



News Release

For Immediate Release

Maria Coppola, APR, CPRC
(904) 312-3321 or maria@coppolapr.com

Dawn Emerick Consulting Launches Trauma-Informed Leadership and Accreditation Program

*One of the first in the country to launch this unique approach,
sets goal to train 1 million leaders by 2031*

JACKSONVILLE, Fla., Dec. 15, 2021 – Dawn Emerick Consulting, based in Jacksonville, has launched a new focused program – trauma-informed leadership coaching and certificate training, a leadership retreat for high potential executive women and the Institute for Trauma Informed Leadership and Change Management, an independent, not-for-profit organization designed to create national trauma-informed leadership accreditation standards. Dawn Emerick, EdD, recently launched both companies after her talk featured at this year’s [TEDxJacksonville](#) event held October 23, 2021. The full talk can be viewed [here](#).

American workers are reporting high levels of stress, depression, and anxiety related to the continued practice of “production first” and conqueror styles of leadership in the workplace. We are experiencing levels of stress, anxiety, and depression like we have never seen – especially in the workplace. In 2020, SAMHSA’s (Substance Abuse and Mental Health Services Administration) federal disaster helpline saw an 890% spike in call volume compared to a similar time in 2019.

“It’s easy to see how one out of every four women are considering stepping back or stepping out of the workplace all together,” said Emerick. “A stunning 52% of America’s workers are looking for new jobs with companies known for their compassion, purpose, and a strong sense of belonging and inclusion”.

According to Emerick, “these stats are symptoms that our current workforce is seeking human-centered working environments and less authoritative or bully-styles of leadership. Today’s leaders must be comfortable addressing and healing from their own personal trauma to be effective leaders for our current personnel and tomorrow’s workforce experiencing trauma and anxiety. Our executive coaching, training, and retreat programs address both.

These mental health challenges we are seeing across our country are not isolated to adults. This fall the American Academy of Pediatrics, American Academy of Child and Adolescent Psychiatry and Children’s Hospital Association declared a national emergency in child and adolescent mental health. The US Surgeon General recently issued an advisory calling attention to rising cases of depression, anxiety, and suicide attempts among America’s youth. In a report released on December 7, 2021, it stated that in early 2021, emergency department visits in the United States for suspected suicide attempts were 51% higher for adolescent girls and 4% higher for adolescent boys compared to the same period in early 2019.

“These young people are America’s future labor force. Our organizations are not prepared to lead a generation of young people experiencing historic levels of trauma and mental health challenges”, said Emerick. “Training 1 million trauma-informed leaders by 2031, using a set of national accreditation standards, is one way we can advance systemic change in our business community and create emotionally safe and human-centered working environments”

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Dawn Emerick Consulting asks leaders and staff to think of their organization and assess how trauma-informed it is. She encourages them to ask if their organizations are emotionally safe, transparent about major decisions, collaborative with staff at all levels and cognizant of the impacts of racial trauma, discrimination, and culture-impact experiences. She asks if leaders know if their organizations acknowledge and give space to staff trauma and ensure staff have a voice within the organization. Dr. Emerick also encourages people seeking employment to ask these same assessment questions during a job interview.

The 2022 Trauma-informed leadership training and retreat dates are now available at www.dawnemerickconsulting.com/trainingcalendar.

Dr. Dawn Emerick is a speaker, trainer, and coach and now a TEDx Jacksonville presenter. She crafted her leadership, organizational development, and engagement skills at various private, government, and non-profit organizations in Florida, Minnesota, Washington, Oregon and Texas. There is nothing more powerful than learning from and sharing space with people with lived, learned and recovery experiences, self-awareness, and professional application. Dr. Dawn Emerick confronted her childhood and adult trauma after witnessing how her own unresolved trauma was affecting the way she engaged her children, family, friends, peers, co-workers and teams—especially when her childhood trauma collided with a bully boss. The combination of Dawn’s childhood and adult trauma, healing, astute self-awareness, her 30 years of non-profit, county/city government executive leadership experience and stories from the field, creates the ultimate story learning, coaching and mentoring environment.

Her evidence-based, Trauma-Informed Leadership & Change Management framework has attracted interest from human resource professionals, trauma-informed training organizations, change management associations, consultants, and national conferences across the United States. She is a Prosci certified change management practitioner and is certified in mental health first aid.

Emerick graduated from Frostburg State University with a degree in health education. She is also two-time alumnus of the University of North Florida where she earned a master’s in public administration and a Doctor of Education Leadership. In 2018, she was accepted into the Johns Hopkins Bloomberg School of Public Health’s Population Health Management graduate program.

Dawn is a member of the Association of Change Management Professionals, Association of Consultants for Non-Profits, International City/County Managers Association and Engaging Local Government Leaders.

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