



Jahmad CANLEY

PRESIDENT & CHIEF EXECUTIVE OFFICER

Jahmad Canley's endless dedication to empowerment and education for all people has allowed him the privilege to work with schools, districts, colleges, corporations, and communities around the world. He is internationally known as a top level culture transformation consultant, peak performance coach, author and masterful story teller. Jahmad focuses on helping people and organizations accomplish their goals and fulfill their potential in their personal, professional, and organizational lives. His passion for helping others unleash their potential has provided him the opportunity of working with top organizations such as Microsoft, Amazon, Western Union, USA Swimming and many more.

Getting his start in Higher Education and Organizational Development over 15 years ago, Jahmad has assisted numerous students gain access to higher education through his roles with the College Success Foundation's HERO Program (designed to assist African American and Latino Males access college), Sallie Mae, and Washington State University. Now as the President and CEO of Potential Unleashed Consulting and the author/creator of the student success curriculum *LAUNCH-Success Strategies for the First Year Experience*, colleges and universities around the world utilize his unique experiences and ability to transfer Cognitive Science and Culture Transformation processes to improve student success rates and remove barriers to persistence. Jahmad currently works with schools, colleges, and universities throughout the United States, Canada, The Bahamas, Guatemala, Mexico, Costa Rica, Kenya, South Africa, Japan, and many more.

Jahmad's diverse client database spans markets, industries, environments, and continents. He continues to serve corporations, educational institutions, non-profit organizations, professional and amateur athletic teams, law enforcement and justice systems. His training and consulting services have resulted in higher productivity, retention, and a myriad of positive results for each partnering organization.

No matter the audience, Jahmad's ability to combine his energy and passion with a sense of humor and innate sincerity enables him to connect with a wide range of audiences and empower them to achieve the growth and change they earnestly desire. Whether it is a keynote, workshop, or coaching session, Jahmad's dynamic style keeps audiences engaged and walking away enriched.

"I have learned that most people all over the world want the same thing...a better world for themselves, their families, and their communities. What keeps us trapped is often the lack of knowledge or the lack of a process. I believe that to truly serve others, we must provide them with both a process and knowledge. The hour is late, the time is short, the task is great and we have a lot of work to do." - Jahmad Canley

In addition to his work, Jahmad is a dedicated community member and family man. In fact, Jahmad is the founder of the Tacoma Gents (a leadership and mentoring program for young boys of color in elementary schools) as well as Black Men Making a Difference at Washington State University. Jahmad also serves on several nonprofit boards aimed at increasing success for first generation and students of color.