

# WHO IS ROSETTA THURMAN?

everything you need to know about why you  
should hire her to speak at your next event

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FOR BOOKING: EMAIL [ROSETTA@ROSETTATHURMAN.COM](mailto:ROSETTA@ROSETTATHURMAN.COM) OR CALL 703.965.6631

# ABOUT ROSETTA



**Rosetta Thurman helps nonprofit leaders and passionate entrepreneurs change the world.**

Rosetta grew up in the public housing projects of Cleveland, Ohio, and if it weren't for the nonprofits in her community who helped her family in times of need, she doesn't know where she would be today.

Fueled by a passion for social change, Rosetta worked in the nonprofit community for over eight years as a fundraising professional and leadership development practitioner in the fields of youth development, historic preservation and capacity building for nonprofits. In 2010, she founded Thurman Consulting, an education company that specializes in leadership, entrepreneurship and social media initiatives to help purpose-driven professionals make a difference. Rosetta provides speaking, training, and coaching services for nonprofit leaders and passionate entrepreneurs.

## **Rosetta's personal mission**

To empower a new generation of leaders to create the world as it should be.



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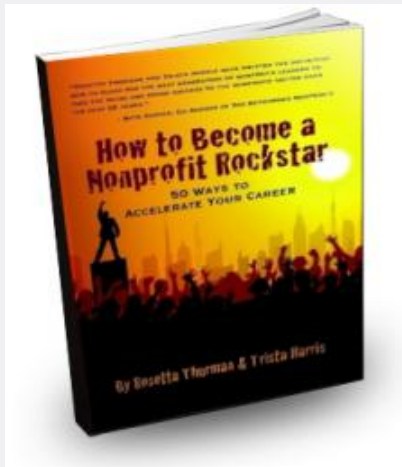
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# ROSETTA'S UNIQUE BACKGROUND: AUTHOR, SPEAKER, TRAINER, COACH

**Nonprofits. Leadership. Career Development. Diversity.  
Social Media. Generation Y.**



These are the values and expertise that Rosetta is known for. She is a popular blogger at [rosettathurman.com](http://rosettathurman.com) and the co-author of *How to Become a Nonprofit Rockstar, 50 Ways to Accelerate Your Career*, an accessible, do-it-yourself map of how to build a successful career in the nonprofit sector. Rosetta has been featured in numerous media outlets including the Washington Post, JET Magazine, Atlanta Journal-Constitution, Fox 5 News, and The Chronicle of Philanthropy. She has been named a "Top 100 Most Desirable Mentor", "Top 25 Online Influencer in Leadership," a "Top 25 Most Influential Nonprofit Tweeter," "Top 25 Urban Entrepreneur to Follow," and a "New Leader in Philanthropy."



Rosetta holds a Master's Degree in Organizational Management with a concentration in Nonprofit Management from Trinity Washington University. She is proud to be a member of the Young Entrepreneurs Council and the Young Nonprofit Professionals Network. Rosetta has also taught nonprofit management as an Adjunct Professor in the School of Professional Studies at Trinity Washington University.

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# WHAT AUDIENCES ARE SAYING ABOUT ROSETTA

**“Every nonprofit leader everywhere should be required to listen to Rosetta Thurman.” - Anne M.**

**“Rosetta Thurman is a fantastic speaker and gave all in attendance some great food for thought.”  
- Kevin H.**

**“Rosetta amazed me! This wasn't just another session about time management. Rosetta forced us to define our personal values, look at how we are spending our time and finally to write a personal mission statement. This is something I have been wanting to do for a long time.”  
– Kimberley M.**

As an event organizer, you want your event to be a great success. When you book Rosetta, your audience will leave inspired and equipped with new information that they can use immediately to practice leadership in their work and life.

When you need a message or training that will leave your audience feeling energized but also fired up to take action toward real change – Rosetta Thurman is your solution. Her “keeping it real” speaking and training style is authentic and comes straight from the heart. She is engaging and entertaining, yet also shares useful information presented in such a way that your audience leaves with new insights and knowledge. In every presentation, Rosetta delivers energy, interaction, expertise, and powerful ideas to help your audience transform the way they work and live.

As a speaker, Rosetta's goal is to serve your audience and make sure your organization looks good.

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# ROSETTA IS NOT THE SAME OL' BORING SPEAKER

Her speaking style is...



Authentic



Engaging



Inspiring

**“She started with her story and made me believe in everything else. She made me believe in her ‘why.’” - Texas nonprofit leader**

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# ROSETTA HAS GIVEN 60 SPEECHES SINCE 2007

Past speaking clients include nonprofits, associations, libraries, universities, foundations, businesses and young professionals groups.



- American Association of University Women (AAUW)
- Cincinnati Regional Chamber of Commerce
- Young Nonprofit Professionals Network
- Emerging Practitioners in Philanthropy
- Chaminade University of Honolulu
- Regis University
- Richard Bland College of the College of William & Mary
- Women and Politics Institute, American University
- Rhode Island Foundation
- Foundation Center
- Enoch Pratt Free Library
- Nonprofit Association of the Midlands
- Public Allies
- YWCA
- Psychiatric Institute of Washington
- Maryland Nonprofits
- Association of Fundraising Professionals
- Center for Nonprofit Excellence
- National Human Services Assembly
- Georgia Center for Nonprofits
- Colorado Nonprofit Association

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# FREQUENTLY REQUESTED SPEAKING TOPICS

These can all be presented as a keynote, workshop or webinar...

## New Leadership for a New Nonprofit Sector

Given the economic, political, and social backdrop of the current nonprofit landscape, Rosetta Thurman believes that it's time for a new brand of leadership to emerge – one that is focused on making organizations and communities stronger going into the future. This presentation will inform attendees about the four kinds of leaders we need now in order to effect social change. Rosetta's personal story and professional commentary will inspire local nonprofit leaders to become:

- 1) true believers
- 2) ruthless innovators
- 3) ambassadors of diversity and
- 4) courageous advocates in their work.

## How to Get the Best Out of All Four Generations in the Nonprofit Workplace

How do we help long-time nonprofit directors effectively transfer skills and knowledge? How do we develop a new, skilled cadre of nonprofit leaders? How do we share power across all generations in the nonprofit workplace in order to fulfill our missions? Rosetta Thurman will address these questions and more in this interactive workshop based on research as well as real nonprofit experiences. This workshop will help participants better understand the what, how and why of all four generations in the nonprofit workplace and inspire participants to consider different approaches and new strategies to promote intergenerational collaboration.

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# FREQUENTLY REQUESTED SPEAKING TOPICS...

## 6 Ways to Rock Your Nonprofit Career

Are you feeling a little stuck in your nonprofit career? Unsure of how to take that next step? Well, there's no time like the present to start developing yourself as a nonprofit leader!

Based on the concepts and teachings in Rosetta's first book, *How to Become a Nonprofit Rockstar*, this interactive presentation will cover six ways to accelerate your nonprofit career, including:

- how to develop meaningful nonprofit experience
- build a strong network
- establish a great personal brand
- practice authentic leadership
- achieve work/life balance and
- move on up in your career

## How to Build Your Professional Network (from Scratch!)

You've heard this many times before. The key to getting your dream nonprofit job or moving up in the sector is to network, network, and network some more. You've heard it so many times because it's true! But how do you network if you don't have much of a "network?" Well, back in the day, before Twitter, Facebook, and LinkedIn, nonprofit leaders actually made connections face to face most of the time. These days, technology has made communication much less time-consuming, however the old-fashioned methods of networking still hold true. This interactive presentation will reveal nine practical ways to build your network from scratch – both on and offline.

# FREQUENTLY REQUESTED SPEAKING TOPICS...

## Cultivating Leadership Across Generations

With four distinct generations working side-by-side in the nonprofit sector, we must change the way we foster leadership. While the common theme of today's economic landscape is to "do more with less," Rosetta believes that there is a better way. We can do more with more for social change if we leverage the skills, talents and passion of our current workforce. Join Rosetta as she takes this discussion beyond the traditional research to examine the real needs of each generation. This presentation will explore new models and practical ways to strengthen leadership throughout your organization.

## Demystifying Diversity in the Nonprofit Sector

Can nonprofits ever be fully effective in solving social problems if they don't include the diverse perspectives of the communities they serve? While many individual organizations have made great strides, the nonprofit sector on the whole has not done a very good job on the diversity front due to: 1) lack of a common language, 2) missed opportunities to recruit young people and people of color and 3) lack of organizational capacity for inclusion. This thought-provoking workshop will dispel some of the myths surrounding diversity in the nonprofit sector and help participants gain a clearer understanding of how to promote diversity in their own organizations.

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# FREQUENTLY REQUESTED SPEAKING TOPICS...

## Defining Your Own Leadership: How to Develop a Personal Mission Statement

Do you ever curse the person who came up with the ever elusive phrase “work/life balance?” That’s because it’s not about balance. It’s about being whole. Most organizations have a mission statement to guide their work. What if you had a mission statement for yourself? Having a clear outline of what’s most important to you, what you want to achieve, and, ultimately, who you want to become can lead to a more rewarding career. Rosetta has taught hundreds of people how to develop their own personal mission statements in what is often a life-changing and emotional process for them. This interactive self-discovery workshop will guide participants through a process that will impact the way they work, lead, and live their lives.

## Personal Branding 101

Everyone has a personal brand, whether you like it or not. The question is, is yours a good one? This session will explain the origins of personal branding, explore ways to “audit” your current personal brand and inspire you to take control of your online presence. Find out how you can:

- Grow your professional network
- Become known as an “expert” in your field
- Build your personal brand using the four most popular social media tools available: blogs, Twitter, Facebook and LinkedIn!

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# FREQUENTLY REQUESTED SPEAKING TOPICS...

## The Art of Managing Up: 7 Ways to Help Your Boss Lead

The most innovative and relevant organizations are shifting away from traditional top-down management models and placing more responsibility on individual employees to help direct, lead teams, and collaborate. This means that your time to lead is now. Are you ready? In this session, you will learn how to:

- Become the most indispensable player on your team
- Communicate from a position of strength and make sure your suggestions are heard
- Lead from behind in full partnership with your boss

## Beyond the Hype: How to Use Social Media for Leadership, Networking and Professional Development

How can your organization get past the hype of new technology to a real return on investment? If you feel frustrated by the elusive promise of shiny social media tools, this session is for you! During this interactive workshop, you will learn:

- How to create a “social media mission statement” to improve your organization’s productivity online
- Which social media tools would be most effective to propel your particular organization’s mission
- Best practices (plus important do’s and don’ts) for using LinkedIn, Twitter, Facebook, and blogging
- Simple ways to empower staff to leverage social media to connect with supporters, donors, press

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# HOW TO BOOK ROSETTA FOR YOUR NEXT EVENT

Important contact information...

## Email

You can contact Rosetta directly at [rosetta@rosettathurman.com](mailto:rosetta@rosettathurman.com)

## Phone

703.965.6631

## Twitter

[@rosettathurman](https://twitter.com/rosettathurman)