
- National Black MBA Association
- Novant Health
- DHG
- BASF



*"You do great work and provide key strategies in helping people succeed in selling their strengths through communication."*







## My Story

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I know a comfort zone when I see one because that's where I stayed for most of my career. I thought I was growing which couldn't have been further from the truth! I was committing career insanity – doing the same things with different employers and expecting different results unfortunately for many years. I knew a career change would offer work-life balance but I had a slight problem. I craved this "new career"; this "next level" however, I couldn't articulate the title of my new position nor which industry it would be in.

Fast forward to my leap of faith. In 2006, I wanted to attend church services and couldn't as a Retail Store Manager so I did what anyone would do in my position. I provided my employer with a 6-week notice, withdrew all of my money from my 401k, placed my resume on Monster.com and went on vacation. Not only did the leap change my life, it taught me a valuable lesson: skills are transferable. I've transitioned into multiple industries with no experience - once without my college degree as a Financial Center Manager and even as a College and Career Readiness Adjunct Professor without a degree in Education or "formal teaching experience"!

Being able to communicate my skills in writing (the resume) and confidently in person (the interview) have not only opened career doors in different industries, but have also given me a competitive advantage providing multiple employment options. I now help my clients strategically manage their careers, achieve their goals and experience career success. Who knew a Retail Store Manager would launch an online course platform, become a Career Coach, Life Coach, Author and transform the lives of women around the world? I didn't but apparently God did and I am forever grateful.