



*media kit*

**DOROTHY ENRIQUEZ**

[DorothyEnriquez.com](http://DorothyEnriquez.com)



*"Let's ensure that leaders - especially women leaders across the land - feel supported to become the leaders they were always meant to be and become a source for power and innovation."*

## ABOUT DOROTHY

***The Non-Negotiable: You're required to lead from every seat you sit in. This third culture kid doesn't want you to just survive your work experience...she wants you to THRIVE and win by cultivating your leadership practice.***

Dorothy Enriquez has been a teacher, an instructional designer and a learning architect for the last 10 years - empowering corporate Americans to find success both in work and life.

By 23 Dorothy was a double-degreed powerhouse with B.A and M.A in Human Communication under her belt, but something inside kept telling her there had to be more out of life than boardrooms and business meetings - so she took the plunge!

Dorothy is the kind of sassy, sharp bestie you need in your life. With her no-nonsense attitude she's always ready to dish out valuable advice, whether it was asked for or not!

Behind all that care and hard work lies something special: a deep understanding of what aspiring leaders really need to hear but perhaps don't want to admit. If there's one person who can answer tough questions with honesty? That would be Dorothy.

## CONNECT WITH DOROTHY

### Dorothy Enriquez

[dorothyenriquez.com](http://dorothyenriquez.com)

Email: [info@DorothyEnriquez.com](mailto:info@DorothyEnriquez.com)

Phone: (414) 375-9092

### AS FEATURED IN



### SOCIAL MEDIA

 @TheEllevateCollective

 @ellevateher

 @dorothyenriquez

 @dorothyleads

 @theellevatecollective3203

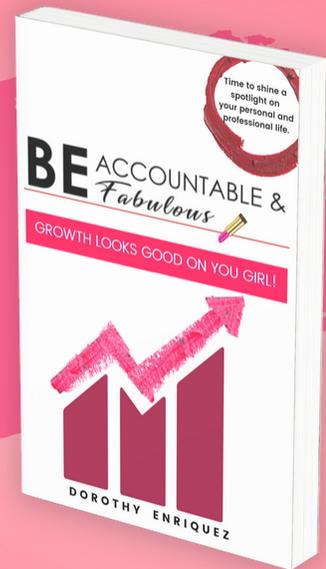
 @dorothy\_writes



NOW IN STORES!

# BE ACCOUNTABLE & BE FABULOUS

The empowering guide that helps you transform your mindset and create 3-dimensional accountability.



Genre: Professional Development  
Page Count: 134  
MSRP: \$19.99+

Publisher: Leadership DevelopME  
Publishing Date: 2023  
ISBN: 9781304331472

AVAILABLE NOW AT [BEACCOUNTABLEBEFABULOUS.COM](https://beaccountablebefabulous.com)

COMING SOON TO



BARNES & NOBLE

## SYNOPSIS

### GROWTH LOOKS GOOD ON YOU GIRL!

If you're ready to take control of your life, it's time to exchange those "Victim Glasses" for a sassy pair of "Accountability Glasses"!

With humor, personal stories and psychological theories woven in-between the pages, Be Accountable, Be Fabulous is perfect for young women who want their lives transformed into something amazing.

This book is the ultimate guide for young women who want to level up their lives! It arms you with tangible exercises like 'Dare To Explore' and a printable interactive workbook that gives readers like you insight into your personal accountability.

It's all about creating a plan of action to ensure you're responding instead of just reacting – giving a clear path towards success and happiness. So what are you waiting for? Let this be your launchpad toward achieving greatness!

**Let's get fabulous!**

BeAccountableBeFabulous.com

# WHO IS BE ACCOUNTABLE & BE FABULOUS FOR?



## 20-Somethings

This age group is characterized by a deep desire for self-discovery, ambitious career goals, and strong interests in personal growth and development



## Executives & Managers

these professionals understand the responsibility they carry as decision makers and are committed to the growth, development and wellbeing of their team members.



## Female Entrepreneurs

These women are powerful trailblazers pushing the boundaries of creativity, innovation and resilience.



## College Students

These young adults have a thirst for learning, an interest in exploring different cultures, a desire to influence the future and a passion for making their dreams a reality.

## BOOK LAUNCH EVENTS

**March 16, 2023 – Milwaukee, Wisconsin**

**September, 2023 – Temecula, California**

**January, 2024 – Plano, Texas**

**BOOK AN APPEARANCE  
WITH DOROTHY**

**Dorothy Enriquez**

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Phone: (414) 375-9092

# BE ACCOUNTABLE & BE FABULOUS

## EXCERPT

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### **How do Victim Glasses get manufactured?**

The Fear Factor When 'ish hits the fan and we're afraid, we don't want to be held responsible. Some organizations motivate with fear or have established a culture of fear, intentionally or unintentionally. Fearful employees don't raise their hand to say, "It was me boss, I did it." There's nothing like eating a little fear for breakfast every morning to start the work day and keep the extra pounds at bay. Seriously, there are work environments where you'd rather have daily indigestion and gas than admit to screwing up or making a wrong turn.

Fear will get results. Just read a history book. However, fear cannot sustain. The sense of pride will not be there. As a manager, if you identify a team member who is afraid of 'getting in trouble' because of mistakes, allay those fears—quick, fast and in a hurry. No one should live in fear at work. As managers, team leads and supervisors we play a huge role in how our subordinates relate to us and one another. We are not machines. If humans are involved in any process, mistakes will occur.

Rewind the clock to when you were a little girl. You could be solo or with your crew, if you thought y'all were guilty of heinous crimes, espionage and treason, your lips were sealed-- no one would say a word. But, when you knew nothing was amiss and no one was guilty of wrong doing, you'd sing like a canary. Why--because you weren't afraid.

Growing up, I was ghastly afraid of the consequences for making mistakes. But, one thing I knew I would NEVER get in trouble for: breaking a cup. Weird huh? My mother shared with me how my grandmother had a son, my uncle, who had broken a cup. She (granny) cuffed him and gave him a serious tongue lashing. For some reason my uncle took it to heart and always bought his mother a mug for every occasion (birthdays, Mother's Day, and even Christmas). She hated it! She wanted other presents. As a result, she implored my mother never to scold her children for breaking cups. The point: If I admitted any faults to my mom, it was cup breaking. I felt safe and protected in that space. The team environment should be safe too. If you can discern you won't be skinned alive and dipped in a vat of devil's brew with thumb tacks, it's a lot easier to admit making a mistake.

## MORE FROM DOROTHY

### The Confidence Tax: Why It Pays To Believe In Yourself



Dorothy Enriquez Forbes Councils Member  
Forbes Coaches Council COUNCIL POST | Membership (Fee-Based)

Dec 7, 2020, 09:00am EST

The confidence tax is the price you pay when you don't believe in yourself, your capabilities, talents and gifts.

READ MORE »

[THE CONFIDENCE TAX](#)

### Follow The Money: Why Women Should Be In Powerful Positions



Dorothy Enriquez Forbes Councils Member  
Forbes Coaches Council COUNCIL POST | Membership (Fee-Based)

Aug 13, 2020, 10:00am EDT

Women and men have an equal desire for power, contrary to the belief of many. Yet, according to a survey conducted by Korn Ferry, women still only hold 25% of the five critical C-suite positions.

With an increase in female leadership in any company or board, there is an increase in financial results.

READ MORE »

[FOLLOW THE MONEY](#)

## SUGGESTED INTERVIEW QUESTIONS & TOPICS

### BE ACCOUNTABLE & BE FABULOUS BOOK

- What's the elevator pitch for Be Accountable & Be Fabulous?
- Who is your ideal reader?
- Why did you write this book?
- What feelings do you want the reader to have after finishing the book?
- Does writing energize or exhaust you?
- Do you have plans to write more books?
- What did you edit *out* of this book?

### DOROTHY & HER CAREER

- What life experience has most shaped who you are?
- What would you most like to be remembered for?
- What's an "insult" you've received that you're proud of?
- If you could go back and give your 18-year-old self one piece of advice, what would it be?
- Who has been your most important professional mentor?
- At what time of day do you get your best work done?
- What's your biggest failure—and what did you learn from that experience?



Dorothy offers an honest, no-nonsense perspective that we need to hear.

While she understands the 20s & 30s crowds, her insights apply equally to this businesswoman, entrepreneur, and mother in her 50s.

Rose Walker, Manager of Talent Acquisition & Compensation

Dorothy Enriquez is a captivating and engaging speaker. Her work makes you want to "up your game" and motivates you to align your goals with your personal and professional development.

Kayla Stoflet, Talent Supplier

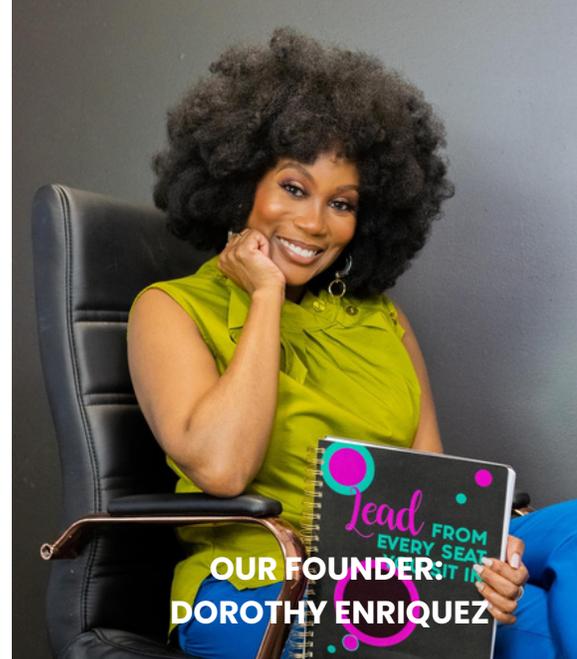




## ABOUT US

### A Premier Learning & Leadership Firm

Committed to Changing the Face  
of Leadership at Every Level



## OUR MISSION

In the next 5 years, The Ellevate Collective will build a broad selection of strategic partners who work together to increase female c-level representation in the U.S. by 2%.

## OUR VISION

We believe in empowering leaders to show up and be positive influences from every seat they sit in – at every level and across every industry.

## WHY ELLEVATE

The Collective is a group of successful female business owners of color with experience in entrepreneurship, corporate achievement, and non-profit development. Together, we have come together to empower everyone, especially women who are ready to take the next step on their leadership journey.

We are committed to helping individuals succeed, but also developing successful teams and positive outcomes for all people inside of organizations across industries.

## THE ELLEVATE DIFFERENCE

Every system and program designed by Ellevate is informed by 3 distinctives.

- **Neuroscience:** Using the latest in brain and education research to instill new skills and create rapid change in individuals and organizations.
- **Data Analytics:** Assessment power and analytics help us get to the heart of what is needed for true growth and transformation.
- **Women in Power:** Mentorship from women who have traveled the same leadership path with wisdom to carry you to the next level in your journey

**CONTACT US**      414.375.9092  
info@theellevatecollective.com





**FOUNDER: DOROTHY ENRIQUEZ**

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**DR. LACI C. ROBBINS**

Founder of the Everyday Business Conference, a movement of connection, collaboration and community for women who are About Business!



**TIMEKA SMITH**

A multi-hyphenated fashionable nerd delivering money making problem-solving to individuals, small businesses and nonprofits.



**DR. ESSENCE JOHNSON**

Dr. Essence Johnson is an "HBCU made," residency trained, community and correctional health optometrist in Dallas, Texas. She is redefining the color of the eye care industry 1% at a time through advocacy, action and accountability.



**CELESTE CUFFIE**

President and CEO of Life Empowered Consulting Services reaches empowers and motivates others to access and utilize their talent and skills, building better families, companies, and communities, through executive coaching, corporate training, and motivational speaking.

**TESTIMONIALS: HAPPY CLIENTS**



I thought the class today was the best diversity and inclusion class I have attended to date. I was dreading it going in, expecting another lecture about my white privilege. I was so wrong. Dorothy Enriquez is an excellent speaker, kept everyone engaged, and actually got me to pay attention and lower my defenses.

**Shawna Neuner, Real Estate Agent**

All the material is relevant, poignant and presented in a humorous way that sticks with the audience. As someone who has gone through every leadership course known to mankind and an avid reader on this topic, I found the approach to be profound. Highly recommend!

**Maja Stevanovich, The Marketing Chameleon**

Her content was inspiring, relevant and compelling. I have gotten nothing but positive feedback from the session participants citing her upbeat and poignant delivery of "The Plug".

**Leah Murphy, Senior Manager Corporate Strategy, Campbell Soup Company**

