

# MEDIA KIT



## Jessica LoRusso – President Credibility Matters – Powered By Jessica

The heart of every transaction is you. How you represent yourself and your organization dictates how you are perceived, which affects your ability to gain opportunities and increase wealth.

A Harvard University study found that as much as 85% of success in both professional and personal life comes from something everyone has the power to control. While many think success is based on who you know or the economic status you were born into, research shows that a person's "professional skills" make all the difference in promotion, increased sales, influential leaders, and more opportunities for revenue growth. With this information, it makes sense for anyone with goals and unrealized ambitions to take immediate action now. We know the what, but to be the architect of your future, you need to know the how and master the art of Credibility.

Credibility is not just a buzzword; it's the key to professional success.



### About Me

With 30 plus years experience, Jessica has robust entrepreneurial experience and worked in the private sector, owning businesses in Ontario and Manitoba, and now drives business internationally. As a result, she has extensive knowledge of practical applications and expertise in engagement, business development, evaluation, workplace training and mentorship. Jessica and her team launched Credibility Matters which specializes in credibility accreditation and training and supports business development, sales and engagement supports through Powered by Jessica.

Jessica is the Canadian director for In Good Company Etiquette and Finishing School supporting social and professional skills for children, young adults and professionals.

Jessica LoRusso has volunteered her time as the President of the ALS Society and; Finalist for the Manitoba Women Entrepreneur of the Year Award (Building Business and Excellence in Service Categories) for three consecutive years and Winner of Rookie of the Year, Winnipeg Chamber of Commerce. Jessica LoRusso is a member of the International Civility Consortium Trainers and partners with Civility Experts Worldwide. Jessica is one of 12 civility master trainers in the world and is the author of four books.

## Titles

- President and CEO of Credibility Matters
- President and CEO of Powered By Jessica
- Past President of the ALS Society of Manitoba
- Director - In Good Company Etiquette Canada
- Distant Facility Member
- Civility Center Ambassador
- Golden Rule Statesmen - Global Initiative

## Awards and Accolades

- Finalist for Manitoba Women Entrepreneur of the Year Award (Building Business and Excellence in Service Categories) for three consecutive years.
- Winner of Rookie of the Year, Winnipeg Chamber of Commerce

## Books

- Be Believable - Building Your Dream Business That Works
- Lightening Growth -Success Strategies for Today's Leaders - Co-Author
- The Faces of Civility - Co-Author
- Credibility Matters



## Partnerships



## Certifications



## Let's Collaborate



### LOCATION

Manitoba, Toronto and  
Vancouver, CA



### PHONE

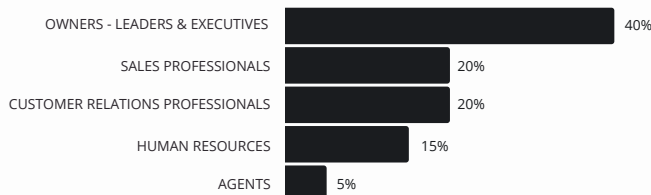
+1 204 770-4864



### MAIL

jessica@poweredbyjessica.ca

### Audience Demographics



4 K

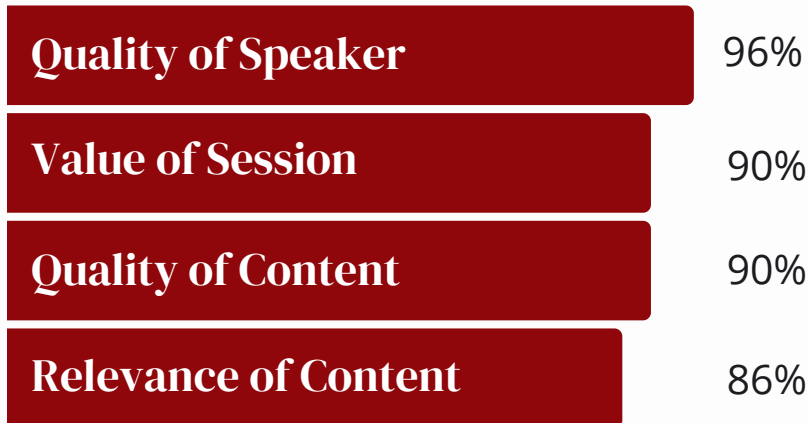
FOLLOWERS

2.8 K

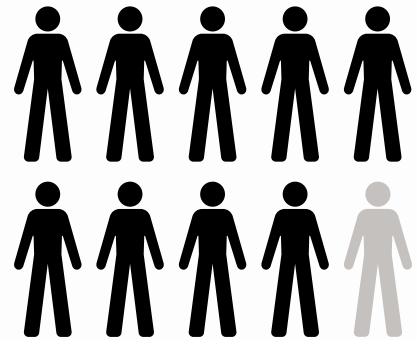
MONTHLY VISITORS



# What Our Clients Say



9 out of 10 attendees



highly recommend both the workshop and Jessica LoRusso as a speaker

***Organizations and attendees believe the information from the training sessions will benefit their work in the following ways:***



*Increase Your Value to Your Organization or Customers*



*Increase Skill Level (Including Leadership)*



*Improve Trust (Team and Consumer)*



*Increase Accountability*



*Increase Opportunities for Collaboration*



*Improve Your Engagement*



*Increase Promotability*



*Increase Career Growth*



*Increase Customer Growth (Referrals, Loyalty, Satisfaction)*



*Improve Mental Wellness*

Jessica was exceptional. I really enjoyed in her class. she was very collaborative, engaged, fun and supportive. Hopefully I will get chance to sit in her class again and learn from the expert.

- Karen KD, Trevello Travel

On behalf of the Club Management Association of Canada (CMAC), the planning committee and delegates of the 2024 National Food & Beverage Management Conference, Building Bridges, hosted by our Manitoba Branch, we extend our sincere gratitude for your contribution to the educational quality of the program.

-Amanda Cormier, Club Management Association of Canada (CMAC)