

Shanell Pharr-Williams



**PHARR-WILLIAMS, LLC
EMPAXIS**

ABOUT SHANELL

Shanell Pharr-Williams helps companies protect revenue and reduce reputational risk using the **EMPACT™ Framework** — strengthening employee retention, customer trust, and long-term profitability.

She's a TEDx speaker, international award winner and speaker, and the CEO of Pharr-Williams, LLC, recognized as the expert on Empathy in Customer Service and Workplace Leadership.

With over 30 years of experience spanning military leadership, utility industry senior leadership roles, and transformational consulting, Shanell helps organizations turn empathy from a "soft skill" into a measurable competitive advantage.

A former U.S. Army Sergeant turned Leadership Strategist, Shanell brings unmatched discipline, strategy, and heart to every space she leads. Her powerful journey from the military to the marketplace has equipped her to transform the lives and careers of countless leaders, helping them shift from striving in silence to rising in authentic connection and purpose.

After retiring from the utility industry, where she served in senior leadership roles for 30+ years, Shanell founded Pharr-Williams, LLC to address a critical gap in modern business: the ability to combine AI efficiency with genuine human empathy. As the creator of proprietary frameworks including the **EMPACT™ Framework** and the **C.A.R.E. Method™**, Shanell serves clients from entrepreneurs to enterprise organizations, demonstrating how human-centered leadership drives innovation, retention, revenue, and customer loyalty.

As a sought-after international speaker and recipient of the 2025 Legendary Women of Impact Award (Paris, France), Shanell delivers strategy-driven messages to audiences worldwide, redefining what it means to lead with both excellence and empathy.



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SPEAKING TOPICS & EXPERTISE:

THE EMPATHY ADVANTAGE: THE ONE HUMAN SKILL AI CAN'T REPLACE

In an AI-dominated landscape, discover why empathy has become the ultimate competitive differentiator and how to operationalize it for measurable business results.

Best For: Customer service conferences, business leadership events, tech industry gatherings

Duration: 45-60 minutes

Key Focus Areas: AI limitations · Empathy ROI · Implementation strategies

OUTCARE OR BE OUTPLAYED: HOW SERVICE FAILURES SILENTLY DRAIN REVENUE

Every poorly handled customer interaction increases refunds, complaints, churn, and reputational risk. This session teaches leaders and frontline teams how to use the C.A.R.E. Method™ to de-escalate high-risk moments, prevent public service failures, and turn tense interactions into loyalty-building outcomes.

Best For: Customer experience summits · Contact center conferences · Retail, hospitality, and service industry events

Duration: 60-90 minutes (includes Q&A)

Key Focus Areas: De-escalation in real time · Service recovery · Revenue retention under pressure

EMPACT™ LEADERSHIP: HOW CULTURE BREAKDOWNS COST COMPANIES MILLIONS

Low trust, poor communication, and disengaged teams quietly erode performance and profitability. This session introduces the EMPACT™ Framework — a leadership system designed to reduce turnover, improve execution, and align teams for consistent, high-performance results.

Best For: Leadership conferences · Corporate retreats · Executive forums

Duration: 90 minutes - half day

Key Focus Areas: Retention economics · Leadership communication failures · Performance alignment

AUDIENCE OUTCOMES (ACROSS ALL PROGRAMS)

- **Reduce costly risk and reputational exposure** by preventing service failures, escalations, and leadership missteps that damage trust and brand equity.
- **Improve operational performance and employee retention** by strengthening communication, accountability, and team confidence under pressure.
- **Increase revenue and customer lifetime value** by turning high-stress interactions into loyalty-building moments that protect and grow profitability.

SERVICES & SOLUTIONS:

EMPATHY STRATEGY CONSULTING – Transform your customer service organization through empathy-driven excellence

LEADERSHIP ELEVATION PROGRAMS – Equip professionals to lead authentically and build aligned teams

CORPORATE TRAINING & WORKSHOPS – Develop empathy as a core organizational competency

KEYNOTE SPEAKING & WEBINARS – Deliver soul-stirring, strategy-driven messages to your audience

FAITH-BASED LEADERSHIP DEVELOPMENT – Empower women leaders through the "Rooted and Rising" brand

SPEAKING TOPICS & EXPERTISE:

FROM MILITARY TO MARKETPLACE: LEADERSHIP LESSONS IN DISCIPLINE AND EMPATHY

A powerful journey from Army Staff Sergeant to CEO, revealing how discipline and empathy create transformational leadership.

Best For: Veterans organizations, diversity and inclusion events, women's leadership conferences

Duration: 45-60 minutes

Key Focus Areas: Military leadership principles • Authentic connection • Overcoming barriers



ROOTED & RISING: FAITH-CENTERED LEADERSHIP FOR WOMEN

For women leaders ready to rise but feeling spiritually depleted—discover how to lead from a place of wholeness while staying rooted in faith.

Best For: Faith-based conferences, women's ministry events, Christian professional gatherings

Duration: 60-90 minutes

Key Focus Areas: Spiritual resilience • Faith-integrated leadership • Purpose discovery

MEDIA APPEARANCES & RECOGNITION

- 2025 Legendary Women of Impact Award – Paris, France
- Tom Voss Presidential Award (Three-Time Recipient)
- TEDx Speaker
- Featured in "Doing the Damn Thing" Anthology
- Author of multiple transformative books on empathy and leadership
- Creator of EMPACT™ Framework and C.A.R.E. Method™
- White Paper: "The Empathy Advantage: The One Human Skill AI Can't Replace"
- International Speaker on Customer Experience and Leadership



BOOKS & PUBLICATIONS

- EMPACT: EMPATHY MOVES PEOPLE AND COMPANIES TOGETHER
- ROOTED & RISING: A 90-DAY DEVOTIONAL FOR WOMEN IN LEADERSHIP
- ROOTED IN RESILIENCE: A SPIRITUAL BLUEPRINT FOR WOMEN CALLED TO LEAD
- CONTRIBUTING AUTHOR: "DOING THE DAMN THING" ANTHOLOGY
- Chapter: "One More Step"
- THE EMPATHY ADVANTAGE: THE ONE HUMAN SKILL AI CAN'T REPLACE IN CUSTOMER SERVICE

SPEAKING EVENTS



TEDx

Rise to
MILLIONS



UPCOMING EVENTS

- Various speaking engagements and webinars (contact for schedule)
- Book launch for "EMPACT"
- Book tour for "Rooted & Rising" series