



SPEAKING & PRESS KIT TRACEY GREENE- WASHINGTON

Indigo Innovation Group Founder

BOOK TRACEY

To secure Tracey
Greene-Washington for your next
conference or event, email
tracey@indigoinnovationgroup.com

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Introduction

Tracey Greene-Washington, President of Indigo Innovation Group, Founder of CoThinkk, and social entrepreneur and franchisee co-owner under the umbrella of No Grease Inc., activates leaders and leaderful organizations by preparing partners to address complex social change.

Tracey uses process as a strategy to support decision-making, innovation, and getting proximal to the work. She offers questions and reflections that support organizational transformation and integrates emergent practices of “test, do, learn,” to guide the ongoing cycle towards solutions.

The results are transformational, adaptive, and future-oriented.

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With an emphasis on “CoThinkking,” she creates a stimulating environment that is collaborative, team-based, and supports participatory problem solving for inspiring innovative solutions.

After hearing Tracey speak, your audience will be inspired to access their own inner leader, align with a purpose that extends beyond themselves, and feel ready to move towards inner and outer transformation. For themselves, their organization, and their community.

In this speaking and press kit, you will find all of the information you need to book Tracey for your next keynote or speaking event, including:

- Signature Keynotes
- Bio and Headshot
- Contact Information





Signature Workshops

There is power within your organization—you believe that. Yet, you have yet to see it reach its full potential. To access that power takes an awareness of one's position within a community, an alignment to their purpose, and a desire to move towards transformation.

When individuals transform, communities transform—and that is where social change begins.

Tracey Washington-Greene does not speak to motivate, but to inspire leaders and leaderful organizations to activate the power that can ignite real change within organizations, communities, and around the world.

Choosing Purposeful Alignment: How do you move from the “messy middle” of change to your desired purpose?

Based on Tracey's book, “[Choosing Purposeful Alignment](#),” your audience learns what it means to be a changemaker, and how to live a life that is truly aligned with one's purpose. Tracey walks through each chapter of her book and provides insight that will spark an inner transformation—and drive external change.

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Social Change Philanthropy and the Giving Circle Movement: How can giving be a communal act in which everyone makes a positive impact?

The Giving Circle movement brings people together around shared values for the purpose of making a positive impact. It is where people work together to transform their communities by discussing the needs and funding the solutions. It is people-powered philanthropy that challenges the traditional philanthropist—and a movement that Tracey, as an active participant, is proud to promote to the future changemakers in your audience.

Thought Partnership and How to Work Differently to Tackle Complex Issues: How can we work together in bold and creative ways to enact real change?

A thought partner inspires innovative and bold ways of thinking about what is possible. Thought partners also possess new information or knowledge that challenges or provokes divergent thinking, action, and impact. Your audience will learn the significance of thought partnerships, how to become a thought partner, and how together we can become a catalyst for shifting paradigms.

Addressing Complex Social Change (TEDx Talk): How do we address the complex issue of social change?

Based on her powerful [TEDx Talk](#), Tracey will ask your audience the complex questions that activate innovative thinking and solutions around social change. Questions that include, “who is the philanthropist?” and “how do we engage the individuals and communities that are most impacted to design, lead, and prioritize philanthropic initiatives?”

Aligned Series: How do you successfully move through the transformational process it takes to align with your true purpose?

Based on Tracey's [Aligned Intensive Series](#), your audience will work through the process of changing their narrative, moving through the messy middle of transformation, and activating the game changer within. To align with one's purpose takes time and work. Tracey will inspire with her story of resilience and the lessons she's learned in pursuing her own inner game changer.

Getting Proximal to Each Other and to Issues: When people come together around a shared purpose, that's when real change happens.

Tracey has experienced the power of community and the role it has in creating positive social change. In this talk, Tracey speaks about the importance of people working together, educating one another, holding one another accountable, and encouraging one another to keep moving forward.

Don't see what you're looking for?

Let's create a custom experience for your audience.

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MEET TRACEY



Tracey Greene-Washington is the President of Indigo Innovation Group, a consulting firm dedicated to serving as a strategic thought-partner, advisor, coach, and consultant. As an innovator and changemaker, she works with philanthropic, nonprofit, and private/public organizations committed to accelerating change through system-level approaches, equity, and strategic collaboration.

She is also the Founder of CoThinkk, a social change philanthropy committed to shifting the economic mobility, health, education, and leadership narrative of communities of color in Western NC through strategic investments, network-building, social entrepreneurship, and civic discourse.

Tracey believes that complex social change is a puzzle in which many pieces have yet to be placed. Those pieces comprise the individuals, organizations, and communities that hold the power for shifting paradigms. It is when the pieces are brought together for a common purpose that the picture is brought to life.

Your organization is part of the puzzle—and by activating the leaders and aligning them to a greater purpose, we are capable of solving the puzzle of social change together.

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DEMO REEL



Be daring. Dive in. Drive change.

By first empowering yourself, you can champion every inner leader around you. When you define your purpose, you activate power in others.

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BOOKS AND PUBLISHED ARTICLES



This is a guide to making intentional choices as you lean into a journey of transformation, defining moments, clarity, and audacious boldness.

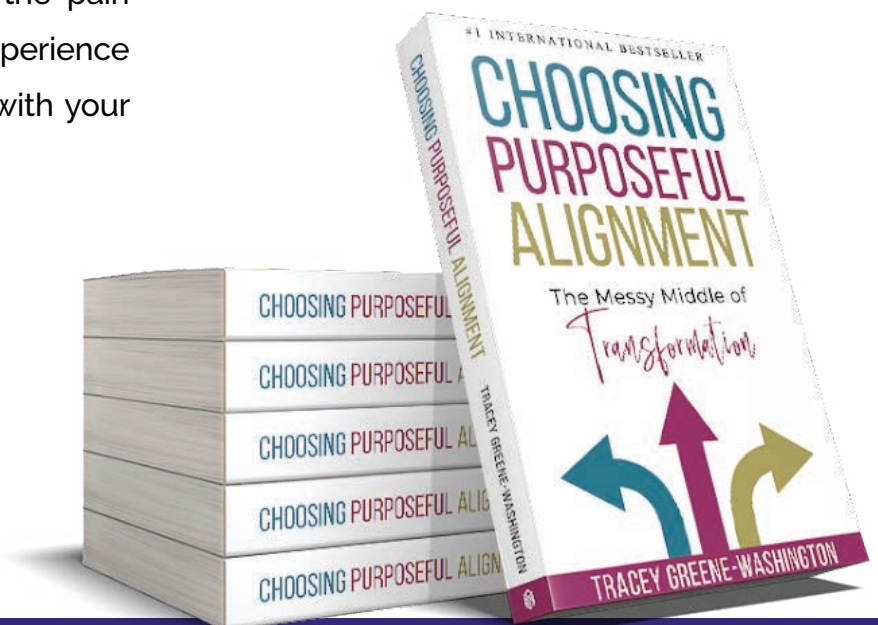
This book encourages individuals and organizations alike to keep pushing through the pain that accompanies transformation to experience the power that comes from aligning with your true purpose.

Choosing Purposeful Alignment:

The Messy Middle of Transformation

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FULL BIO



Tracey Greene-Washington is the President of Indigo Innovation Group, a consulting firm dedicated to serving as a strategic thought-partner, advisor, coach, and consultant. She works with philanthropic, nonprofit, and private/public organizations committed to accelerating change through system-level approaches, equity, and strategic collaboration. In addition to this role she is the Founder of CoThinkk, a social change philanthropy committed to shifting the economic mobility, health, education, and leadership narrative of communities of color in Western NC through strategic investments, network-building, social entrepreneurship, and civic discourse.

Throughout her 20+ year career, she's led high-level initiatives that address complex issues and gained a reputation as an innovative leader. She is committed to partnering with organizations and communities so they can be more impactful by targeting systemic change, taking risks, and accelerating efforts at the intersection of community economic development, health, education, and leadership development.

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Tracey most recently served as the Director of Special Initiatives for the Kate B. Reynolds Charitable Trust, leading its two long-term place-based initiatives. Healthy Places NC focuses on improving the health of 10-12 rural counties, and Great Expectations is an early childhood initiative in Forsyth County. Prior to joining the Trust, she served as a Program Officer at the Z. Smith Reynolds Foundation leading efforts to address the statewide racial and gender wealth gap; Program Officer and Director of Learning & Evaluation for the National Rural Funders Collaborative focused on rural community transformation; and Director of Technical Assistance, Training & Policy with the South Carolina Association of Community Development Corporations, where she supported 45 community development corporations throughout the state.

In 2019, Tracey completed a TEDx titled “Addressing Complex Social Change... What If...” She served on the board of the NC Early Childhood Foundation and North Carolina Center for Public Policy Research and currently serves on the board of Education NC. She is the former Board Chair for the Center for Leadership Innovation and Vice-Chair for the Southern Rural Development Initiative.

Tracey is a native of Asheville North Carolina and Certified Coach through Coach Diversity Institute. She holds a Bachelor's degree in Social Work from the University of North Carolina at Greensboro and Master of Social Work degree from the University of South Carolina.

Tracey is the author of the # 1 International Bestseller and Award Winning book, titled Choosing Purposeful Alignment: The Messy Middle of Transformation.

Her awards include:



2021
Silver Nautilus
Book Award



2021
Rosa Parks
Award



2021
Linetta Gilbert
Service Award



2019
Bubbles Griffin
Award



2021
Best of Women
to Know Feature

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