



## Desiree Cocroft

Empowering Coach and Consultant,  
Experienced Facilitator, Nonprofit and  
Higher Ed. Professional and Entrepreneur



Desiree Cocroft is an energizing coach and consultant that seeks to empower leaders to fulfill their fullest potential. An experienced facilitator of over 20 years, Desiree elevates the hearts and minds of her audience, while also igniting them to take inspired action. She makes the impossible seem possible and helps others to envision what they deeply desire to see. She incites vision.

Desiree's professional journey started with co-founding a nonprofit dance company, Signature Dance Company, that focuses on building women and girls through dance, personal development, and mentorship in Milwaukee, WI. Her community and culture work with Signature Dance Company afforded her the Community BuildHER Award from the PowHER Network in 2017 and the Milwaukee Business Journal's 40 Under 40 in 2018. She helped to cultivate partnerships with the Milwaukee Public School, Boys and Girls Club of Milwaukee, and the Community Learning Centers to ensure dance education could be provided for more of the community at large.

Outside of her work as an entrepreneur in the arts education sector, Desiree's career has also involved deep collaboration with K12 and college university leaders to increase student academic performance, post-secondary preparedness, financial literacy, and leadership development. Developed and led a high school financial literacy program. Stewarded the quality implementation of the GEAR UP collegiate program serviced by the Department of Public Instruction in Wisconsin.

In 2018, Desiree was excited to take on the role as Coach and Consultant with FranklinCovey Education. At FranklinCovey Desiree has become a coveted coach and consultant in the 5 states PA, MD, VA, DE, and NY, and an executive coach within the education division. She is a graduate of Hampton University in Hampton, VA holding a BA and MBA in Business Administration, as well as a BA from University of Wisconsin-Milwaukee in Dance. Desiree is an award-winning author of "Get Your Life Today, 7 Success Hacks for Life, Leadership, and Business." She is ICF certified in Life and Leadership coaching, along with additional training in cultural competency, executive coaching and strengths-based coaching from the Academy of Creative Coaching and the CAPP Institute.

### DESIREE COCROFT CAN SPEAK ON THE FOLLOWING TOPICS

- Mission Driven Living for Leaders
- Building a Thriving Organizational Culture
- Life Strategizing
- Building Student Leadership Capacity
- Taking Inspired Action
- Team Building
- Arts in Education
- Financial Literacy for Students