

PURPOSEFUL ALIGNMENT™

A Women's experience



2025



ABOUT THE EXPERIENCE

Countless women reflected that the **2024 Women's Experience™** was pivotal in their journey toward purposeful alignment. They shared a deep desire to build upon the momentum by stretching into the **second choice of Embodying Transformation** through a continued shared experience with other women. In response to this desire, we invite all women for a second year to courageously continue the journey towards purposeful alignment by hosting Purposeful Alignment - A Women's Experience 2025 during Women's History Month.

Purposeful Alignment 2025 is a must-attend event, in partnership with Indigo Innovation Group, Goodwill Industries of Southern Piedmont and Central Piedmont Community College for all women who desire to continue the journey to activate their inner game changer and lean into a journey of **embodying transformation** - by saying yes to choosing purposeful alignment. **Year Two of this amazing journey** will enable participants to lean into additional principles highlighted in the #1 International Bestseller and Award-Winning book, *Choosing Purposeful Alignment: The Messy Middle of Transformation*, and move through an intentional experience to explore the three choices that are necessary to choose purposeful alignment, while focusing specifically on Embodying Transformation by diving deeply into the four principles of transformation with knowledgeable award-winning experts and women working across the field of leadership development, health, fitness, professional development, and coaching.

"Transformation does not have to be traumatic; it can be restorative"

Women will leave this experience feeling powerful, confident, and equipped with the knowledge, and skills to make strategic yes's that lead to fulfilling, balanced lives that align with their values and aspirations. Along with building strong connections with other women and being introduced to diverse networks to support each other and continue their journeys towards holistic well-being long after the 2025 experience has ended. Women will leave and walk in their authentic self and leadership through embracing each aspect of the experience: Visioning, Radical Celebration, Women Supporting Women, Building Self-Awareness, Strategic Action, and Accessing Resources and Tools.. ([Click Here to View the 2024 Event Recap Website](#))

2024 IMPACT



125 extraordinary women from **four states** came together to embrace the transformative power of permission and signed a Personal Purposeful Alignment Covenant—a commitment to live with intention and step boldly into their unique purpose



Our **diverse community** of women represented a beautiful tapestry of **racial, ethnic, religious, geographic, and generational diversity**, spanning ages **18 to 65**



Participants joined us at different stages of their purposeful alignment journeys —some **ready to say "yes"** for the first time, and others stepping fully into their roles as **activated game-changers**



Demonstrated shift and commitment in **thinking, feelings, and actions**

The event is designed to reposition and connect women to a transformational experience that will build new muscles and facilitate on-going opportunities to build social and relational capital, amplify their leadership, and cultivate relationships across diverse experiences, journeys and backgrounds in service to cultivating a community of support to support women to pursue the life they want to achieve and thrive-by saying yes to choosing purposeful alignment.

Women will leave this experience redefining transformation, feeling powerful, confident, and equipped with the knowledge and new muscles to make strategic yes's that lead to fulfilling, balanced lives that align with their values and aspirations. Along with building strong connections with other women and being introduced to diverse networks to support each other and continue their journey towards holistic well-being long after the 2025 experience has ended.

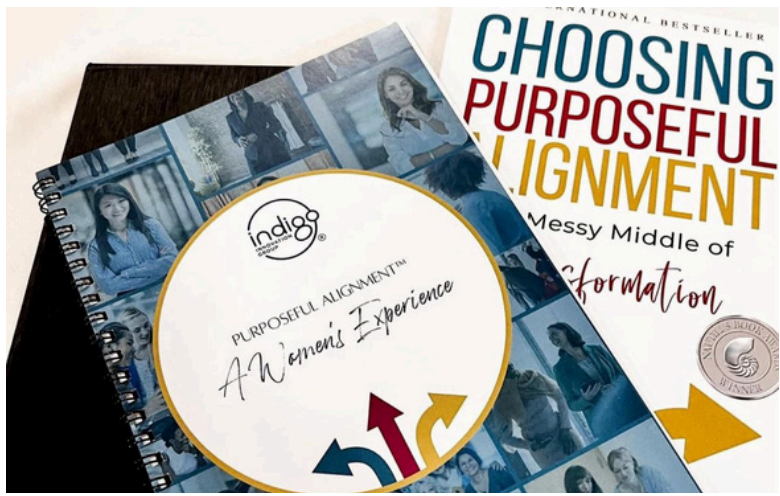
Women will leave and walk in their authentic layers and self through embracing each aspect of the experience :

- (1) Visioning: Facilitate and live coaching sessions where women are guided through a proposition of embracing all of the layers of who they are by intentionally building new muscles through embracing the second choice-Embodying Transformation,
- (2) Pausing as Action: Body movement work that centers pausing, breathing, and radical celebration,
- (3) Women Supporting Women: Hear from award winning and respected guest speakers that will share insights, valuable nuggets, and lessons to assist you on this journey,
- (4) Building Self-Awareness - Women are encouraged and supported to explore their own thoughts, emotions, power, fears and desires and identify self-limiting thoughts and beliefs that may impact their success in their journey,
- (5) Strategic Action: Women are supported to say yes to practices and choices - individually and collectively - that amplify their leadership and voice to reposition their stance, embrace respite and healing, centering selves, and retooling and experimentation, and Resources & Tools: Customized salon of resources that include coaching support from certified coaches and consultations from sought after experts in the leadership, health, professional, and personal development field to amplify your alignment and purpose.

DIFFERENTIATORS

- The event is for all women
- The event will take place on **March 15, 2025** to honor women and celebrate Women's History Month
- Based upon the principles highlighted in the #1 International Bestseller and Award-Winning book, Choosing Purposeful Alignment: The Messy Middle of Transformation, - With an explicit focus on Embodying Transformation.
- Knowledgeable award-winning experts and women panelist including national and regional leaders across the field of leadership development, entrepreneurship, health, fitness, education, professional development, and coaching.
- Focused and in-depth examination of embodying transformation as a catalyst for repositioning women to spur meaningful change and sets the stage for purposeful alignment in your personal and professional journey.
- On-site coaching by Certified Executive Coaches and Industry experts.





EVENT PACKAGE

- The 2025 custom edition Purposeful Alignment Playbook and a copy of the #1 International Bestseller and Nautilus Award Winner book: Choosing Purposeful of Alignment: The Messy Middle of Transformation.
- Support to set powerful and intentional choices as a result of valuable insights, lessons, stories, and coaching by amazing women from across the country.
- A suite of on-site resources and event swag bag designed by women to support women.
- Raised vibrations, fun, new relationships, connection to a collection of women committing to the same journey.
- Exclusive discount pricing to the "Aligned Digital Notebook" - leadership development companion resource and added to a special pre-order list for an upcoming new release.

ABOUT THE ARCHITECT

Tracey Greene-Washington is the President of Indigo Innovation Group, a consulting firm dedicated to serving as a strategic thought-partner, advisor, coach and consultant to philanthropic, nonprofit, and private/public organizations committed to accelerating change through system-level approaches, equity, and strategic collaboration. In addition to this role she is the Founder of CoThinkk, a social change philanthropy led by BIPOC communities committed to systems change in Western NC through strategic investments, systems change, centering equity, network-building, and civic discourse. Lastly, Tracey Greene-Washington is a social entrepreneur and co-owner of NoGrease Northlake and No Grease Premium Barbershops and Co-CEO of Razored Technologies ([Click Here to View Full Bio](#)).

She has over two decades of experience leading high-level initiatives. Examples of her client partnerships in the Charlotte region include: The Foundation for the Carolinas, United Way of Greater Charlotte, Charlotte Funders Collaborative, Leading on Opportunity, Mecklenburg County Government- Office of Economic Development, and No Grease Inc.

2025 ANTICIPATED IMPACT

- Participants level up their leadership and impact in the world, in the community, and within their professional spheres and sectors.
- Increase impact to start, grow, and sustain their businesses while cultivating and creating new entrepreneurship opportunities.
- Amplify innovation by asking what-if questions and exploring what could be possible with boldness and without hesitation-consequently positioning new ideas and strategies that are strategic and hold a future-focused approach.
- Cultivate and build leaderful organizations, businesses, and community-driven strategies that are poised to address and transform some of the most complex social issues of our life-time.
- Position as game changers and introduced to a diverse networks to support each other and continue their journeys towards holistic well-being long after the 2025 experience has ended.
- Increase self-esteem leading to more satisfying relationships and the ability to cultivate better teams, partnerships, increase emotional intelligence and growth- professionally and personally. (Anthony Burrow, Cornell University),
- Increase health outcomes and life satisfaction connected to purposeful alignment. (University of California, Los Angeles).



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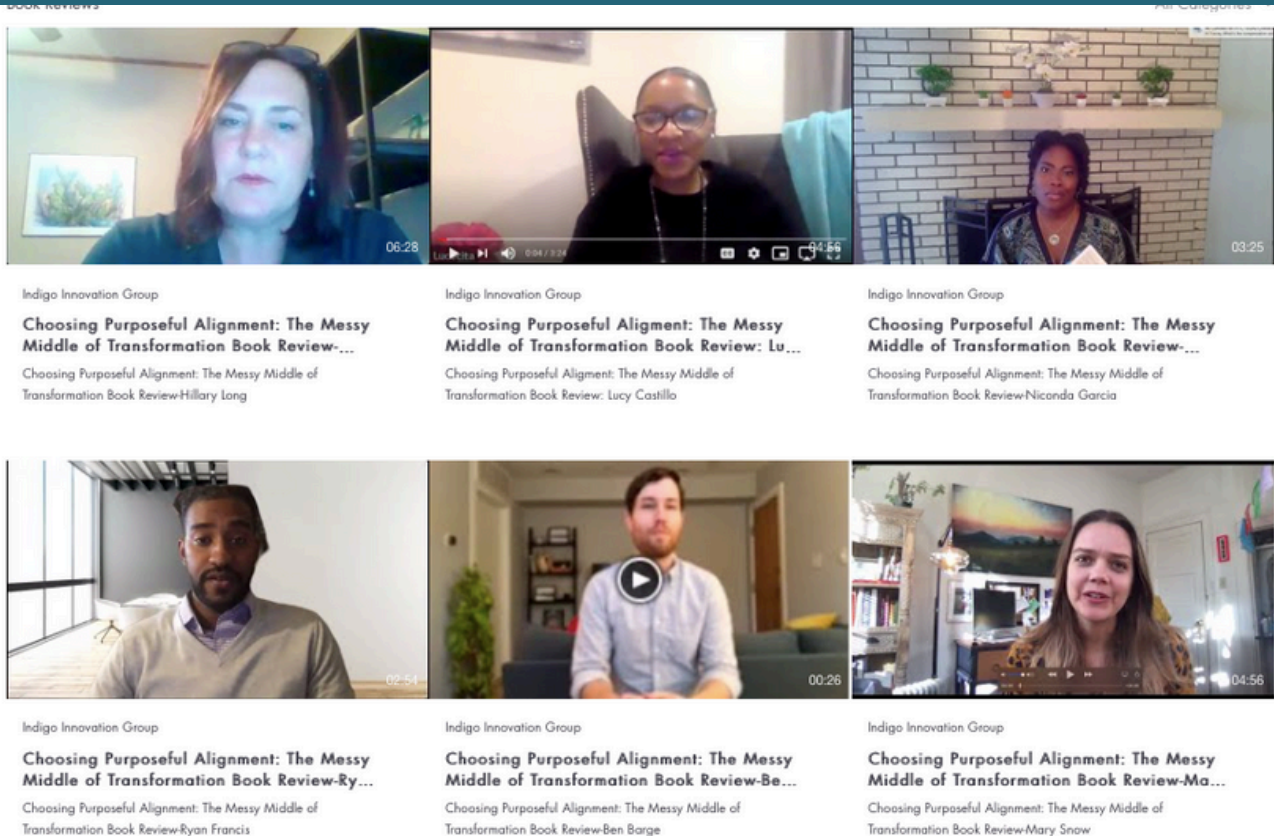
PURPOSEFUL ALIGNMENT SERIES & BOOK TESTIMONIALS



"Tracey Greene-Washington brilliantly lays forth key strategies and tools to grow your leadership by trusting community, asking critical questions, and pushing through the messy middle to transformational change"

- **Ashley Shelton**, Executive Director of Power Coalition, Equity and Justice

VIDEO TESTIMONIALS



[* Video Testimonials](#)



[Learn More](#)

The Aligned Intensive Series

**Let this be a year of transformation
-- the year you say "yes."**

At this moment, you are being called into something bigger than yourself.

It is time to say "yes" and move towards your desired purpose. To activate your inner game changer and lean into a journey of transformation, defining moments, clarity, and audacious boldness. It is time to choose purposeful alignment.

PURPOSEFUL ALIGNMENT™

A Women's experience

Sponsorship Package:

PLATINUM SPONSOR

\$10,000 +

- Full page ad in the event program
- Prime placement on all marketing including sponsor banner
- Linked logo on event website
- Social media announcements
- Display table at main event
- Exclusive Placement Opportunity
 - Showcase your Business Information or Products in VIP gift bag
- 2 Complimentary tickets that include:
 - Reserved seating at the event
 - Gift bag

GOLD SPONSOR

\$8,000

- Half page ad in the event program
- 2nd largest placement on all marketing including sponsor banner
- Linked logo on event website
- Social media announcements
- Display table at main event
- 2 Complimentary tickets that include:
 - Reserved seating at the event
 - Gift Bag

SILVER SPONSOR

\$5,000

- Quarter page ad in the event program
- 3rd largest placement on all marketing including sponsor banner
- Linked logo on event website
- Social media announcements
- Display table at main event
- 2 Complimentary tickets that include:
 - Reserved seating at the event
 - Gift bag

BRONZE SPONSOR

\$2,500

- Social media announcements
- Display table at main event
- Name listed in the program
- 2 Complimentary tickets
- Gift bag

ALIGNMENT SUPPORTER

\$500+

- Name listed in the program
- 1 Complimentary ticket
- Gift bag



“ PURPOSEFUL ALIGNMENT SERIES & BOOK TESTIMONIALS



CLIENT TESTIMONIAL

Lasindra Webb
Game-Changer (Raleigh-Durham, NC)

★★★★★

The Aligned Intensive is an absolute blessing! I appreciate Tracey's transparency and vulnerability...it is HEALING! Through this program, I took a deep, introspective, and honest look at myself. As a result, I experienced a significant breakthrough that led me to identify, release, and replace disempowering thinking and redefine false narratives.

The power of permission is real y'all! Doing this work has awakened a new level of confidence/trust in my God-given gifts and talents, a renewed sense of purpose, and an undeniable light. I am seeing the fruit of this work manifest in so many ways, including promotion, divine connections, professional opportunities, and a lifelong goal becoming a reality. If you need tools, resources, and a supportive and encouraging family to help you move from where you are to where you want to be...the Purposeful Alignment series is it!

Aligned Intensive Series™





Client Testimonial

Paul Garrity
Game-Changer (Asheville, NC)

★★★★★

The Aligned Series was life changing for me as an institutional leader. Tracey's facilitation and coaching provides a space to grapple with the tension between work and purpose in the whole spectrum of decision-making, from everyday choices to career changes. As a school leader, I frequently use Tracey's framework to navigate complex situations in a way that aligns my daily work with my core purpose.

Aligned Intensive Series™



client **TESTIMONIAL**

Choosing Purposeful Alignment helped me organize my wants, needs, and boundaries personally and professionally in a way that I could actually put into action! It was a game changer in a time of major change in my life. Tracey was an incredible mentor, coach, and guide in this process!

Judy St. Joseph
Game-Changer (Fairfax, CA)



Aligned Intensive Series™



client **TESTIMONIAL**

Krystal Grimes
Game-Changer (Bastrop, TX)

★★★★★

The Aligned Intensive Series was so timely during my journey towards personal and professional growth. Tracey not only provided practical steps towards alignment, her series also provided a network of like-minded professionals ready to elevate towards our true purpose.

ALIGNED INTENSIVE SERIES™




“PURPOSEFUL ALIGNMENT SERIES & BOOK TESTIMONIALS



Client Testimonial

Kizmet Moore

Game-Changer (Rock Hill, SC)



Aligned
Intensive
Series

The Aligned series allowed me to open up and rediscover who I, Kizmet, am again. It also gave me the confidence and courage to remove the negativity from my life so that I can stand in my purpose and truth.



Client Testimonial

Robin Bradford Joiner

Game-Changer (Greater Orlando, FL))



Choosing Purposeful Alignment is a treasured resource in my library. This incredible book and its accompanying Aligned Intensive Series journey offered a nurturing space for me to breathe, gather myself, and boldly accelerate toward my next with game changer energy! Thank you Tracey for sharing your story as we continue to create our own.

ALIGNED INTENSIVE SERIES™



CLIENT TESTIMONIAL



Jamilla Hawkins

Game-Changer (Raleigh, NC)



Tracey shares wisdom and insight that masterfully guides us through our journey of personal transformation. Through this process, I've gained clarity and understand the steps I need to take to activate the game changer in me!

ALIGNED INTENSIVE SERIES™

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“Tracey presents a fresh vision for moving us from surviving to thriving. This book is a must read for every change agent who is willing to say yes to their life's calling and purpose!”

Edgar Villanueva, author "Decolonizing Health", activist and philanthropy expert