

LORI BEARD-DAILY

AUTHOR • SPEAKER • BLOGGER

Creator of *Working On Your Now*
The Journey Starts From Within



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LORI'S BIO



Empowered and accomplished aptly describes Lori Beard-Daily's steady rise from corporate to entrepreneur to playwright and author. In 1998, she left Delta Air Lines as an advertising director and became the founder and CEO of her own agency Beard|Daily, an Atlanta based advertising, public relations and communications agency. This opportunity allowed her to build a diverse blue chip client list for 13 years. Among the companies on that list are Bellsouth, Macy's, Wells Fargo and Rock-Tenn. Her company was also the sole company to be selected as Turner Broadcasting System's Inc. protégée.

Her first play, *Trunk of Fate*, a "twist-fictional" about President Abraham Lincoln discovering he was really black garnered recognition from the media, historians, the general public and theatre critiques. Her second play, *Daddy's Girl* was based on a female federal agent who goes undercover and marries an affluent drug lord in order to bring down his establishment, but gets caught in her own trap when she catches his little girl's heart long before she brings down the criminal ring. Both plays were directed and produced by the late theatre thespian Carol Mitchell-Leon. A third play, *Civil Unrest*, which was a follow-up to *Trunk of Fate* soon followed with a staged reading and was directed by renowned actor and director, Gary Yates.

Lori has also appeared on 60 Minutes. She and her family were interviewed by Mike Wallace in a segment entitled *Going Home to the South*. Shortly after the segment aired, she began writing her first novel, *Destination D*, which is also based in the South. This story is about three friends from Spelman College who make a promise they can't keep. Their broken promise leads to an unexpected destination of discord, duplicity and denial. This long awaited novel was published by Boutique of Quality Books in 2011.

Lori has also been nominated for the 48th Georgia of the Year Author Awards, one of the most prestigious literary awards in the nation and the oldest in the Southeastern United States. A graduate of Spelman College, she holds a bachelor of arts degree in English. Lori is a native of Milwaukee, Wisconsin and is married to Bryon Daily. They have three children, Erin, Erica, and Eric. You can visit Lori's blog at www.workingonyournow.com

WOYN

Working On Your Now

WHAT IS WORKING ON YOUR NOW?

Working on Your Now (**WOYN**) is more than a self-help platform or a motivational talk. The platform is not intended to be a quick-fix that will inspire audiences for a moment, and then send them back to their same routine after they've finished participating in a workshop, or listening to a speaker.

WOYN is a thinking platform. It is a doing platform. In other words, you think about what you want in life and then you go out and do it. When you Work on Your Now, you make it happen.

WOYN is a guide on how you can plan your own course (no matter what stage you are in during your journey) so that you can be successful at Working on Your Now. It is meant for you to take ownership of what **WOYN** means to you, what **WOYN** looks like to you, and how you will embrace it. So, **GET READY** for the journey. **SET** yourself up for high expectations. Now, let's **GO** and start Working on Your Now!

TESTIMONIALS

"Lori ignited over 100 African - American young leaders as she delivered a thought-provoking and timely professional workshop on how to effectively and efficiently "Work on your Now" with proven results. The skills learned were life changing for everyone. Lori's book reinforced the message-- A MUST for anyone aspiring to excellence!"



Hilda Pinnix-Ragland
Sigma Pi Phi Fraternity - 51st Grand Boule'

"Lori immediately saw the needs for our department and understood that we wanted to generate a long term awareness program for our employees about the valuable resources that are available to them at Rock-Tenn. Our plans are to phase the program initially at our Home Office and eventually expand it to our entire work force nationwide."



Gail Graham
Rock Tenn Corporation, Inc.

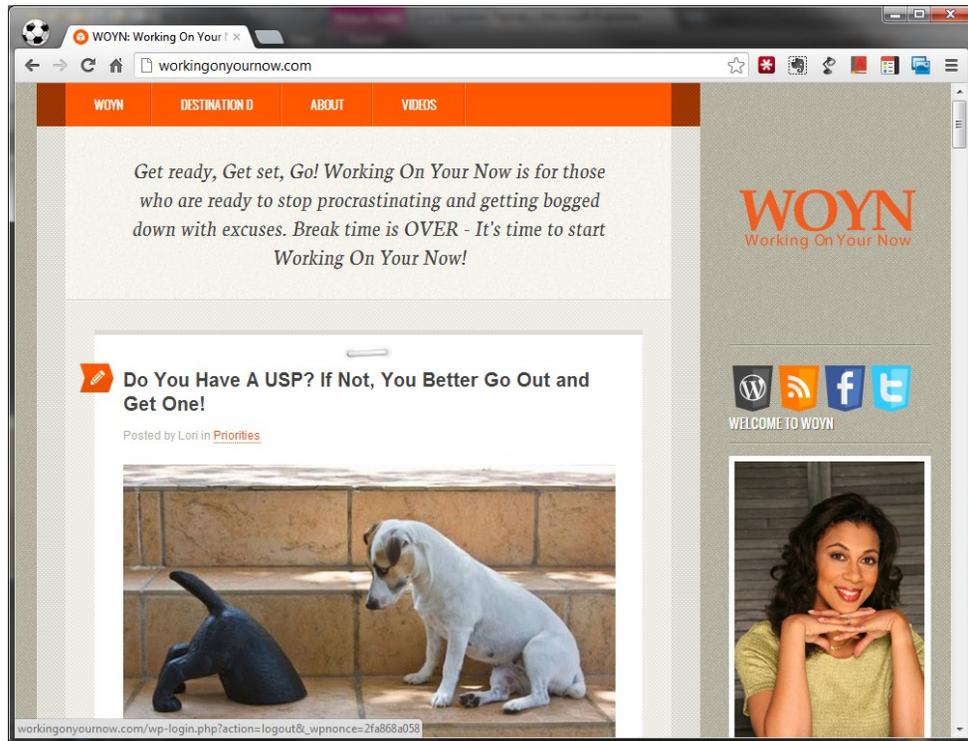
"Lori made a lasting impression when she presented to our clients in our new business services division. She provided them with invaluable information on how to promote their services and take their business the next level."



Renee Jones
Delta Community Credit Union

WORKING ON YOUR NOW

A PLATFORM FOR DOERS



Sample Topics:

- *Your Inner Voice is Your GPS*
- *FOCUS – Follow One's Course Until Successful*
- *Just Keep It Movin'*
- *Don't Shrink to Fit*
- *Be A Game Changer*
- *Get up and Do something With yourself*
- *We are Our Own Celebrities*

SPEAKING EXPERIENCE

The City Of Atlanta/Atlanta Citizens Review Board
Featured Speaker

Southern Nevada Museum of Fine Art
Keynote

Sigma Pi Phi Fraternity –51st Biennial Grand Boule’
Young Adult Career Symposium
Featured Speaker & Panel Moderator

Auburn Avenue Library
Featured Speaker

Delta Community Credit Union
Workshop Presenter

Diabetes Association of Atlanta
Workshop Presenter

Rock Tenn
Workshop Presenter

Georgia State Fast Trac
Panelist

Columbus Page Setters
Featured Speaker

ONE-ON-ONE

WITH LORI

Business Notes - Interview broadcast on March 11, 2012

<https://www.youtube.com/watch?v=a8BOWmDzpw8>



Q & A with Lori - Auburn Ave. Library, February 1, 2011

<https://www.youtube.com/watch?v=a8BOWmDzpw8>

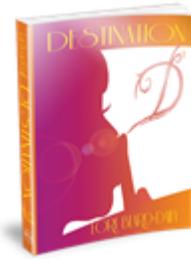


LORI'S WORK

BOOKS

Destination D (published Aug. 2011)

Published on August, 2011



Are You Working On Your Now?

Soon to be released

A series that focuses on things in life you've been wanting to do, but never could get started.

ARTICLES

Hispanic Network Magazine (summer 2010)

Rising to the Top and Taking Others with Her

Cush Magazine-(fall 2012)

The Spirit of An Entrepreneur

Delta NewsDigest (1998-2008)

Travel Column

BLOGS

Working on Your Now

www.workingonyournow.com

Southern Writers Magazine

www.southernwritersmagazine.com

The Spirit of a Writer

BACKGROUND INFORMATION

EDUCATION

Bachelors in English – Spelman College

PROFESSIONAL DEVELOPMENT

*Graduate of Georgia State's Fast Trac Business Development Program
The Georgia Mentor Protégé Connection (Selected as TBS, Inc. Protégé)
Turner Broadcasting System, Inc. Emerging Leaders Training Program*

AWARDS

*A 48th Georgia of the Year Author Award Nominee
Governor's Mentor Protégé Assertive Entrepreneur Award*

WORK

2010-present

Speaker & Author

Provides Working On Your Now workshops and speaking platforms . Guides individuals on how to change the direction of where they think they should be and move them toward the course of what they've been called to do.

1998-2010

CEO Beard\Daily

Developed corporate brands and executed marketing strategies for Fortune 500 corporations and non-profit organizations. Planned all marketing initiatives including campaign management, product launches and production of marketing materials. Constructed and managed communication plans, meeting facilitation and related documentation. Wrote print and web content. Developed email marketing and social media campaigns. Representative client list includes Delta Air Lines, RockTenn, Macys, Bellsouth and American Airlines.

Other Achievements

Facilitator for Delta Air Lines

Trainer for 1996 Olympic Volunteers

CONTACT LORI

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Blog

<http://WorkingOnYourNow.com>

Linkedin

www.linkedin.com/in/bearddaily

Twitter

[Twitter.com/bearddaily](https://twitter.com/bearddaily)

[Twitter.com/RUWOYN](https://twitter.com/RUWOYN)

Facebook

<https://www.facebook.com/lori.bearddaily>

<http://www.facebook.com/workingonyournow>