

About Joanne and Kaitlyn...



Joanne Estes and her 16-year old daughter Kaitlyn Estes are the co-founders of Chicks in Red Heels, a community of like-minded women who build and boost one another's confidence and tap into their abundant capability to achieve more than they ever thought possible. Together, Joanne and Kaitlyn



make a dynamic duo bringing different generational perspectives to becoming the woman you were meant to be. They sincerely want you to uncover the life you really want, believe in your self, and turn those elusive hopes and dreams into reality.

Like most, Joanne has encountered a multitude of situations along life's path where her confidence and sense of capability has been tested time and again. From attending three different high schools as a teenager to becoming a college dropout, from being "demoted" when at the top of her corporate career to standing in the unemployment line when the company closed overnight, from divorce to single parenthood, and through the ups and downs of starting, sustaining and building multiple businesses; Joanne has had ample opportunity to practice building and boosting her confidence, and tapping into her abundant capability.

Along the way she achieved more than she ever thought possible. She graduated from college with honors, she achieved award-winning results (time and again) in her corporate sales and management career, and she started her first business while concurrently navigating the demise of her 20-

year marriage, facing single parenthood with her then 5-year old daughter *and* losing her only source of income due to job elimination. More “sensible” people would have looked for a “real” job.



But Joanne commands confidence and capability to sustain her. She perseveres! She is persistent and determined. She does not quit. And she knows you can do the same. She loves what she does. And she knows you can, too!

Joanne *is* a “possibility” speaker. She guides you to pursue more than you ever thought possible. She is an expert at helping you maximize your hopes and dreams at work, at home, or at play by upholding the behavioral aspects of confidence, capability, and success. As a savvy business woman, Joanne is an award-winning national speaker, trainer, coach, consultant, and business owner. She has been honored as Michigan’s Manager of the Year, Teacher of the Year, and Chapter Member of the Year. She is proud to be a member of **USA Today’s** Entrepreneur Panel. She has enjoyed television and radio appearances. And she is affiliated with several associations including the Howell Area Chamber of Commerce, American Society for Training and Development, and the National Speakers Association.

As a past president for the National Speakers Association of Michigan, Joanne is most proud of developing her Visionary Volunteers program for encouraging and increasing member participation in non-profit associations. She has successfully fulfilled multiple board positions including VP of Professional Growth and Development.



Kaitlyn, a high school senior, is highly involved with both academics and extra-curricular activities. On the scholastic side, she has been recognized as a Commended Student in the National Merit Scholarship Program and has been inducted into the National Society of High School Scholars. She has received the President's Award for Educational Excellence several times. Her many extra-curricular activities include theatre, wind ensemble, marching band, a cappella choir and Model United Nations where she received the prestigious "Best Delegate" award. She holds officer positions in various clubs. She is also currently directing an independent high school play. Kaitlyn aspires to major in cellular and molecular biology in college this fall.

Kaitlyn unknowingly began her entrepreneurial pursuits early on. Her first foray into business was a candy bar fundraising effort. Her assertive selling talent became readily apparent as she swiftly met her goal to earn the desired prize. Next she pursued a babysitting business. She completed her Red Cross training and placed an ad in the local paper. Soon she had to schedule and manage numerous calls, requests, and jobs. She organized her responsibilities using an Excel spreadsheet, complete with color coding.

Today, she brings that same focus, passion, and enthusiasm to many facets of her life. Whether it is a class project, paper, or assignment; or it is the coordination of club activities and events, as a leader Kaitlyn promotes participation and involvement by all. She is an ardent supporter of many causes and an impassioned motivator.

Positive attitudes, self-belief, and visionary thinking are the cornerstones of Joanne's and Kaitlyn's success! Kaitlyn and Joanne are committed to helping you discover the cornerstones of your success, too. They share a heartfelt desire to encourage and compel women worldwide to confidently pursue their dreams, at work, at home, or at play.

Their mantra: “Be the woman you are meant to be...and more.” Transform your confidence. Transform your capability. *It will transform your life!*