



***Empowering the Next Generation
to Own Their Difference***

LATOYA A. BENSON

KEYNOTE SPEAKER | HOLISTIC SUCCESS COACH | MENTOR

Latoya A. Benson is a holistic success coach, advisor, speaker, and mentor with over 20 years of experience helping individuals develop confidence, clarity, and influence. Latoya is an entrepreneur, former White House professional, and adjunct faculty at Prince George's Community College.

She combines strategic guidance, hands-on mentorship, and real-world insights to equip students and emerging leaders to embrace authenticity, stand out with confidence, and turn their unique strengths into tangible impact.

TRUSTED BY:



OWN YOUR DIFFERENCE™

*Identity, Influence & Impact for
the Next Generation of Leaders*

In a culture that pressures students to blend in, Latoya brings a transformative keynote experience that challenges them to stand out. Using stories, humor, and heart, she equips emerging leaders to embrace authenticity, own their influence, and lead with confidence, and conviction.

- ✓ Embrace authenticity and self-leadership
- ✓ Understand their voice, values, and vision
- ✓ Turn difference into direction and impact
- ✓ Overcome imposter syndrome and comparison
- ✓ Lead with confidence and conviction

THE D.I.F.F.™ FRAMEWORK:

- D – Discover who you are
- I – Identify your influence
- F – Face the fear of standing out
- F – Focus on your impact

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Latoya brings more than motivation, she delivers a powerful engaging message that sparks identity, integrity, and influence in the next generation of leaders.



Invite Latoya to Your Campus

Schedule a Call!

✉ team@latoyabofficial.com 🌐 campus.latoyabofficial.com