



# Jahmad CANLEY

PRESIDENT & CHIEF EXECUTIVE OFFICER

Jahmad's endless dedication to empowerment and education for all people has allowed him the privilege to work with colleges, schools, communities, corporations, and teams around the world. Internationally known as a retention specialist, author, masterful story teller, culture transformation consultant, and peak performance coach Jahmad focuses on helping people and organizations accomplish their goals and fulfill their potential.

Getting his start in Higher Education over a decade 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 attend college), Sallie Mae, and Washington State University. Now as the President and CEO of Potential Unleashed Consulting and the author of the student success curriculum *LAUNCH-Success Strategies for the First Year Experience*, schools 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 as well as Mexico, Guatemala, Kenya and The Bahamas. His ability to form strong partnerships with organizations such as UNCF's Institute for Capacity Building, Kids at Hope and The Pacific Institute demonstrate his dedication to improving lives through education. In addition to education, Jahmad's diverse client database spans markets, industries, environments, and 5 continents. He continues to serve corporations, educational institutions, non-profit organizations, professional athletic teams, and justice systems in the U.S., Canada, The Bahamas, Guatemala, Mexico, Costa Rica, Kenya, South Africa, Japan, and many more. His training and consulting services have resulted in higher productivity, reduced recidivism, reduced attrition, and a myriad of positive results for each partnering organization.

So whether it's the U.S. Olympic Swim Team, groups of students in Kenya, or University Deans and Professors, 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.

*"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."*

In addition to his work, Jahmad is a dedicated community member and family man; in fact you'll often find his wife and daughters traveling alongside him and cheering him on at various events and speaking engagements.