



### Leadership | Mindset | Purpose-Driven Success

Yusha Assad delivers engaging, transformational speaking experiences that move audiences beyond motivation and into action.

Blending storytelling, music, leadership insight, and practical frameworks, Yusha teaches leaders, educators, and students how to build belief, discipline, and clarity so they can lead, create, and win while establishing lasting impact .

If you're ready to win—with great care—let's work!

“Yusha is above all else a leader, and working with him is an investment in one's self and valuable for those who are ready to do the work.”

- Lydia Daniels - Director of Program & Operations

Member of Alpha Phi Alpha Fraternity, Incorporated, Certified Event Planner, former student leader at the Winston-Salem State University.

## SIGNATURE KEYNOTES

Interactive Keynotes combining music, storytelling, and motivation to inspire personal and collective growth.

- ✓ **Workin' & Winnin' – The Mindset of Success**  
How to build the habits, thoughts, and leadership skills to win—consistently and intentionally. **(Interactive)**
- ✓ **The Hope Campaign – The Power of Purpose & Possibility**  
Designed to get individuals and teams invested and inspired to achieve company initiatives. **(Interactive)**
- ✓ **Leadership with Great Care**  
How conscious leadership transforms teams, businesses, and communities.
- ✓ **Balancing the Scales – Time & Peace Management**  
How to be all that you need to be for yourself, your job, and your community.
- ✓ **The Artist's Mindset – Creativity, Innovation & Resilience**  
How to think, create, and lead like an artist — in any industry or role.

## WORKSHOPS FOCUSES

Workshops are extensions of keynotes that provide practical steps, greater interaction, and Q&A's for participants.

- ✓ **The Workin' & Winnin' Mindset**  
Cultivating habits and thought patterns that lead to intentional success.
- ✓ **The Hope Campaign -The Power of Belief & Expectation**  
How to transform student, school, or organizational culture.
- ✓ **Leading with Great Care**  
Strengthening emotional intelligence, empathy, and impact.
- ✓ **Balancing the Scales – Time & Peace Management**  
Practical strategies for time management, leadership development, and personal growth.

LET'S WORK & WIN TOGETHER!

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Please feel free to contact me for any concerns or questions