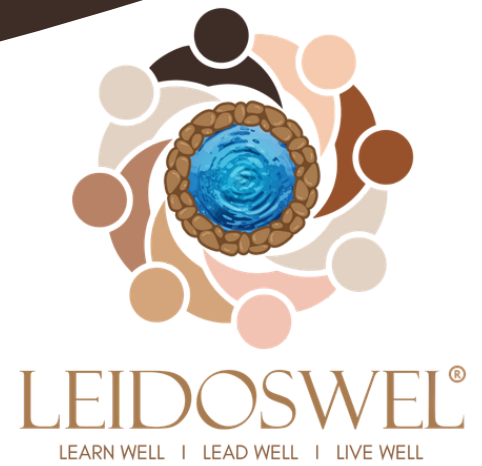




WWW.LEIDOSWEL.COM

Dr. Tonicia Freeman-Foster
DIGITAL SPEAKER & EVENT GUIDE



Dr. Tonicia Freeman-Foster

Leadership Strategist • Keynote Speaker • Best-Selling Author

*Creator of The Stories We Lead From™ and
the R7 Emotional Conflict Reframing Framework™*

DIGITAL SPEAKER & EVENT GUIDE

Helping leaders uncover the stories that shape how they lead.

Speaker Promise

Dr. Tonicia Freeman-Foster helps leaders uncover and reframe the hidden stories shaping how they communicate, navigate conflict, build trust, and cultivate culture—so they can lead with greater clarity, courage, and impact.

Signature Keynote

The Stories We Lead From™

How Hidden Narratives Shape Leadership, Communication, and Culture

Featured Learning Experiences

Recalculating Leadership:

Updating the Internal GPS That Shapes How We Lead

The Workplace Retention ATM™:

How Everyday Leadership Deposits Build Trust, Engagement, and Retention

Reclaiming HER™

Returning to Power, Wellness, and Joy After Workplace Harm

AREAS OF EXPERTISE & EXPERIENCE

Leadership Development

Human-Centered
Leadership

Workplace Culture

Psychological Safety

Workforce Retention

Executive Presence

Story-Driven Leadership

Emotional Intelligence

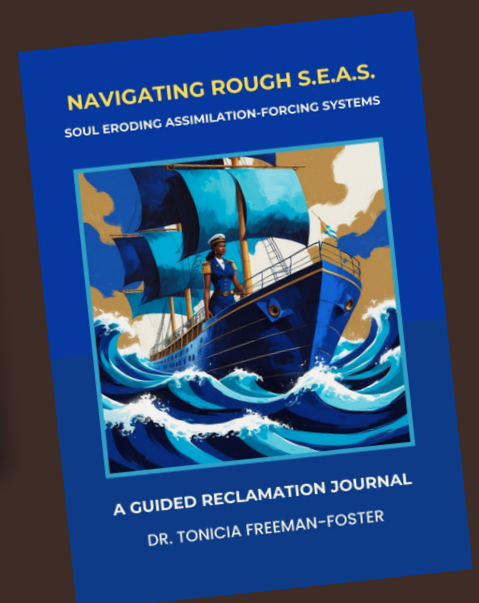
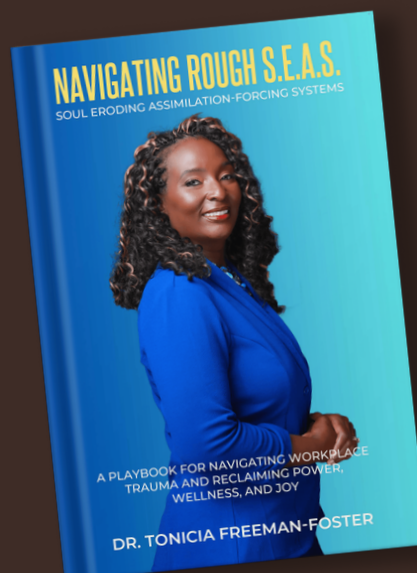
Communication

Conflict Transformation

Organizational Change

Team Trust

Resilience & Well-being



Dr. Tonicia Freeman-Foster is an organizational development expert, keynote speaker, best-selling author, and creator of The Stories We Lead From™ and the evidence-informed R7 Emotional Conflict Reframing Framework™. She helps leaders uncover the hidden stories shaping how they communicate, navigate conflict, build trust, and create culture.



With a master's degree and doctorate in organizational leadership and 20+ years of real-world experience, she has designed and facilitated leadership development, executive coaching, and organizational learning initiatives for leaders globally.

Dr. Freeman-Foster helps leaders pause, reassess, and respond with clarity, courage, and authenticity so they can navigate complexity, strengthen relationships, and build cultures where people and performance thrive. Her practical, action-oriented approach equips leaders to lead human-first, make ethical decisions, and foster engagement without sacrificing their wellness, voice, or purpose.

Known for transforming complex leadership challenges into actionable strategies, she inspires leaders to step fully into their power to drive positive transformation. Her practical, interactive strategies transform tension into engagement, boost confidence, and drive real organizational impact. Planners love her sessions for being dynamic, relatable, and immediately actionable—leaders leave ready to lead human-first, authentically, and powerfully.

Dr. Tonicia Freeman-Foster serves as the Co-Founder & Chief Leadership Strategist of LEIDOSWEL Leadership Consulting.

FEATURED SPEAKING & MEDIA APPEARANCES

Healthcare • Higher Education • Government • Behavioral Health •
Nonprofit • Corporate • Associations



SAMHSA
Substance Abuse and Mental Health
Services Administration

Magellan
HEALTHCARE®

INDIANA COUNCIL
of Community Mental Health Centers, Inc.

TAMPA BAY
THE CW44

NTTAC
National Training &
Technical Assistance Center
for Child, Youth, & Family Mental Health

IVAT
Institute on Violence,
Abuse and Trauma

idc

**ASSOCIATION OF
BLACK WOMEN IN
PROJECT & PROGRAM
MANAGEMENT**



Pacific Southwest (HHS Region 9)

MHTTC

Mental Health Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

touchstone
health services

**Voices of Women
Summit 2026**

**IHA Institute for
Healthcare Advancement**
Advancing Health Literacy Toward Health Equity

MXB
MAXBLACK MEDIA
THE GLOBAL BLACK NETWORK

collectively



33rd Annual Research & Policy Conference
Child, Adolescent, and Young Adult
BEHAVIORAL HEALTH
Child & Family Studies
<http://cmhconference.cbcs.usf.edu>
CMHNS UNIVERSITY OF SOUTH FLORIDA



nami
National Alliance on Mental Illness

U.B.U.
UNAPOLOGETICALLY
BLACK
UNICORNS

Every experience is grounded in

The R7 Emotional Conflict Reframing Framework™

A proprietary and evidence-informed leadership development methodology that helps leaders identify and reframe the internal narratives influencing communication, conflict, trust, decision-making, and organizational culture.

Dr. Tonicia Freeman-Foster's Philosophy

Leadership isn't transformed by learning new techniques alone. It's transformed by becoming curious about the stories we've been leading from. Because when leaders update their internal maps...

Communication changes.

Relationships change.

Organizations change.

Communities change.

The world changes!



WHY THIS MATTERS

Organizations spend billions developing leaders.
Yet many leadership challenges persist.

Why?

Because we often focus on changing behaviors without
understanding the internal narratives driving them.

Communication.

Conflict.

Trust.

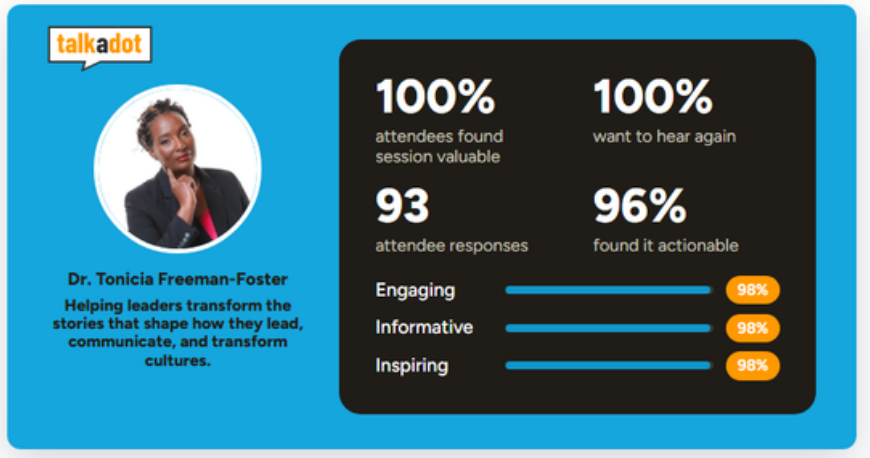
Decision-making.

Culture.

Performance.

They all begin with the stories leaders carry.

*Dr. Tonicia Freeman-Foster helps leaders identify those stories,
reframe them, and create lasting change from the inside out.*



talkadot

"This session was extremely informative, engaging, and inspiring."

Ingrid Young
Board Chair, Tampa Hillsborough Action Plan Inc
Dr. Tonicia Freeman-Foster · Becoming Wellness - THAP Super Saturday Event

talkadot

"This session was very needed. So much valuable information that anyone can benefit from if they want to improve their leadership skills. I highly recommend Dr. Tonicia!"

Michael Kelly
Dr. Tonicia Freeman-Foster · The Retention ATM: Fix the Leaks Before You Lose Your Team

talkadot

"She was so engaging and lead from a place of empathy and lived experience. Really relatable and I learned a lot about myself. I also left with actionable steps which was the most important thing."

Tishanna Lewison
Dr. Tonicia Freeman-Foster · Leading with Clarity in Complex Systems: A Reframe to Reclaim Approach...

talkadot

"Very engaging & engineered to promote positive and healthy change within each system/organization."

Verified attendee
Dr. Tonicia Freeman-Foster · The Tale of Two Systems: Where are the Black and Brown Youth...

talkadot

"You're wonderful energy made this an incredibly engaging and easy to absorb trading. Going to make my husband listen to your session too."

Verified attendee
Dr. Tonicia Freeman-Foster · Leading with Clarity in Complex Systems: A Reframe to Reclaim Approach...

WHAT AUDIENCES ARE SAYING

What audiences does Dr. Tonicia Freeman-Foster speak to?

Dr. Tonicia speaks to leaders at every level—from emerging professionals to executives—across healthcare, higher education, government, nonprofit, behavioral health, associations, and corporate organizations. Her presentations are designed for audiences committed to strengthening their leadership, communication, trust, workplace culture, and organizational effectiveness.

What topics does Dr. Tonicia speak about?

Dr. Tonicia's presentations focus on practical leadership strategies that help people lead with greater intention, confidence, and impact. Popular topics include:

- Leadership Development
- Communication & Difficult Conversations
- Emotional Intelligence
- Conflict Transformation
- Human-Centered Leadership
- Psychological Safety
- Workplace Culture
- Trust & Team Effectiveness
- Organizational Change
- Workforce Retention
- Executive Presence
- Wellness & Sustainable Leadership

Every session is grounded in The Stories We Lead From™ philosophy and her proprietary R7 Emotional Conflict Reframing Framework™.

What makes Dr. Tonicia's presentations different?

Many leadership presentations focus on teaching new skills. Dr. Tonicia begins one step earlier. She helps leaders uncover the internal stories influencing how they communicate, respond to conflict, build trust, make decisions, and lead others. Through engaging storytelling, reflection, research-informed insights, and practical application, participants leave with actionable strategies they can immediately apply in their work and lives.



Are presentations customized for each audience?

Absolutely. Every keynote, workshop, and leadership experience is thoughtfully tailored to align with your organization's goals, audience, industry, and desired outcomes. Dr. Tonicia works closely with event planners to ensure each session is relevant, engaging, and meaningful for participants.

What can attendees expect from a session?

Attendees can expect an engaging, interactive learning experience that combines storytelling, reflection, practical leadership tools, and real-world application. Participants leave with fresh perspectives, actionable strategies, and renewed confidence to lead with greater clarity, courage, authenticity, and purpose.

What presentation formats are available?

Presentations can be delivered in a variety of formats, from 30 minutes to multi-day experiences, including:

- Conference Keynotes
- Leadership Retreats
- Executive Team Workshops
- Association Conferences
- Corporate Learning Events
- Virtual Programs

What is the booking process?

Booking is simple. Begin by scheduling a conversation to discuss your event, audience, goals, and desired outcomes. Together, we'll determine the best presentation format and customize an experience that aligns with your organization's vision.

 info@leidoswel.com

What outcomes can organizations expect?

While every audience is unique, organizations consistently invite Dr. Tonicia to help leaders strengthen communication, navigate conflict more effectively, build trust, enhance emotional intelligence, and foster healthier workplace cultures. Participants leave with practical tools, greater self-awareness, and strategies they can apply immediately to improve relationships, leadership effectiveness, and team performance.



Dr. Tonicia Freeman-Foster

Leadership & Organizational
Development Expert



Before we shape organizations... we shape ourselves.

Let's Start the Conversation!



www.leidoswel.com



info@leidoswel.com



727.655.8997



www.linkedin.com/in/toniciaff