

2022

# Keitt Institute Annual Review

JAN - DEC

# 2022 TOTAL IMPACT



# Total Impact

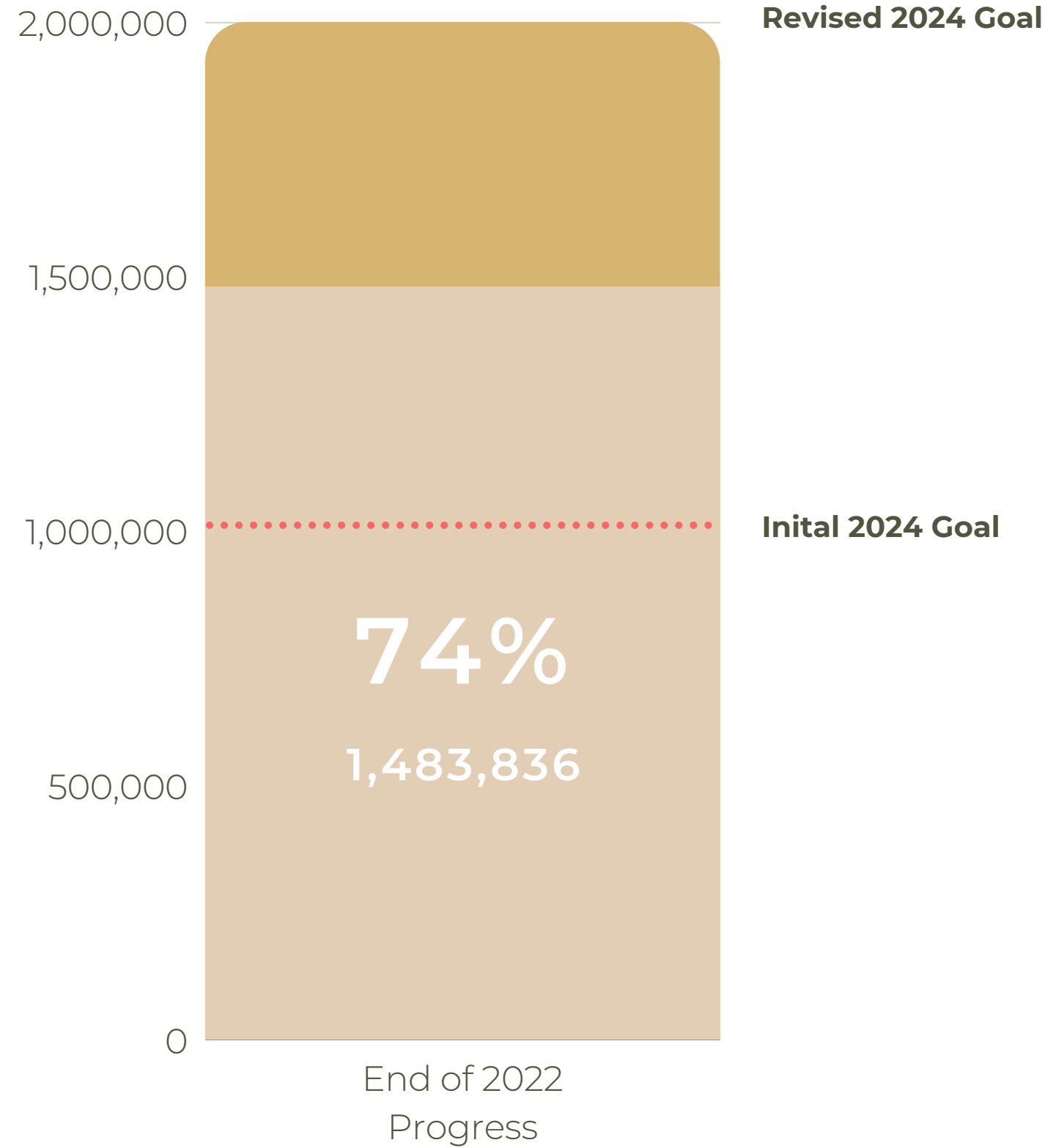
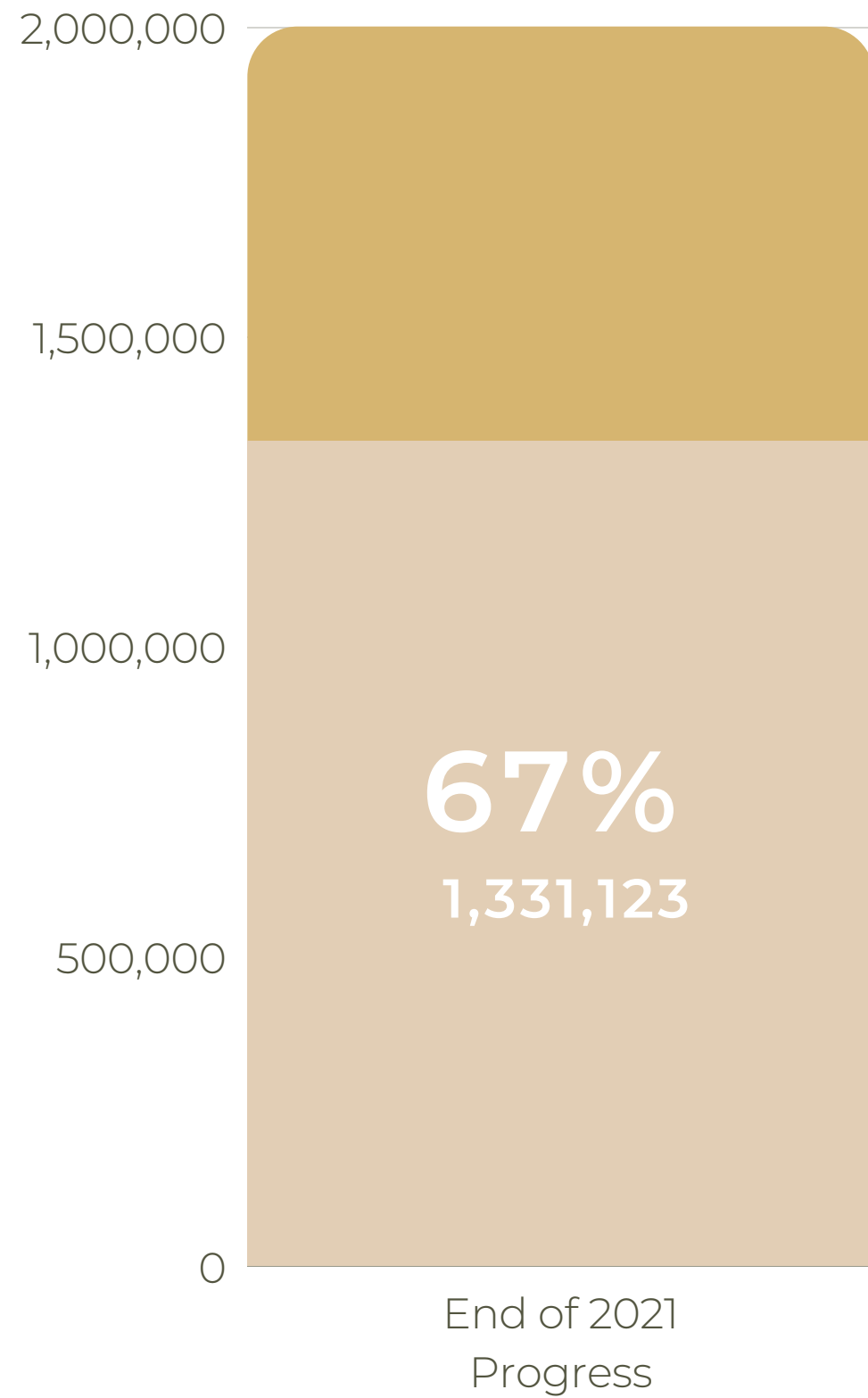
In 2022 we reached  
157,646 people.

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Video Views	Live Audiences
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154,589	3052
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# 2 MILLION PEOPLE BY THE END OF 2024



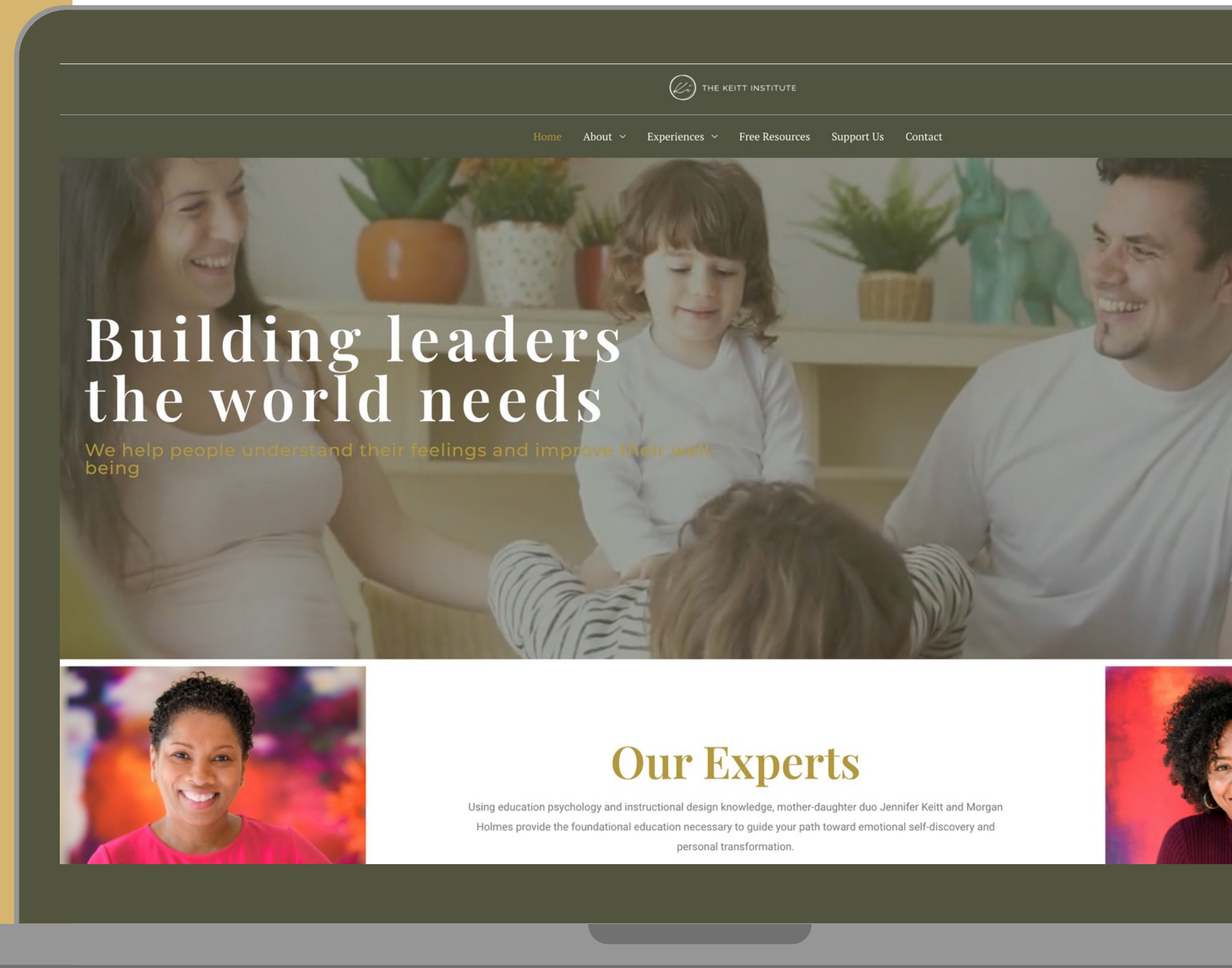
# 2022 YEAR IN REVIEW



# First Quarter

Jan - Mar

- Marketing Revamp with Melanie Harr-Hughes
- Website Refresh
- Jennifer Dissertation Work
- Morgan Master's Completion



# Second Quarter

Apr - Jun

- Leading Inside Out Experience
  - American Banker's Association
- PowerHer Group Coaching Experience
  - EmpowerHer Network
- Maternity Leave Preparation
  - Responsibility Transfers
  - Experience Creation
  - Social Media Preplanning
- Jennifer Signs with Executive Speakers Bureau





# Third Quarter

Jul - Sep

- Welcome Ramsey!
- Jennifer Speaking Engagement Kickoff
  - Paytech Women – Fintech Industry





# Fourth Quarter

Oct - Dec

- Jennifer Speaking Engagements
  - ISSA – Cleaning Industry
  - Fabtech – Metal Fabrication Industry
  - Colorado Association of School Boards - Education Industry
- Jennifer Dissertation Defended & Doctorate Research Conducted
- EQM: Emotional Intelligence Masterclass Experience
  - Hartsfield-Jackson Atlanta International Airport – Aviation



# 2022 VISION PROGRESS

# Direct-to-Consumer Programming

- Group Coaching ✓
- Focused Social Media Content ✓
- Specialized Live Experiences ✓
- Webinars, Courses, & Training ✓



# Thought Leadership

Keitt Institute: A Center for Emotional Development & Wellbeing

- Research ✓
- Speaking Engagements ✓
- Clear Marketing Voice ✓
  - Bite-sized Education

# 2022 FINANCIAL UPDATES

# Profit & Loss

for January 1st to December 11th of 2022

- Donations & Income: \$78,627.12
  - Donations: \$29,331.52
  - Income: \$49,295.60
- Expenses: \$57,551.50
- Net Income: **\$21,075.62**
- Bank Balance: \$69,651.28
  - Checking: \$43,790.94
  - Saving: \$25,860.34



# 2023 PLANS

# 2023 Focus Areas

- Resonate Leadership Development Training
  - Workday - Technology Industry
- Jennifer Dissertation Completion & Dissertation Publication
- Jennifer Speaking Engagements
- Bite-sized Emotion Education
- #StrongGirls Masterclass

***RESONATE***<sup>TM</sup>

THE KEITT INSTITUTE

LEADERSHIP DEVELOPMENT TRAINING

# WHAT WE DO



# What we do at The Keitt Institute

The Keitt Institute helps leaders become unstoppable in life and unlock their next level of leadership. We understand that the most effective way to unlock new levels of leadership and become unstoppable is to master thoughts, emotions, and actions. We specialize in taking leaders through original, engaging, research-based experiences that help them understand how to get more done and be leaders their teams want to follow.