

Sallie Holder

B U S I N E S S C O A C H

About Sallie Holder

Sallie Holder is a nationally recognized public speaker and business coach who helps people reach their greatest potential & earn more than ever. Her work — whether one-on-one, in group workshops, or at speaking events — helps people break out of “Rock Middle™” a phrase she’s coined to describe the middle place where most people get stuck and settle for less than they’re capable of achieving. Fundamentally, Sallie believes everyone is capable of achieving more happiness & success in their lives when they remove their own barriers to success. She helps people reach that greater level of success through her signature Be Bolder Framework™ - an 8-step process for reaching your greatest potential.

After obtaining her degree in Human and Organizational Development from Vanderbilt University, Sallie earned her law degree and spent ten (10) years practicing labor and employment law, advising companies of all sizes — from small businesses to companies such as FedEx and Michelin. Along the journey, she became passionate about the growth of businesses, encouraging her to move beyond her law practice to become an entrepreneur, starting her own business in sales. By applying her expertise in developing processes and systems along with her understanding of the psychology of human development, Sallie quickly became a top producer in her field. But it was in that role where she discovered her true passion was sharing the steps to business success with others through coaching.

Sallie began coaching others and since then she’s individually coached people around the world on how to effectively move beyond just getting enough in business & life. She’s led workshops, weekend sales retreats, breakout sessions, and more on topics such as time management, business development, leadership, customer service, sales and, most importantly, breaking out of Rock Middle. Sallie has been recognized as one of the “Best and Brightest 35 and Under;” received the “Young Professional of the Year” award from her Chamber of Commerce; and was awarded the Jumpstart Award from her previous company for helping the highest number of people successfully launch their business during the previous fiscal year.

Sallie has spent more than 15 years helping businesses, entrepreneurs, and employees break out of Rock Middle. She’s also coached more than three hundred (300+) people around the world to reach a higher level of professional success. Not only does Sallie believe in this philosophy, she’s lived it herself by breaking free of her own Rock Middle place. She shares her journey during her workshops & speaking engagements to empower others to see the possibilities ahead when they too begin to move beyond settling for less. Her years of personal and professional experience make her uniquely positioned to empathize with everyone in your organization.

Sample Speaking Topics

- Hitting Rock Middle: When Success Doesn't Feel Like Success
- Leading Your Team Out of Rock Middle
- The Invisible Influences Keeping Your Business in Rock Middle
- Your Roadmap from Rock Middle to True Fulfillment

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Previous Speaking Engagements

- Speaker – Michelin's Diversity Conference
- Speaker – Lear Corporation – trained employees at all facilities in North America
- Speaker – John Deere – annual HR conference
- Speaker – NOVANT Health Care System – trained physicians and all supervisory staff throughout the State of North Carolina
 - Workshop - Athens, GA - female entrepreneurs
 - Workshop - Louisville, KY - hosted by Well & Wonder Collective
 - Speaker – Greenville Hospital System – trained all staff
 - Keynote Speaker – Stella & Dot North American Conference
 - Keynote Speaker – Stella & Dot North American Director's Conference
 - Moderator and Speaker – Half Day Workshop – Stella & Dot Southeast Conference

- Speaker – Human Resources Update Conference – 2005, 2006, 2009
- Speaker- Risk and Insurance Management Society
- Speaker- Greenville Tech Certificate Series
- Speaker- Ogletree Deakins Breakfast Briefings
- Speaker – Legal Professionals Luncheon
- Speaker – Association of Legal Administrators, Columbia, SC
- Moderator and Speaker- Council on Education Management’s annual Family and Medical Leave Act Conference in Columbia, SC
- Published, December 2008, American Bar Association, Young Lawyers Division, *An Overview of What All Employment Practitioners need to know about Identity Theft and the Fair and Accurate Credit Transactions Act*
- Published the Winter 2005 issue of *Employment & Labor Law*, a newsletter for the South Carolina Bar’s Employment and Labor Law Section.

Check out my podcast Hitting Rock Middle

