

# William Blackford

## Coach & Consultant



### CERTIFICATIONS

7 Habits of Highly Effective People®  
4 Disciplines of Execution®  
4 Essential Roles of Leadership®  
The 5 Choices of Extraordinary Productivity®  
Leading at the Speed of Trust  
Trust & Inspire  
Unconscious Bias™  
... And More

### TESTIMONIALS

*"William M. Blackford IV is pure magic and a thought leader whose authenticity, knowledge, passion resonates with you immediately. He is consistently able to craft a message no matter the audience demographics that creatively combines his expertise and the audience needs."*

**Morgan Williams-Bryant**  
Girl Scouts Of WNY

*"His messages propelled my professional hunger at a time when I was experiencing low-grade 'Imposter Syndrome'. He encouraged me to fully go after those opportunities which fulfilled me."*

**Ramona Reynolds**  
Buffalo Public Schools

William Blackford believes in every person's ability to achieve life-changing results. As a Coach & Consultant for over 20 years and an expert in inclusive cultures, he provides solutions to realize positive outcomes for all. William has cultivated and nourished the hearts and minds of those he works with through honesty, respectful and direct challenge, and a relentless belief in the individual.

Since 2000, William has worked with thousands of leaders, educators, and students in group coaching, training, keynotes, and 1-1 engagements, helping them become trusted leaders deeply aligned with their core values as Community Impactors. As a former Division 1 athlete, William does not fear going big, working hard, and reaching high. He is uniquely gifted to challenge his audiences to do the same. He is an award-winning FranklinCovey Leadership Coach and Consultant.

William is fully engaged in living out his mission—"to live a life full of adventure and to invite others to do the same"—with his spouse of 27 years and their four amazing children. His interests include bow hunting, fishing, sports, poetry, and reading. As an avid football fan and former student-athlete at the University of Louisville, William was a standout player with All-Conference and All-American (honorable mention) honors.

### WILLIAM BLACKFORD CAN SPEAK ON THE FOLLOWING TOPICS

- Building a Strong Culture
  - Disrupting Patterns of Inequity in the Workplace
  - Empathetic Team-Building
  - Social-Emotional Leadership
  - Discovering & Living Your Purpose
  - Leadership with Trauma in Mind
- ... And More!