



**Dr. Raedene Copeland**

LEADERSHIP STRATEGIST | KEYNOTE SPEAKER | AUTHOR



## **PRESS KIT**

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## Short Bio

*For: Conference programs, podcast introductions, speaker pages, event introductions*

### **Speaker | Leadership Strategist | Author of Sole Impact**

Dr. Raedene Copeland is a leadership strategist, keynote speaker, creator of the CIC Leadership Compass™, and author of *Sole Impact: How Authentic Leaders Earn Fierce Loyalty*. Known as The Sole Coach™, she helps leaders become the reason their best people stay. Her proprietary framework connects Credibility, Influence, and Culture to help leaders earn trust, inspire commitment, and build organizations that hold under pressure.

Born in Trinidad and Tobago, her journey as an immigrant leader navigating U.S. institutional systems shaped her understanding of how credibility is earned, influence is built, and belonging is created.

A former tenured professor, assistant provost of faculty research and development, and organizational transformation leader, Dr. Copeland has advised and developed leaders across Fortune 500 companies, government agencies, higher education institutions, and nonprofit organizations worldwide. She holds a Ph.D. in Consumer, Apparel, and Retail Studies and an MBA.

Through her keynotes, consulting, and leadership development programs, she equips leaders to strengthen credibility, expand influence, and build cultures that earn fierce loyalty.

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## Full Bio

*For: Journalists, feature stories, magazine profiles, award nominations, conference brochures*

### **Speaker | Leadership Strategist | Author of Sole Impact**

Dr. Raedene Copeland is a leadership strategist, keynote speaker, creator of the CIC Leadership Compass™, and author of *Sole Impact: How Authentic Leaders Earn Fierce Loyalty*. Known as The Sole Coach™, she helps leaders become the reason their best people stay. Her work is grounded in a reality many organizations discover too late: people rarely leave because of strategy alone. They leave when credibility, influence, and culture fracture under pressure.

Born in Trinidad and Tobago, Dr. Copeland's journey as an immigrant leader navigating U.S. institutional systems became the lived foundation for her work. Building credibility in environments where trust was not automatically granted taught her that leadership is often interpreted before it is understood.

That insight became the intellectual foundation of the CIC Leadership Compass™. Examining how identity, appearance, and cultural context shape who is afforded credibility and belonging, Dr. Copeland's doctoral research evolved into a leadership framework for understanding how trust is earned, influence is built, and cultures hold or fracture under pressure.

With more than fifteen years of executive and academic leadership experience as a tenured professor, assistant provost of faculty research and development, and organizational transformation leader, Dr. Copeland has advised and developed leaders across Fortune 500 companies, government agencies, higher education institutions, and nonprofit organizations in the United States and internationally. She holds a Ph.D. in Consumer, Apparel, and Retail Studies and an MBA.

Through her speaking, consulting, and leadership development programs, Dr. Copeland helps leaders translate insight into action. The result is leadership that earns fierce loyalty, inspires lasting commitment, and leaves an enduring impact long after the leader has left the room.

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## Speaker Introduction

*For: Emcees, conference hosts, event organizers. Read as written for consistent positioning.*

Please read the following introduction as written. It has been prepared by Dr. Copeland's team to ensure accurate positioning.

The leaders who earn fierce loyalty are not the most talented. They are the most coordinated.

Our next speaker has spent more than fifteen years studying, leading, and advising organizations as a professor, executive, and immigrant leader earning trust across complex institutions. Through that experience, she uncovered a question that would shape her life's work: Why do some leaders inspire lasting commitment while others struggle to sustain trust, engagement, and retention? Her answer became the CIC Leadership Compass™.

She is the creator of the CIC Leadership Compass™, a leadership framework built on Credibility, Influence, and Culture; author of *Sole Impact: How Authentic Leaders Earn Fierce Loyalty*; and founder of *The Sole Coach™* and *Achieve Brand Consulting*.

Her work is grounded in one conviction: when credibility, influence, and culture align, leadership earns fierce loyalty.

**Please welcome Dr. Raedene Copeland.**

# Sole Impact — Book Description

*For: Press releases, media pitches, event programs, book reviews, podcast show notes*

## **Sole Impact: How Authentic Leaders Earn Fierce Loyalty**

*By Dr. Raedene Copeland | Launch Date: July 14, 2026*

Leadership that earns fierce loyalty is not built on charisma. It is built on structure.

Organizations invest heavily in strategy, engagement, and culture, yet many still struggle to retain trust, commitment, and their best people. The difference is often not talent, vision, or intention. It is whether credibility, influence, and culture hold together when leadership is tested.

In *Sole Impact*, Dr. Raedene Copeland introduces the CIC Leadership Compass™, a proprietary framework built on Credibility, Influence, and Culture, to reveal the hidden pattern behind leadership that earns fierce loyalty. Drawing from lived experience and leadership lessons forged across higher education, government, nonprofit, and corporate environments, she shows why some leaders become the reason people stay while others unintentionally become the reason they leave.

Through compelling stories, practical insight, and actionable frameworks, *Sole Impact* helps leaders strengthen trust, expand influence, and build cultures that hold under pressure. More than a leadership book, it offers a blueprint for becoming the kind of leader people choose to follow, support, and remain with.

This is the book for leaders who want to build something that holds.

### **Key Topics**

- The CIC Leadership Compass™: Credibility, Influence, and Culture as interdependent pillars of leadership
- The four leadership patterns: Credibility-Dominant, Influence-Dominant, Culture-Dominant, and Coordinated
- Why leadership that earns fierce loyalty is structural, not charismatic
- The Dual Presence Framework: Connecting and commanding under pressure
- Navigating conflict, resistance, and institutional pressure without losing trust
- How authentic leaders build cultures where people want to contribute and belong

## Speaking Topics

Dr. Copeland is available for keynotes, panels, podcasts, leadership conferences, corporate events, and organizational convenings. Grounded in the CIC Leadership Compass™, her presentations help leaders strengthen credibility, expand influence, and build cultures that earn fierce loyalty. Each is customized to the audience, industry, and organizational context.

### **Sole Impact: How Authentic Leaders Earn Fierce Loyalty**

In an era of declining trust and persistent retention challenges, organizations are learning that strategy alone is not enough. The difference between leaders who earn lasting commitment and those who struggle lies in whether credibility, influence, and culture hold together under pressure. Drawing from the CIC Leadership Compass™, Dr. Copeland reveals the hidden pattern behind leadership that earns fierce loyalty and equips leaders to become the reason their best people stay.

### **Buy-In Blueprint: Leadership That Moves People Willingly**

Authority commands. Influence moves. In matrix organizations, government institutions, higher education, and nonprofits, leaders rarely have the positional power to simply direct outcomes. This keynote reveals what it actually takes to create willing commitment from stakeholders, teams, and institutions without relying on authority alone, and why the leaders who master influence become the reason people stay, contribute, and commit.

### **Culture by Design: Creating Cultures People Choose**

Cultures are rarely accidental. Neither are the ones people leave. Leaders do not just shape culture. They become it. Every decision, response, and behavior under pressure either reinforces or erodes the culture an organization claims to value. Drawing from the CIC Leadership Compass™, this keynote reveals why culture initiatives often fail, why the gap between values and lived experience persists, and what leaders must do to build environments where people trust, contribute, and belong.

### **AI-Proof Leadership: Why the Most Human Leaders Win**

AI does not replace leadership. It exposes it. As efficiency and information become instantly optimizable, the leaders who earn trust, create meaning, and move people become more valuable, not less. This keynote examines what sole-grounded leadership requires in an AI-accelerated world and why the most distinctly human leaders will define the next era of performance.

### **The Outsider's Compass: Building Credibility in Rooms Not Built for You**

Drawing from her experience as an immigrant leader navigating institutional systems not designed for her, Dr. Copeland examines what it takes to build credibility, expand influence, and create belonging in environments where trust is not automatically granted and leadership must be earned. This keynote explores the distinctive awareness leaders develop when they must learn to read culture, interpret unspoken expectations, and lead with authority across difference.

## Boilerplate

*For: Press releases, media pitches, end of articles and interviews*

Dr. Raedene Copeland is a leadership strategist, keynote speaker, creator of the CIC Leadership Compass™, and author of *Sole Impact: How Authentic Leaders Earn Fierce Loyalty*. Known as The Sole Coach™, she helps leaders strengthen credibility, expand influence, and build cultures that earn fierce loyalty. Learn more at [draedenecopeland.com](http://draedenecopeland.com) and [achievebrandconsulting.com](http://achievebrandconsulting.com).

## Media Contact and Downloads

### Media Inquiries

Email: [info@drraedenecopeland.com](mailto:info@drraedenecopeland.com)

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Organizational programs: [achievebrandconsulting.com](http://achievebrandconsulting.com)

### Booking Inquiries

Email: [booking@drraedenecopeland.com](mailto:booking@drraedenecopeland.com)

### Download Assets

The following assets are available for download from [drraedenecopeland.com/media](http://drraedenecopeland.com/media):

- Professional headshots (high resolution)
- Sole Impact book cover (high resolution)
- CIC Leadership Compass™ diagram
- The Sole Coach™ logo
- Achieve Brand Consulting logo
- Speaker one-sheet

### Social Media

LinkedIn: Dr. Raedene Copeland

Website: [drraedenecopeland.com](http://drraedenecopeland.com)



*Sole Impact launches July 14, 2026*

***Be the reason they stay.***