

TARA LAFON GOOCH, MBA

Leadership Strategies That Unleash Confidence

Tara LaFon Gooch is a globally recognized brand strategist, bestselling author, and speaker. She has earned her place as one of the most vibrant leaders and visionaries on top podcasts, conferences, and on social media delivering growth-based strategies that have an immediate impact on her clients, audiences, and the businesses she serves.

Tara is the CEO of Best Branding Solutions, and bestselling author of "How To GRASP Confidence & Own Your Power" as well as the creator of "The LinkedIn Personal Branding Program." She works diligently researching and studying cutting-edge strategies to help her clients succeed and take their businesses to the next level.

Tara has worked with Fortune 500 clients and helped thousands of conference attendees achieve maximum growth by teaching them strategies for personal and professional success. Tara has earned a reputation where high-profile executives and top companies trust in her leadership, experience, and unmatched proven track record. Tara teaches Fortune 500 companies across the US and globally, traveling internationally to deliver her leadership strategies to her audiences and to the companies she is working with.

Tara's strong skill set as an experienced facilitator teaches participants, "HOW TO Techniques" and "Practical Application Strategies" to acquire the necessary training skills to be successful in the modern workplace. She recently spoke with the NASDAQ Entrepreneurial Center regarding LinkedIn business strategies and utilizing the power of social media to grow and scale. Tara has recently accepted her first TEDx talk in Nottinghamshire, England for 2024 where she will teach confidence strategies to a global audience.

Tara is highly educated, earning her MBA with a specialization in Business Analytics from the University of North Carolina at Wilmington as well as earning certificates in Management from The University of Notre Dame, and a certificate in Financial Management from Cornell University.

Tara is the United States Country Chair for Start-Up Ecosystems for the G100 Mission Million. Her role within the organization is centered around supporting other female entrepreneurs in business on the international level as well as within the United States.

Tara is a regular contributor on podcasts worldwide and publishes a weekly LinkedIn newsletter called "Brand Your Way To Success" with 9K subscribers. Additionally, Tara interviews influential business leaders and entrepreneurs from all over the world on her podcast entitled "GRASP Confidence." Tara has been featured on the cover of Forbes magazine, LA Weekly, Los Angeles business magazine, msn.com, and has interviewed with Fox News in New York. She is a great example of someone who leads with her core values and lets them guide every business decision she makes.



MY STORY



Anything is possible if you believe in yourself and work hard to achieve your dreams and goals. The adversity that we all experience can either lead us to become resilient or turn us resentful. For me, resilience is the only option.

As the youngest child of five, raised by a single mother in poverty I know what it is like to live with adversity and hardship. It was assumed by many that I would never amount to anything but in my heart, I always dreamed of escaping the cycle and going after my dreams but in order to do that, I needed confidence.

As an adult, I lacked confidence in myself and in my abilities despite being highly educated and talented. I went from one toxic workplace to another in my career and the result left me feeling hopeless.

After being diagnosed with Depression and Anxiety and nearly ending my life in 2022, I decided to make a powerful change. For the first time, I decided to believe in myself and create my own opportunities.

I remember what it was like to feel like there was no purpose for me. I am so glad that I chose life and that I am here to tell my powerful story. While I have faced nearly every obstacle possible, it has ultimately worked to make me the confident and empathetic leader I am today.

My journey of confidence led me to become a professional speaker, bestselling author, LinkedIn thought leader and consultant and I am incredibly grateful.

My goal is to inspire audiences through my story of perseverance to show anyone that no matter what they have overcome, there is hope to become an incredibly confident, purpose-driven leader.