



**YOLANDA K. DAVIS,**  
SPHR, SHRM-SCP

Organizational Trust Strategist | Executive Coach |  
Keynote Speaker | Author

# TRUST IS THE ADVANTAGE.

*“Performance doesn’t  
get you promoted.  
Trust does.”™*



Former Fortune 100  
HR Executive



Founder & CEO,  
YK Davis Consulting Group



Creator of the  
TRUST Framework™



Author of  
***The Trust Advantage:***  
*The Playbook for Advancing  
with Integrity*



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ABOUT

# YOLANDA

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Yolanda K. Davis, SPHR, SHRM-SCP, is a former **Fortune 100 HR Executive** turned **Organizational Trust Strategist**, known for helping leaders and organizations unlock performance through trust-driven leadership.


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For more than **30 years**, she operated at the center of high-stakes decision-making. She was in the rooms where succession plans were shaped, promotions were decided, and organizational transformations either succeeded, or failed.

She was not a passive observer in those conversations. She was a key voice influencing outcomes.

And over time, one pattern became undeniable.

“  
The deciding factor was  
never simply performance.  
*It was trust.*”

A photograph of Yolanda K. Davis, a Black woman with short blonde hair, wearing a light beige blazer and matching pants, pointing towards the camera. She is standing in front of a blue backdrop with the text "LEADERSHIP LEGACY IMPACT" and a gold star. The foreground shows the backs of several audience members' heads.

That realization reshaped her work and now defines her message. Throughout her career, Yolanda led HR strategy for corporate startup launches, guided organizations through complex transformation, and redesigned onboarding experiences in ways that fundamentally changed how employees experienced belonging efforts that contributed to **Forbes Best Places to Work** recognition.

Today, as Founder and CEO of **YK Davis Consulting Group** and **Trust Advantage Academy**, she partners with organizations ready to move beyond surface-level solutions and build cultures where trust becomes a measurable, strategic advantage.

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# SIGNATURE SPEAKING TOPICS

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## **Trust Is an Operating System (Flagship)**

Most organizations treat trust as a soft skill. It is not. Trust is the infrastructure through which culture, performance, and innovation flow. In this keynote, Yolanda reveals how leaders can build trust deliberately using the TRUST Framework.



## **Executive Shift: From Managing to Leading**

Internal politics drain energy, destroy culture, and push top performers away. This talk reveals how leaders shift from control-based management to trust centered leadership, creating workplaces where collaboration outperforms competition.



## **The Onboarding Edge**

Turnover is not just a compensation issue, it is a trust issue. Yolanda shows leaders how onboarding shapes retention, engagement, and long-term performance, and what organizations must change to keep their best talent.



## **Promotion Ready**

After decades in the rooms where promotion decisions happen, Yolanda shares the truth about advancement: performance alone is not enough. Leaders who build trust strategically position themselves as the obvious choice.



## **The Executive Brand Blueprint**

Sustainable leadership influence is built on credibility, consistency, and character. This keynote shows how leaders establish a strong, trusted presence that drives impact, visibility, and long-term success.



# THE TRUST FRAMEWORK

A SYSTEM FOR PERFORMANCE,  
RETENTION, AND TRANSFORMATION

Yolanda's work stands apart because it does not stop at inspiration. It delivers a system leaders can apply immediately.

The TRUST Framework™ translates trust from an abstract idea into a practical, measurable leadership strategy one that directly impacts culture, retention, and performance.

T

## TRANSPARENCY

establishes clarity and eliminates uncertainty, allowing teams to move forward with confidence.

R

## RELIABILITY

builds credibility over time, turning consistent action into lasting trust.

U

## UNDERSTANDING

ensures people feel seen, valued, and connected to the work they do.

S

## STRATEGIC

replaces accidental leadership with deliberate influence.

T

## TRANSFORMATION

anchors lasting change in trust, rather than forcing it through pressure.

When these elements are aligned, organizations do not just improve. They evolve.

***The result is a culture where people stay longer, perform better, and contribute more meaningfully.***

“

*Trust is the operating infrastructure through which **culture, retention, innovation, and performance** flow.*

”



# WORKSHOP PROGRAMS

- ✓ TRUST Framework Deep Dive
- ✓ Gallup Strengths-Based Leadership Workshop
- ✓ Executive Presence Intensive
- ✓ Strategic Onboarding Lab
- ✓ NextGen Leadership Lab
- ✓ Career Acceleration Bootcamp
- ✓ Difficult Conversations Masterclass
- ✓ Change Leadership Workshop

All workshops and leadership development programs are delivered through Trust Advantage Academy, the training and development arm dedicated to equipping leaders and organizations with practical, measurable strategies for long-term success.

## WHY ORGANIZATIONS CHOOSE YOLANDA

Event planners and corporate leaders invite Yolanda to speak because she delivers more than motivation. She delivers clarity, strategy, and measurable leadership impact.



Practical leadership frameworks leaders can implement immediately



Real-world insight from Fortune 100 leadership experience



Actionable strategies for improving retention and engagement



Authentic storytelling backed by research and experience



Transformational conversations about trust, culture, and leadership

## AWARDS & RECOGNITION

- Presidential Lifetime Achievement Award (2023)
- Leadership recognition contributing to Forbes Best Places to Work

## PROFESSIONAL CERTIFICATIONS

- SPHR Senior Professional in Human Resources
- SHRM-SCP - Senior Certified Professional
- Gallup-Certified Strengths Coach
- DISC Practitioner
- John Maxwell Certified Coach

## AS SEEN ON / SPEAKING ENGAGEMENTS

- Gulf Coast Symposium on HR
- Corporate Leadership Audiences
- Executive Development Audiences
- HR Strategy Leaders & Teams
- Professional Leadership Communities

## TESTIMONIALS

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*“Yolanda has a powerful ability to translate complex leadership challenges into clear, practical strategies that leaders can immediately apply.”*

Nicole T. — Corporate HR Executive

“

*“Her insights on trust and leadership completely shifted how our team approaches culture and retention.”*

Jessica L. — Organizational Development Director

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*“One of the most impactful leadership sessions our conference has hosted. Our audience walked away with real tools, not just inspiration.”*

Stephanie — Conference Event Planner



# ABOUT THE BOOK

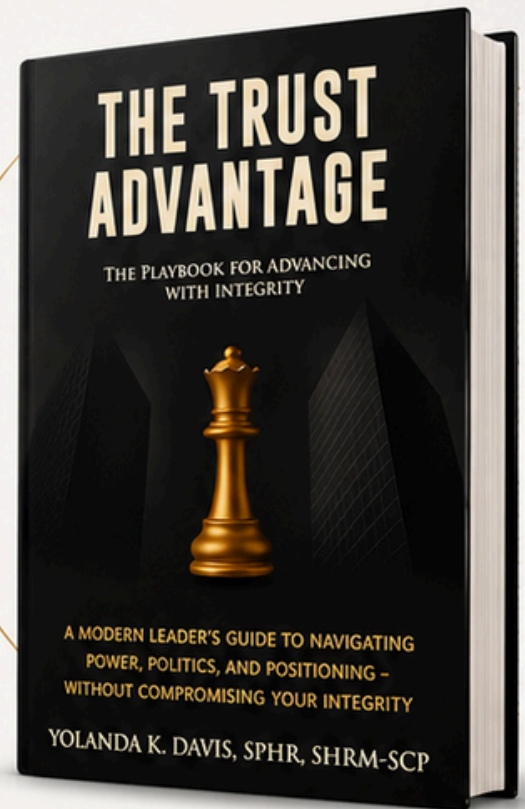
Yolanda K. Davis's *The Trust Advantage: The Playbook for Advancing with Integrity* reveals a powerful truth most leaders miss. Success isn't driven by performance alone, but by trust.

Drawing from decades inside Fortune 100 boardrooms, she provides a proven framework for building influence, credibility, and advancement without compromising your values.

Her approach shows how trust becomes the foundation for leadership impact, opening doors that strategy alone cannot. This is not just a book. It's a blueprint for leading, rising, and winning with integrity.

Learn more or purchase the book at:

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



**Trust is the operating infrastructure through which culture, retention, innovation, and performance flow.**

**YOLANDA K. DAVIS**



**YOLANDA K. DAVIS**

EXECUTIVE LEADERSHIP STRATEGIST  
TRUST IS AN OPERATING SYSTEM™

## BRING YOLANDA TO YOUR EVENT

If your organization is ready to strengthen leadership, rebuild culture, and retain the talent that drives performance, Yolanda K. Davis delivers the insight and strategies leaders need.

Her presentations combine 30 years of Fortune 100 leadership experience with actionable frameworks that audiences implement immediately.

## BOOKING & SPEAKING INQUIRIES



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