

# DARNYELLE JERVEY HARMON, MBA

SPEAKER | STRATEGIST | AUTHOR

## AMERICA'S LEADING EXPERT

ON POSITIONING SMALL BUSINESS OWNERS TO PROFIT



Darnielle Jervy Harmon is the successful CEO of the award-winning business consulting firm, Incredible One Enterprises, LLC which is headquartered in Newark, DE. Darnielle is a powerful, passionate speaker who loves business and the people who lead in them each day. In fact, in one facet or another her work has been growing businesses for nearly twenty years. As a certified executive coach and business growth consultant, Darnielle leverages her educational background to help her clients understand the importance of clarity and strategy.

Darnielle is a rare find: she's powerful and poised, she can command the audience's full attention from the moment she opens her mouth and she offers transformation, and strategic insight to help companies grow. She is not just a motivational speaker and your audience will love you for choosing her. She has an amazing ability to connect with every member of your audience to make them feel like she is talking just to them so that they feel empowered, served and equipped for next level success. Her presence immediately up-levels leaders so that they become better managers, customer service agents and brand ambassadors for the organizations where they lead.

Darnielle holds an M.B.A. in Marketing and a B.A. in English. She is a Center for Executive Coaching certified coach and a certified Kolbe Specialist. Among her professional affiliations, she is a member of the National Association of Women Business Owners, e-Women Network, the National Speakers Association and the Women's President's Organization. As a professional speaker that achieves the highest remarks of any event or conference where she's spoken, Darnielle is committed to equipping her audiences to perform at higher levels so that businesses continue to grow and impact the communities where they live and work.

*Darnielle is Available for:*

- Keynotes
- Workshops
- Breakout Sessions
- Retreats

## Presentation Topics

### MARKET LIKE A ROCK STAR

*Best for marketing teams, entrepreneurs and small business owners*

Marketing is the oxygen in any business. Without cutting edge marketing strategies, you won't be in business very long. In her signature interactive keynote or workshop Market Like a ROCK Star™ Darnielle shares her top success secrets to transform you from a marketing rookie into a marketing rock star and trust me this is NOT your grandfather's marketing strategy – its hip, fresh and PROVEN to grow ANY business. You'll discover how to create marketing systems that lead to massive business growth so you build a business that serves you.

### LEAD FOR ROCK STAR RESULTS

*Best for all business leaders at all stages of development*

Inspirational Leadership produces ROCK Star Results! In this interactive program, your leaders will be equipped with strategies and a leadership action plan to work more authentically with their teams to inspire high performance. Through a series of introspective activities, each participant will create their core leadership brand and philosophy. Together, we will develop the plan that will help them to be more effective and empowering so that they build teams that are equipped and engaged.

### ROCK THE SALE: TIGHTEN YOUR SALES GAME

*Best for sales teams, entrepreneurs and small business owners*

Nothing happens until somebody sells something and it's as honorable to sell as it is to buy, yet sales people often struggle with building a sales management system that helps them to create consistent results. In this interactive keynote or workshop, Darnielle will introduce you to the ROCK the Sale Success Method™, which will help you make the poignant shift so that you sell by serving your most ideal clients. You'll learn to banish fear while selling authentically.

### A BRAND THAT ROCKS

*Best for all business leaders at all stages of development*

The fact of the matter is that YOU are your brand and unless you learn effective strategies to position and leverage your brand you won't be able to stand out and build a thriving business in today's marketplace. Branding is how you get known, marketing is how you get found, sales are how you get paid, operations are how to build a business. In this interactive presentation, Darnielle combines marketing and branding strategies to help participants differentiate themselves so that they can build a brand that ROCKS.



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## What Audiences Are Saying...

"We've had Darnielle back year after year for one reason She brings the energy, passion, knowledge and most importantly **RESULTS**. She is able to increase department productivity and ensure a sense of teamwork into the entire department. We've seen a 38% increase in productivity and morale remains high. She is right when she says she is more than motivation. The skills, strategies and solutions that she offers are impactful and they work! I am excited to know hands down we will be working with her for years to come!"

*~Linda Robinson, RN, Education Director  
State of Delaware Health & Safety Services*

"We've hired Darnielle to speak on numerous occasions for many reasons. Regardless of the capacity in which we've hired her -keynote, facilitator, panelist, each time she is passionate, poised and brings an empowering energy to the course of events. She is talented and very knowledgeable, especially about marketing and her own personal story of triumph is one that inspires every single person who has the opportunity to hear it say, "If she can do it, you can too". We enjoy working with Darnielle and see her as a vital participant in the work that we do throughout the state of Delaware".

*~Ken Anderson, Director Entrepreneurial Support  
Delaware Economic Development Office*

"Darnielle is in a word, Incredible! She has an uncanny ability to empower you from the inside out. The students and staff gave her the highest reviews any speaker we've brought in has ever received. Her energy spoke to my heart. If you want to grow your team organization or students, you need to bring in Darnielle, period".

*~Cheryl Zapata, EVP,  
Dawn Career Institute*

"You had me laughing, taking profuse notes and touching my spirit all at the same time, what a gifted speaker."

"Darnielle is a powerful speaker. But more than a speaker, she is a thought leader and change agent that helped our team shift our vision to grow this company. I highly recommend you hire her for your next sales meeting, she is Incredible!"

*~Diane Ferry, CEO StarMed, LLC*

"Darnielle was hands down one of the best marketing speakers I've ever heard. She's funny, engaging, motivational, has great content and I could feel her passion to help me positioning my company for greater success. She makes marketing fun, hip and easy to implement! You need to book her, she will make your conference an Incredible One."

*~ Marcus T. Henderson, CEO and attendee  
MDRT 2016 Annual Meeting*

Hands down the best speaker at the ENTIRE conference."

"Just amazing!"

"So much great useful content and no fluff."

## Partial List of Speaking Clients



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