



Toyinda Smith, Morning Motivation Speaker

Toyinda L. Smith is a bestselling author, business consultant, and inspirational speaker. She is the principal of both The Coaching Seat, LLC and Leadership Strategy & Consulting, LLC. She specializes in guiding individuals and groups – particularly women, teams and organizations – to be champions in leadership, athletics, education and business.

The Coaching Seat works to certify influencers who desire to operate as a coaching leader or professional coach and helps coaches strengthen their coaching posture. Leadership Strategy & Consulting provides solutions through keynote speaking used to infuse teams and increase productivity, conducts workshops that examine topics such as employee engagement, temperament identification, emotional intelligence, confidence, unleashing potential and advancing team goals. As a business consultant she serves entrepreneurs starting or struggling in business with clarifying their focus and developing revenue generating activities.

For over 14 years, Toyinda held leadership roles at Purdue University, honing her ability to guide individuals and groups to win in every area of the mindset, re-fire to recover passion, and re-set self to place individuals back on a championship track.

She is a champion in her own right. As an invited to walk on to Purdue University's track and field team, she went on to become an eight-time BIG Conference championship medalist including five BIG Conference champion titles and two-time All-American. She won the NCAA indoor weight throw championship in 1999. She has since earned the privilege of being inducted into two athletic halls of fame and has been honored by a host of other organizations for leadership and innovation and has made several Top 40 under 40 lists.

Toyinda has championed efforts through transformation assignments with corporations such as Amazon, Chick-fil-A – Lafayette, Indiana, and Fifth Third Bank – Indianapolis, Indiana. Business networks such as South Carolina Chamber of Commerce's in the Hartsville, Darlington and Florence locations. Higher education institutions such as Purdue University, Francis Marion University, Coker University, Tri-County Technical College, Florence Darlington Technical College, and Ivy Tech Community University – Indiana.

Nonprofit organizations like the Byerly Foundation, Pee Dee Community Action Partnership, United Way- Midwest and the Sankofa Project in Washington, D.C.

She earned an associate degree in organizational leadership and supervision and double bachelor's degrees in psychology and sociology at Purdue University. She has a master's degree in student affairs and higher education from Indiana State University. Toyinda is the creator of the Champion Influence® Initiatives, certified to facilitate the Real Colors® Personality Instrument, trained to integrate Clifton StrengthsFinder Assessment, and is a certified leadership Speaker, Trainer and Coach with the John Maxwell Team. She also serves as an Adjunct Faculty in speech communication and President & CEO of the 501c3 organization, Legacy of Women, Incorporated.