

RAMOND WALKER

STRATEGIC ADVISOR | KEYNOTE SPEAKER



Baker Hughes



TEDC



Ascension
St. John Hospital

ORU
ORAL ROBERTS UNIVERSITY



Ramond helps purpose-driven leaders grow in self-efficacy and increase their effectiveness and impact through times of disruption and change.

Ramond Walker is a transformational speaker, strategist, and adviser dedicated to empowering leaders and organizations to align their missions, brands, and cultures for lasting impact. From humble beginnings in Memphis, Tennessee—rising from homelessness to graduating Summa Cum Laude from Oral Roberts University—Ramond's life embodies the power of resilience, purpose, and reinvention.

With over 20 years of professional experience spanning advertising, design, education, and consulting, Ramond has honed his unique ability to help individuals and organizations navigate change and achieve clarity in their vision and goals. He has held pivotal roles, including Creative Director for two boutique agencies, where he led brand and marketing strategies that generated hundreds of thousands of dollars in growth, and as Head of Strategy for Goldmill Co., a leading minority-owned creative agency, where he drove national campaigns for startups and established brands.

As the co-founder of Walker Co., Ramond has partnered with C-level

executives, entrepreneurs, and nonprofits to launch products, expand brand awareness, and foster mission-driven growth and his clients have been featured on globally recognized platforms.

Ramond's passion for helping people and organizations "get unstuck" extends beyond consulting. He is the founder of the Dreamstart Entrepreneurship Conference, Tulsa's only event dedicated to building a more racially diverse entrepreneurial ecosystem. The conference served as the cornerstone of Tulsa's Global Entrepreneurship Week and showcased Ramond's gift for mobilizing communities and cultivating opportunity.

A dynamic speaker, Ramond has delivered keynotes and workshops for organizations such as Baker Hughes, Jackson State University, Purdue University, Compassion International, and Rebellion Energy. His content resonates with leaders seeking to inspire their teams, embrace innovation, and align their actions with their values.

Ramond's life mission is rooted in helping others transform their stories into legacies of purpose and success. With an unwavering belief that no obstacle is insurmountable, he equips his audiences with the strategies, insights, and courage needed to lead with clarity and impact..

KEYNOTES + TRAININGS

INCREASE LEADERSHIP CONFIDENCE

How to Lead Effectively During Times of Disruption

GENERATE NEW LEADS & SALES

Attract Your Ideal Clients By Accelerating Your Brand

GROW EMPLOYEE ENGAGEMENT

Why Alignment, Not Ambition, is the Key to Advancing in the Workplace

RECRUIT TOP TALENT

Why Your Digital Reputation is Harming Your Recruitment and What to Do About It

STRENGTHEN YOUR ORGANIZATIONAL CULTURE

Cultivating a Culture of Brand Champions

“From scaling strategies to branding and defining clear, actionable next steps, Ramond has an incredible ability to guide businesses toward meaningful and measurable forward movement.”

-CRISTLE MOORER
DIRECTOR OF NETWORK OPERATIONS
LEADING EDUCATORS

RAMOND WALKER

FACILITATOR | KEYNOTE SPEAKER | STRATEGIC ADVISOR

EXPERIENCE PROFILE

- 10+ years of facilitating including leadership cohorts, strategic planning retreats, career development training, numerous, workshops, and more to over 3000 collective participants
- Experience covers a wide range of industries including tech, energy, finance, startups, non-profits and professional services.
- Development, support, and execution of digital marketing campaigns, overseeing projects with marketing budgets of up to \$100,000.
- Instrumental in the development, strategy, and launch of more than 300 brands (small businesses, subject matter experts, and non-profits)
- 18+ years of experience in strategy, strategic planning, and advising, with a strong foundation in brand strategy, digital ecosystems, and business growth. Expertise includes developing and executing strategic roadmaps, aligning brand positioning with organizational goals, and leveraging digital platforms for scalability.

SELECTED WORK

CONSULTANT AT WALKER CO.

- Co-developed and facilitated an 8-month Think Tank composed of multiple leaders across the United States for a \$1.5B non-profit to help them develop a stronger partnership with the African-American community. Engagement included strategy development, program structure, facilitation, and reporting
- Facilitated a 2-day strategic planning retreat for tech accelerator non-profit that led to organization meeting and exceeding operational goals for 2 years in a row
- Developed national, multichannel integrative communication strategy for a major non-profit targeting women of color
- Strategic adviser for multiple clients on personal brand strategy, digital marketing, and business development
- Conducted workshops around process optimization, leadership development, strategy, brand development, and more to multiple tech hubs, startup communities, non-profits and professional associations
- Developed and led a rebranding campaign of \$10MM architectural and design firm
- Supported 2 local growing non-profits in developing annual fundraiser event marketing strategies that led to sold-out ticket sales and over \$60,000+ raised

CHIEF OF STRATEGY AT GOLDMILL CO.

- Created and implemented a new client onboarding and project scheduling system
- Led the conception, development, production, and advertisement of the inaugural magazine featuring thought leaders across the world
- Onboarded and trained 5 new team members
- Helped manage 50+ projects between multiple clients in varying industries and helped them reach their business goals from launching new products, services, and go-to-market strategies, to building awareness and lead generation

SENIOR CONSULTANT AT THE PERSIMMON GROUP

- Led a marketing committee in the strategic and tactical efforts of the company.
- Completed a comprehensive marketing audit and marketing strategy, developing and implementing a social media and content strategy, and leading an RFP effort.
- Led the effort to transition the organization into digital marketing and online courses which ultimately shifted how content was delivered to clients across every delivery area

INSPIRE **MPACT**™

Multiple studies from Harvard, and other sources have shown that active, experiential, and real-world learning is the best method for creating an environment where information is understood, retained and applied. Inspire Mpact™ is our proprietary framework that we use to customize a tailored experience for each of your workshops, offsites, retreats or events.

THE MISSION

PRINCIPLES WE WANT TO TEACH

In this component, we will articulate and emphasize a core principle or set of principles that we aim to instill in the participants. Whether it's leadership, innovation, collaboration, or any other organizational principle, The Mission sets the overarching goal, guiding participants towards a shared understanding of a key concept vital for organizational success.

THE METHOD

IMMERSIVE EXPERIENCE AND ACTIVITIES

The Method introduces a hands-on, interactive approach to learning. Participants will engage in carefully crafted experiences or activities that directly relate to and reinforce the principle outlined in The Mission. This component is designed to be dynamic, fostering teamwork, creativity, and critical thinking as participants actively apply the principles in a practical setting. The Method can either be conducted indoors or outdoors and could expand to multiple locations.

THE MEANING

GUIDED FACILITATION, TALK, OR DEBRIEF

Following the interactive experience, The Meaning involves a guided facilitation, talk, or debrief session. This is a reflective phase where participants, guided by skilled facilitators, thought leaders, or subject matter experts delve deeper into the experiences encountered during The Method. Through discussions and guided talks, the meaning behind the activities becomes clearer, allowing participants to extract valuable insights and connect them to the principle outlined in The Mission.

THE MORAL

REAL-TIME APPLICATION ON HOW IT CAN BE APPLIED TO THE WORKPLACE

The Moral is the real-world application phase. Participants will explore and discuss how the principles learned in The Mission, applied through The Method, and understood in The Meaning, can be directly translated and implemented in their workplace. This component emphasizes practicality, providing participants with concrete strategies and tools to integrate the newfound knowledge into their daily professional lives.

By structuring the retreat in this way, we create a comprehensive and impactful learning journey that moves from conceptual understanding (The Mission) to hands-on experience (The Method), reflective insight (The Meaning), and finally, actionable strategies for the workplace (The Moral). This framework aims to ensure a holistic and lasting impact on participants' professional development.

SPEAKING PROGRAMS

MADE FOR THIS

HOW TO OVERCOME IMPOSTER SYNDROME AND GROW YOUR LEADERSHIP EFFICACY

Most people are promoted into leadership, but never equipped for it. They're expected to manage teams, make decisions, and drive results—often without the clarity, confidence, or support to lead in a way that feels authentic. *Made for This* It is a transformative, actionable workshop for entrepreneurs, team leads, and business owners who want to lead with intention, not just reaction. Through real talk and practical tools, Ramond guides leaders on going from “leader imposter” to “leader empowered” using his signature framework, *Leadership Empowerment™*—the practice of aligning who you are with how you lead so you can show up with conviction, communicate with clarity, and influence with integrity. This isn't about corporate jargon. This is about leadership that feels real, looks like you, and actually works.

WHAT WE'LL COVER

- The 3 leadership traps that silently sabotage your influence (and how to fix them)
- How to shift from managing people to modeling clarity
- Your personal *Leadership Alignment Map™* (values, strengths, impact)
- Confident decision-making and delegation tools rooted in clarity, not overthinking

WHAT YOU'LL WALK AWAY WITH

- A personal Leadership Alignment Map™ (who you are, how you lead, what to adjust)
- A clarity framework to make aligned, confident decisions
- Practical strategies to lead up, across, and within your team or business
- A bold new understanding of leadership that prioritizes alignment

WHO THIS IS FOR

- Business owners growing a team (or leading without the title)
- Managers who want to lead more effectively, not just more often
- Professionals tired of playing small or leading like someone else

PIVOT TO PURPOSE™

WHY ALIGNMENT (NOT AMBITION) CREATES MORE MEANINGFUL WORK

Professionals can spend years building careers that no longer feel like a good fit—or worse, were never aligned in the first place. They feel disconnected from their work, unsure of what's next, and stuck between ambition and burnout.

Pivot to Purpose is a practical, perspective-shifting workshop for professionals, emerging leaders, and high-capacity employees who are ready to reimagine their career path with clarity, confidence, and meaning.

This session invites participants to explore where their personal values, strengths, and career goals intersect—then equips them with tools to realign their current role or prepare for what's next. Ramond introduces the Career Alignment Framework™, a method for identifying what fulfills you, what grows you, and what earns you influence. This isn't about quitting. It's about getting clear—and moving forward with intention.

WHAT WE'LL COVER

- Why career dissatisfaction is on the rise—and how to recognize it early
- How to align your role with your values, not just your skills
- Practical ways to grow in your current position without a title change
- Resilience habits for staying grounded in high-pressure or unclear environments
- Strategies to position yourself for promotion, new opportunities, or a purposeful pivot

WHAT YOU'LL WALK AWAY WITH

- A personalized *Career Alignment Map™* to identify your next best steps
- A framework to assess whether to stay, shift, or step up
- Tactics to build visibility and credibility inside your organization
- Clarity around what fulfillment looks like for you—and how to start creating it

WHO THIS IS FOR

- Professionals feeling stuck, underutilized, or unsure of their next move
- Managers who want to reignite their engagement and lead with meaning
- High achievers navigating a role that no longer fits
- Anyone ready to stop settling for survival and start building a career that aligns

NEVER HATE MONDAYS

TRANSFORM DISCONNECTED EMPLOYEES INTO ENGAGED, PURPOSE-DRIVEN TEAMS

Most employees don't hate Mondays—they just hate feeling disconnected. Disengagement isn't always loud. Sometimes it shows up as silence in meetings, lack of ownership, or teams that feel more like coworkers than collaborators. And while culture starts at the top, engagement is built together.

Never Hate Mondays is an interactive, team-centered workshop designed to close the gap between leadership and staff—and reignite a sense of ownership, connection, and clarity across the board. This isn't a lecture on employee engagement. It's a space where leaders and team members learn together, move together, and rebuild alignment through intentional, energizing activities.

Through research-backed insights and real-time team-building exercises, we'll uncover what your people need to feel invested—and how your culture can support them in becoming active, aligned contributors.

WHAT WE'LL DIVE INTO

- The three core reasons employees disengage—and what to do about each
- How to create a culture of shared purpose (not just perks)
- Practical ways to align your leadership vision with what your team actually needs
- Real-time activities that help your team learn, reflect, and reconnect—together

WHAT YOU'LL WALK AWAY WITH

- A shared language for what engagement really looks like across your team
- Interactive tools and exercises to spark trust, clarity, and collaboration
- Stronger team relationships built through shared experience—not just discussion
- Actionable strategies to increase motivation and ownership—starting the next Monday

WHO THIS IS FOR

- Leadership teams looking to reduce turnover and build healthy culture
- Organizations navigating low morale, rapid growth, or major transition
- Managers ready to lead with more clarity, connection, and purpose
- Teams who want to rebuild trust, improve collaboration, and reengage

MARKETING MOMENTUM

BUILD A 90-DAY SALES SYSTEM WITHOUT HIRING A MARKETING TEAM

Small business owners tend to wear all the hats—sales, service delivery, admin, and marketing—yet few have a clear system that keeps revenue and leads flowing. Instead of steady income, they often rely on random referrals, one-off posts, or just hoping the phone rings. Marketing Momentum is a tactical, results-driven workshop for entrepreneurs and service providers who are ready to stop guessing and start selling with strategy. In this session, Ramond breaks down a simple 90-day planning system that helps business owners clarify what they're selling (their offer), who it's for, and how to generate consistent leads—without needing a full team or fancy tools.

This is about doing less with more focus and structure around your sales process so you can create predictable momentum, even during slow seasons.

WHAT WE'LL COVER

- The difference between promotion and marketing—and why it matters
- How to clarify your message so your audience actually listens
- The 5-part strategy behind every effective marketing plan
- Choosing the right platforms and rhythms for your marketing gaps
- How to build a 90-day content + outreach plan you can stick to using AI and automation

WHAT YOU'LL WALK AWAY WITH

- A high-level 90-Day Marketing Roadmap™ with campaigns and content ideas
- A clear brand message and offer strategy that connects with the right people
- A simplified marketing rhythm that prioritizes consistency over complexity
- AI scripts and automation tools to help accelerate your marketing efforts

WHO THIS IS FOR

- Service providers ready to stop “winging it” with their marketing
- Business owners juggling multiple offers and unsure how to promote them
- Creatives, consultants, and coaches who want to market with clarity and purpose
- Founders looking for a system they can grow with—not outgrow

MAGNETIC MESSAGING

HOW TO TELL YOUR STORY, SHARE YOUR VALUE, AND ATTRACT THE PEOPLE WHO GET IT

Many organizations have the goods. The impact. The results.

But when it comes to talking about what they do? That's where things get fuzzy. Their website says one thing. Their team says another. And when someone Googles them? The story that shows up doesn't match the impact they're actually making. Magnetic Messaging is a hands-on workshop designed for teams who are tired of feeling misunderstood. It's for businesses and organizations who know they've outgrown their messaging—but haven't had the space, strategy, or support to update it.

We'll unpack what your brand is really communicating (online and off), help you build a message that reflects your purpose, and give you tools to share that story consistently—whether you're talking to a customer, a funder, or a new hire.

WHAT WE'LL DO TOGETHER

- **Live Brand Audit** – We'll take a real-time look at your website and Google presence to see what your brand is actually saying to the world—and where the gaps are.
- **Message + Story Framework** – You'll get a repeatable method for crafting your story and value proposition so you can communicate clearly across platforms, pitches, and conversations.
- **The "Why" Behind Your Work** – Through guided prompts, you'll clarify what drives your work so your message isn't just catchy—it's anchored in truth.
- **Mission Transfer Tools** – We'll equip you with a one-page messaging guide you can use to help your staff, collaborators, or board speak about your work with consistency and confidence.

WHAT YOU'LL WALK AWAY WITH

- A snapshot Brand Presence Audit™ that reveals how your business or organization shows up online
- A complete Messaging Framework to guide your story, pitches, and content
- Two refined Value Statements designed to resonate with your core audiences
- A Brand Narrative you can use across your website, social media, and team onboarding
- A simple Team Messaging Guide to help staff and partners communicate your mission clearly and consistently

WHO THIS IS FOR

- Organizations with a great mission but unclear messaging
- Small businesses that feel like their brand and their voice aren't in sync
- Teams who want their internal and external communication to align
- Founders and leaders who are reintroducing themselves or refining their voice

DISTINCT

HOW TO ACTIVATE YOUR PERSONAL BRAND TO CREATE INFLUENCE, OPPORTUNITY, & VISIBILITY

A strong personal brand isn't just a marketing tool, it's a leadership asset.

Whether you're running a company, leading a team, or championing a mission, people are paying attention to how you show up. They're not just looking at your resume, they're watching how you communicate, what you stand for, and whether your presence matches your values. Distinct is a bold and practical keynote and training for founders, executives, and high-impact professionals who want to leverage their personal brand—not to build ego, but to build trust, amplify influence, and attract the right opportunities.

Because in today's noisy world, clarity is magnetic. And those who show up with aligned presence are the ones who get invited, remembered, and referred.

WHAT WE'LL DIVE INTO

- Why personal branding isn't optional for leaders—and how to define yours with integrity
- How to translate your values, voice, and vision into a visible, memorable presence
- The invisible (and visible) ways your personal brand opens (or closes) doors
- How to position yourself for aligned opportunities, partnerships, and platforms
- Real-world frameworks to grow your influence online and offline without self-promotion overload

WHAT YOU'LL WALK AWAY WITH

- A practical, values-based approach to personal branding that reflects your leadership style (even if you are an introvert)
- A visibility framework to help you show up consistently and authentically across platforms
- Inspiration to lead with more presence, and open doors for yourself, your team, and your mission

WHO THIS IS FOR

- Leaders who want to build trust and credibility through aligned visibility
- Founders looking to grow their influence in a way that matches their values
- Executives navigating new stages of growth, change, or opportunity
- Professionals ready to step forward, speak up, and create greater visibility for promotion

BEYOND THE TRAINING

Every keynote and training session includes the option to pair with custom-designed worksheets (digital or physical), practical tools, and an extended video series to help participants continue the work long after the session ends. These aren't just one-time talks—they're built to create real transformation. Each session is designed to be actionable, applicable, and expandable, with the ability to upgrade into a multi-session training series or long-term support program tailored to your team's goals.

**MAKE TODAY
EXTRAORDINARY**



WALKER CO.
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