

Frederick C. Sanders
PHD • MCC



COACH



SPEAKER



AUTHOR



SCHOLAR

Vision • Mindset • EQ • Dignity • Integrity • Agency • Freedom



ABOUT ME

My name is **Dr. Frederick C. Sanders, Jr.**, affectionately known by peers simply as Freddy. Born in New Orleans and raised in Baton Rouge, Louisiana, I am evolving as a life-long learner. I attended **Louisiana Tech University** earning a bachelor of science in computer information systems in 2002. I went on to serve as a graphic designer for 17 years. At the height of that career, I worked as a senior graphic designer at Bank of America for 8 years.

In 2018, I began transitioning into a new career, becoming a credentialed coach. I completed two certifications with **Ideal Coaching Global**: the first in 2019 through *Coaching for Excellence (CFE)*—a 9-month, International Coaching Federation (ICF) accredited coach training program, with focus in ontological mindful ecological living; the second in 2021 through *Advanced Training in Executive Coaching (ATEC)*, with focus in systemic coaching.

In early 2020, I began serving as an emotional wellness coach with **Lyra Health**, with specialized training in cognitive behavioral coaching (CBC). In late 2021, I began serving as an executive/leadership coach with **BetterUp**. I continued honing my craft with world-renowned coaches and mentors, including studying the science of well-being and religions & ecology through Yale University.

In December 2022, I proudly completed my graduate program, earning

both master of arts and doctor of philosophy degrees in professional coaching & human development at the **International University of Professional Studies**. My dissertation, entitled *Secret Vows: Cultic Underpinnings of Performative Masculinity among Adolescent Black American Christian Males*, received rave reviews.

In addition to my ongoing work with BetterUp, I actively serve as an executive coach and director of coaching for **The Vision Investment**, a boutique, premier coaching collective serving high-impact leaders within BIPOC communities. I continue serving Ideal Coaching Global as a senior staff coach and ICF mentor coach. In my private coaching practice, I specialize in male empowerment, divinity and spirituality, self-mastery, and leadership development. I stand proudly among the 2% of elite coaches worldwide who hold the prestigious credential of **Master Certified Coach (MCC)** designated by the ICF.

I believe what makes me unique as a performance coach is my heart-led approach, my openness to learning, and my allowing clients to fall apart with dignity and grace.

“I envision a world where the highest sense of integrity, agency, and freedom fully emerges among all life on earth.”



The most intimate thing we will ever do in life is LEARN.

— Dr. Frederick C. Sanders, Jr.

INSIGHT AUTHOR & SCHOLAR

What I've discovered is that the greatest fear among many high-performing, creative men of color is mediocrity, failure, and even success itself. They are frustrated with "the system", their communities, their country, and their Christian-based beliefs they feel, in many ways, have failed them for far too long. They are challenged by perfectionism, imposter syndrome, and self-sabotage.

What they really want is **total freedom**. Freedom in their finances, time, energy, and life experiences. Freedom to dream bigger and create larger impacts in the world. They *think* the problem is they are stuck and they need to **do** more in order to get to the next level. They end up on an auto-pilot hamster wheel of perpetual, meaningless goal achieving. However, the real problem is they are so fixated on all the **doing**, they are asleep to all the divine answers and authoritative power that lie deeper within their **being**.

As an **author and scholar** with a doctorate in professional coaching & human development, I am uniquely qualified and passionate about sharing my insights and wisdom to advocate male empowerment. My writing is informed by my extensive experience as a master-certified executive and leadership coach, working with high-performing, creative men of color who aspire for total freedom in their finances, time, energy, and life experiences.

My growing body of written work is rooted in my expertise in ontological, mindful, ecological, and cognitive behavioral coaching, as well as my deep understanding of the

challenges of my niche audience. I address current topics such as **performative masculinity, divinity & spirituality, and cancel culture** while infusing personal development and mastery into the messaging. My writing is known for its sage perspectives and masterclass exercises that inspire and empower readers to unlock their unlimited potential. [Click here](#) to read my articles.

As a life-long student of mastery, I am committed to advancing the field of coaching and human development through my continued research, publications, and contributions to academic conferences and journals. My work is recognized for its rigor, relevance, and impact, thus I am often sought after as a prolific **thought leader** in my field. [Click here](#) to read my full doctoral dissertation.

In addition to my writing and scholarly work, I am also available for interviews, guest articles, trainings, and speaking engagements to share my knowledge and expertise with a wider audience. Whether you are seeking an engaging speaker for your podcast, webinar, or panel discussion, or looking for a thought-provoking article for your publication, I can author valuable literature sure to inspire and empower your audience.





INSPIRATION KEYNOTE SPEAKING

As a **keynote speaker**, I bring a unique perspective and impactful message to invigorate listeners to ignite change in their lives, communities, and the world. Drawing from my expertise in the coaching and human development field, including my personal journey, I captivate audiences with my authentic and dynamic speaking style.

It is always imperative for me to understand the challenges and ambitions of my target audiences. **My keynote talks challenge and inspire audiences to ponder new ideas, evoke new awareness, dream bigger, and play bolder.** I provide valuable insights, practical strategies, and tools to support them in breaking through barriers, navigating change, and unleashing their unlimited potential. My messages are provocative, engaging, and action-driven, leaving a long-lasting impact.

Whether you are organizing a conference, workshop, seminar, training, or corporate event, my keynote topics are tailored to your specific needs and audience... **guaranteed to shake up the room!** Contact me today to discuss how I can add value to your next event and energize your group through my impactful keynotes.

APPEARANCE/INTERVIEW LINKS:

- » [Suavv Magazine Interview](#)
- » [Reaching Beyond Our Limiting Beliefs](#)
- » [Distinctions of Worthiness](#)
- » [Curious Out Loud!](#)
- » [The Inn3r Circle](#)

PAST KEYNOTE / PANEL DISCUSSION TOPICS:

- » **Keynote** | *Coaching into Masculinity*
- » **Keynote** | *Coaching with Heart*
- » **Lead Panelist** | *Executive Leadership Development (Values & Vision, Mindful Awareness, Acceptance)*
- » **Lead Panelist** | *Defining Masculinity • Deconstructing Masculinity Myths • Body Image & Body Dysmorphia, Parental Wounds • Male Affection & Emotional Expression • Sports/ Entertainment/Media Influence on Men*
- » **Lead Panelist** | *Acceptance & Self-Compassion*
- » **Co-Lead Panelist** | *Unlock Your Full Potential: Multiple Types of Intelligences*
- » **Guest Panelist** | *The Divine Masculine Voice (& the Influence of the Divine Feminine)*
- » **Guest Panelist** | *Visibility, Identity, & Advocacy: Building Community (Strengthening LGBTQ+ People)*

I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

— Dr. Maya Angelou

Take your first step now. It doesn't matter that you don't see the whole path.
Just take your first step and the rest of the way will appear as you walk.

— Dr. Martin Luther King, Jr.

INQUIRY + INTEGRATION PROFESSIONAL COACHING

These are unprecedented times of change and evolution that impact how we engage with the world around us — both personally and professionally. While it's impossible to predict the future, we can equip and empower ourselves to step into *transformational leadership* with *grace* and *ease*.

As a man of color, I uniquely understand the struggle facing those of us who often grapple with such common challenges as paralyzing perfectionism, fear of failure, and imposter syndrome. As a **master-certified coach**, with over 2,500 hours of coaching experience, **my specialty is partnering with creative, high-impact men of color in catalyzing self-mastery to level up their game.** In this co-creative partnership, we do the deep inner work to overcome these barriers.

My holistic and transformative “*divinity coaching*” approach fuses the ontological, mindful, and ecological framework with cognitive behavioral coaching for optimal results. During our coaching journey, my clients remove mental barriers, develop fundamental mindful awareness and effective communication skills, and harness their core values to craft inspiring vision statements.

To borrow from the words of Neale Donald Walsch: *My vow is to support my clients in recreating themselves anew in the next golden moment of now, in the next grandest version of the greatest vision ever they held about who they are. I seek to contract with organizations that champion the advancement of its leaders of color.*

WHAT CLIENTS REPORT THEY ACHIEVE:

- » Elevated executive presence
- » Strengthened leadership skills
- » Improved confidence & performance
- » Mindset & paradigm shifts
- » Clarity regarding core values & virtues
- » Impactful & inspiring vision statements
- » Ongoing mindful awareness practices
- » Increased emotional intelligence & agility
- » Sharpened tools to navigate challenges with ease
- » Established & enforced boundaries
- » More effective communication skills
- » Decreased stress, anxiety, overwhelm, & burnout
- » Increased creativity, productivity, & innovation
- » Acceptance, compassion for self & others
- » Improved sense of morale and connection
- » Greater sense of peace, worthiness, integrity, agency, & freedom



TESTIMONIALS

"I recently read an article in the Harvard Business Review. The article recommends that you hire and work with lifelong learners. The World Economic Forum is calling for a global reskilling revolution. The skills that are a necessity for this reskilling revolution include resilience, adaptability, digital, design and effective communication, which Freddy embodies. Freddy views life through a lens of learning and excellence and sustainability. I've found him to be a champion for others and he knows that gives gain and that his success is bound to the success of the entire ecosystem and all its members."

—**BETTIE J. SPRUILL**

"My journey with Freddy has been life changing. I learned so much about the importance of being mindful and intentional with the way I talk to myself. Prior to our sessions, I realized that I went about achieving my goals with a closed mind and a bit of anger. The mindful awareness and thinking traps sessions were among the first sessions that enabled me to realize how I was treating myself and I became more intentional about loving and being kind to myself. Sessions with Freddy have made me a better and happier person. I realized the original problem I sought to fix through coaching wasn't the problem at all. It was the way I perceived the events that were happening around me and the narratives I told myself. Looking back, I'm extremely proud of myself for taking the steps to seek coaching and was lucky to have Freddy as my coach."

—**PATRICK HUGHES**

"Words can't express how grateful I am for this experience. I couldn't have asked for a more perfect coach and coaching experience. Freddy knew exactly what I needed to trust him as a coach and the process. He was measured in his approach, pressed me to be curious when needed, equipped me with practical tools to be stronger, and positioned his powerful questions with kindness and grace so that I could receive what was possible in my desired outcomes. I feel very elevated from working with Freddy!"

—**WALTER SIMS**

"Reflecting over this past year of coaching, I am extremely grateful for the experience. Dr. Sanders did a great job in coaching and guiding me through the process. I undoubtedly feel that I am a more effective leader as the result of this."

—**WILLIAM FARLEY**

"Freddy and I spent a great deal of time together as I embarked on a journey to identify and connect with my inner purpose - both personally and professionally. Through our work together, I was able to craft a personal purpose statement, a spiritual vision statement, and life vision statement. He pushed me to be vulnerable, he coached me into understanding the importance of and meaning behind my emotions. I'll never forget one exercise when Freddy was trying to explain the benefits of understanding the 'why' behind my emotions/feelings and my immediate response was, 'feelings don't get sh*t done! It only impedes progress!' I'm now glad that I was able to come around to understanding the true meaning of this and I trust that Freddy and I will have something to laugh about for years to come!"

—**DARNELL WILLIAMS**

"Working with Freddy helped change the course of my thoughts, opinions, insights and psyche. Honestly, having weekly meetings with Freddy assisted with the change of my essential nature. Freddy's acumen is well-balanced and thoughtful. His observations are so broad but yet so centered. Freddy's attention is pointed and direct. His presence validated my presence. He taught me how to live an uninterrupted life. I am fully persuaded that Freddy is totally in-tuned with his values, beliefs, abilities and feelings. During our conversations, it was so easy to connect with him because I firmly believe that all of his words were truly synchronized with his feelings which is why he was always able to communicate from his soul. My sessions with Freddy were beyond amazing. I can say without a doubt that after my interactions with Freddy, I am now 'FULLY HUMAN AND FULLY ALIVE'. Thank you, Freddy, for helping me navigate through my life's experiences."

—**REGINA WHITE**



FOCUS AREAS

My clientele/audience are high-impact individuals who experience:

- » Strong desire for personal growth
- » Perfectionism paralysis
- » Stagnation / lack of motivation
- » Imposter syndrome
- » Emotional disconnection
- » Stress, anxiety, and overwhelm
- » People pleasing
- » Religious / spiritual trauma
- » Sense of gender insufficiency
- » Unfulfillment personally and/or professionally
- » Worthlessness or powerlessness

Unapologetically prioritizing:

- » BIPOC communities
- » Male empowerment
- » Same gender loving individuals



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YOUTUBE | [youtube.com/@dr.freddysanders](https://www.youtube.com/@dr.freddysanders)

CORPORATE CLIENTELE

Now actively serving new clients who are *leaders, executives, entrepreneurs, professional athletes, entertainers, or politicians* within *non- or for-profit corporations, sports clubs/franchises, talent or PR firms, higher-learning and governmental institutions* — domestic or international. **Organizations I have served include:**

