

Melanie DewBerry-Jones, PCC, MA

Soul Identity Brander

Daring Truth. Divine Wisdom. Fierce Love.



What I have done

I sit on the shoulders of the wisdom of my Native American elders. Their influence of beauty is the cosmology of my work and life. I'm in the business of consciousness and human potential. Soul Identity Branding, Coaching, Speaking and Writing are my conduits. As a veteran coach, I have coached, trained and spoken to thousands of big idea geniuses.

Seeing the absence of a collective community in the coaching industry, I co-founded *Choice* magazine and wrote the highly read column, *The Soul of Coaching*. In the 90's I pioneered spirituality to the forefront of coaching. Now I'm work with entrepreneurs and the business world on the subject of spiritual integrity and love.

Who I do it with

I speak to and coach entrepreneurs who want to break with conventionality by focusing on their personal growth for transformative business relationships. As the soul identity brander I bring a vibrant language that reflects the soul of business. I love working with rule breakers who want to unveil massive positive impact in the world. Impact, purpose and meaning are the benefits and the virtues of work well done.

Where it began

I earned my stripes as a senior lead trainer at the renowned Coaches Training Institute. I was honored to be among the first coaches to coach inmates in the federal penitentiary and state prison systems. My love of education led me to study Asian Economic Development and Political Risk at Dominican University, CA; where I received my MA upon returning from working as intern in Wuxi, China. I've been crazy about language since I was child. I've studied and spoke many which is how I learned about the soul of language.

In my formative years I had a career in non-profit in the youth development field where I was a part of ground breaking work with exciting and brilliant people.

I live by the wisdom of my elders, coach the wildly brilliant, and work with lovers of life to become who they knew they were.

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