

# Tai Goodwin

Owner and Collaborative Catalyst at Launchology

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Greater Minneapolis-St. Paul Area, MN, US

Purpose, Passion and Practical Action!

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## Biography

"Live on purpose, work your passion, practice prosperity!" That's the message coach, speaker, and writer Tai Goodwin delivers to ambitious women who refuse to give up on their dreams and settle for mediocrity. Clients and audiences alike sing Tai's praises for her ability to insightfully deliver her unique brand of inspiration, instruction and motivation. Possessing an exceptional gift for balancing passion with practical action, Tai gives women exactly what they need to go from stuck to started, helping them create the life and the work they really want. A former employedpreneur? (employed entrepreneur), Tai understands the challenges of starting a business while managing a day job. She built a thriving career as an award-winning instructional designer in corporate America working at two Fortune 500 companies before making her own transition from employee to entrepreneur. Certified in human performance improvement, Tai holds both a bachelor's and master's degree in education and has over 15 years of experience as a training and development professional. Thousands of listeners each month tune into her Launch Talk podcast. Within two years of starting LaunchWhileWorking.com, a blog focused on how to launch a business while working full-time, Tai earned an Honorable Mention as a SmallBizTrends Small Business Influencer. Her articles have been featured on the highly acclaimed Forbes.com, and CAREER Magazine as well as several other popular sites. Watch for her upcoming book: Monday Morning Pep Talks: A Powerful 52 Week Journey To More Purpose, Passion and Prosperity to rocket to the top of the best sellers' list soon.

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## Availability

Keynote, Moderator, Panelist, Workshop, Host/MC

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## Industry Expertise

Business Services, Corporate Training, Professional Training and Coaching, Social Media, Women

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## Areas of Expertise

Entrepreneurship, Social Media, Women, Small Business, Social Networking

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## Affiliations

Drexel University, Capella University, ASTD (Member), Minnesota Women in Networking, Small Business Influencer: Honorable Mention

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## Sample Talks

### **Making Work ?Work?: Career Reinvention for Ambitious Professionals**

Life is too short and the work week is too long to stay in a job that doesn't work. Whether participants feel stuck in a dead end job or trapped in a "good job" ? Tai shares 5 ways to take control and create a career they can love? without leaving their current job.

### **Who Moved My Website: Marketing at the Speed of Social Media**

Used to be that all you needed was a business card and a website. As social media has taken over our lives, it can feel overwhelming to try and stay on top of all the new tools and opportunities to promote your business online. In this story-driven and eye-opening presentation, I share trends, tips, and practical ideas for choosing the right social media platforms to reach existing and new customers.

### **Unboxed: Discover, Own and Celebrate Your Brilliance**

Participants will be inspired to step out of the shadows and into their own brilliance in this uplifting presentation based on Marianne Williamson's poem Our Deepest Fear and examples from Tai's own journey from inner city Philadelphia to a 6-figure corporate career.

### **Launch While Working: How to Start a Business without Quitting Your Day Job**

Every year thousands of people start a business in the U.S. And many of those new business owners are Employedpreneurs who maintain a full-time job, and launch their business on the side. Tai provides an inside look at what it takes to launch while working and provides participants a blueprint to make it happen.

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## Event Appearances

### **Launch While Working: How to Start a Business without Quitting Your Day Job**

Women's Leadership Conference

### **Seven Secrets of Successful Social Networkers**

WOW (Women of Words) Writer's Retreat

### **How to Build a Powerful Professional Network**

MBA Alumni Weekend

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## Education

### **Capella University**

M.S. Education

### **Drexel University**

B.S. Education

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## **Accomplishments**

### **Nominee: Small Business Influencers**

Sponsored by SmallBizTrends: A small business influencer is a person, app, company or other organization that has made a meaningful and lasting impact on the North American small business market. Impact may mean (i) providing products widely used by significant numbers of small businesses, or (ii) influencing significant numbers of small businesses by being a thought leader, or (iii) providing information or services of note to significant numbers of small businesses.

### **Destined to Win Award 2012**

The Destined to WIN Award recognizes a business woman for the intentional growth she has realized in a start up business or established business in the past year. She utilizes the education and other resources available through WIN and other networks to make significant and positive changes for herself and her business. The Destined to WIN Award recipient's business and personal growth encourage other women in business for success.

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## **Testimonials**

### **Theresa Carroll**

Tai is a true social media expert. She has given presentations for our members and the evaluations have been stellar. One participant said it changed her world because she finally "gets" how to incorporate social media into her marketing. I know several others who have hired Tai and each and every one of them talks about what a fantastic investment it has been because of how much they have learned and are able to apply. I feel very fortunate to be working with Tai.?

### **Nathan Eckel**

"Whenever I hear of an organization in the Corporate Learning space lacking a speaker, I send them to Tai. Her diverse experiences provide her with clear, compelling content that audiences love. My colleagues at ASTD Maryland loved her recent Leadership webinar. Tai's a sure bet for your group, whatever your format."

### **Kathleen Watson**

"I'm fairly demanding when it comes to training sessions. I want them practical, easy to understand, and even easier to implement. Tai does a great job of de-mystifying social media; I think even I can drag myself into the new millennium now!"

### **Leonard Young**

"Tai Goodwin is a phenomenal speaker. She spoke to our professional networking group on the topic of "Social Networking To Find A Job or Boost Your Career." Her information and personability made for a great presentation and truly engaged our audience. I personally learned many techniques for sites such as LinkedIn, Facebook and Twitter, that I have implemented since."

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