

# Desiree Cocroft

Coach & Consultant



## SPEAKING TOPICS

Team Building  
Building Organizational Cultures  
Building Student Leadership Capacity  
Mission Driven Living for Leaders  
Financial Literacy for Students  
Taking Inspired Action  
Life Strategizing

... And More!

## CERTIFICATIONS

7 Habits of Highly Effective People®  
7 Habits of Highly Effective Families  
Leading at the Speed of Trust®  
Life and Leadership Coaching  
Unconscious Bias™

... And More!

## AWARDS & ACCOLADES

*Milwaukee Business Journal:*  
40 Under 40 - 2018

*People on the Move:*  
40 Under 40 Alumni- 2022

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 the nonprofit Signature Dance Company, which 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 cultivated partnerships with the Milwaukee Public School, the Boys and Girls Club of Milwaukee, and the Community Learning Centers to ensure dance education could be made available 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.

In 2018, Desiree was excited to take on the role of coach and consultant with FranklinCovey Education. Desiree has become a coveted coach, consultant, and trainer within the education division, especially in the following topics: Culture of Belonging, Unconscious Bias, Neuroscience Wellness, Speed of Trust, and 7 Habits of Highly Effective People. She is a graduate of Hampton University in Hampton, VA, holding a B.A. and MBA in Business Administration, as well as a B.A. in Dance from the University of Wisconsin-Milwaukee. Desiree is the 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 with additional training in cultural competency, executive coaching, and strengths-based coaching from the Academy of Creative Coaching and the CAPP Institute.