

symmetricly · consulting

SPEAKER MEDIA KIT

Janelle Dawsey

*The science of human behavior, translated
into the language of leadership.*

Founder & CEO, Symmetricly

Licensed Marriage & Family Therapist · MFT001614

Booking Inquiries

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BIO

Three Bios, One Voice.

Use the version that fits the moment. Each can be quoted verbatim or lightly edited for context.

VERSION 01

Long Bio

For program books, conference websites, and detailed introductions.

Janelle Dawsey is a Licensed Marriage and Family Therapist and the Founder & CEO of Symmetricly, a multi-clinician relationship wellness firm based in metro Atlanta. Symmetricly's consulting division partners with mid-size companies navigating leadership transitions, mergers, restructurings, and culture rebuilds — bringing a clinical lens to the relational dynamics that drive (or quietly derail) business performance.

With more than a decade of experience helping high-stakes relationships function under pressure, Janelle speaks to corporate, association, and conference audiences on the leadership skills that determine whether teams perform, repair, or fall apart. Her work is *practical, research-grounded, and immediately usable* — framework-based content executives can apply Monday morning, not motivational ideas they forget by lunch.

VERSION 02

Medium Bio

For event websites, speaker intros, and panel announcements.

Janelle Dawsey, LMFT, is the Founder & CEO of Symmetricly, a relationship wellness firm whose consulting division helps mid-size companies build leadership and team cultures that hold under pressure. She speaks to corporate and association audiences on emotional intelligence, retention, and the hidden drivers of workplace performance — bringing a clinical lens to the conversations leaders most need to have.

VERSION 03

Short Bio

For social, panel chyrons, and quick introductions.

Janelle Dawsey, LMFT, is the Founder & CEO of Symmetricly. She helps leaders read their people, retain their talent, and lead through pressure.

SIGNATURE TALK 01

High Performing, Highly Stressed

Understanding Hidden Anxiety Patterns That Impact Performance

Your top performers aren't quitting loudly — they're quietly fraying. By the time they tell HR, they've already been browsing the job market for months. This talk gives leaders a vocabulary and a diagnostic for the **seven performance signals** that predict burnout, attrition, and revenue loss in high-performing employees — and shows why emotionally intelligent leadership is no longer optional for organizations that want to keep their strongest people.

WHAT LEADERS WILL LEARN

- The seven workplace patterns that signal hidden distress in high performers
- Why traditional engagement surveys miss the people most at risk
- How emotionally intelligent leadership shifts team performance measurably
- The conversations leaders need to have — and how to have them well

WHO IT'S FOR

- Executive and leadership teams
- People leaders and direct managers
- HR and People Operations
- Professional services firms and high-pressure industries

KEYNOTE

45 min

Conference, all-hands, summit

WORKSHOP

90 min

Interactive, framework-driven

HALF-DAY

3 hrs

Deep application + role-play

SIGNATURE TALK 02

The Hidden Drivers of Workplace Conflict

Improving Communication, Trust, and Team Performance

Most workplace conflict isn't about the work. It's about the patterns each person brings into the room — the histories, the defaults, the unspoken expectations that shape how every meeting actually lands. Using a **proprietary visual framework**, leaders learn what's really driving team friction beneath the surface and walk away with language and tools they can use the next morning to repair trust, navigate hard conversations, and build the psychological safety that retains talent.

WHAT LEADERS WILL LEARN

- The framework that maps the hidden drivers of every team conflict
- How to recognize the six patterns that derail communication
- The leadership move that breaks defensive cycles in real time
- How to model the relational behavior you want your team to adopt

WHO IT'S FOR

- Leadership teams and executive cohorts
- New and experienced managers
- Cross-functional teams with friction
- Post-merger and post-restructure organizations

KEYNOTE

45 min

Framework overview + case

WORKSHOP

90 min

Self-assessment + application

HALF-DAY

3 hrs

Team mapping + role-play

SIGNATURE TALK 03

Why Good Employees Leave

The Leadership Strategies That Improve Retention

Exit interviews come too late. By the time an employee writes a resignation letter, the conditions that drove them out have been forming for months — visible to leadership, if leadership knew where to look. This talk introduces a **retention diagnostic** that maps every employee on the two variables that actually predict departure, and the three leadership strategies that move people in the right direction before the resignation letter is ever written.

WHAT LEADERS WILL LEARN

- The two variables that predict every voluntary resignation
- The four employee archetypes every workforce contains
- The three movement strategies that shift retention measurably
- What to do Monday morning to protect your best people

WHO IT'S FOR

- CHROs and Chief People Officers
- Founders and CEOs of mid-size companies
- Executive teams in high-turnover industries
- Boards concerned about leadership-bench risk

KEYNOTE

45 min

Framework + strategic case

WORKSHOP

90 min

Team mapping exercise

HALF-DAY

3 hrs

Full retention audit

ABOUT SYMMETRICLY

A Clinical Lens on the Work of Leadership.

Most organizational consultants studied business. Janelle studied people — how they bond, break, repair, and grow under pressure. That's the lens she brings to every room.

The Firm

Symmetricly is a multi-clinician relationship wellness firm based in metro Atlanta. Our clinical division serves couples and individuals across Georgia. Our **consulting division** partners with mid-size companies navigating disruption — mergers, restructurings, leadership transitions, and the cultural rebuilds that follow.

We're not an EAP. We're a private relationship wellness team that brings the same clinical rigor we use with couples to the relational dynamics inside organizations.

The Approach

Every engagement is grounded in a single belief: **the relational health of a workforce is a business performance variable.** Trust, communication, and emotional intelligence aren't soft skills — they're the operating system underneath every quarterly result.

We use proprietary frameworks, anonymous diagnostics, and clinically informed facilitation to give leaders something better than insights: *language they can use Monday morning.*

01

Clinical Authority

Led by a Licensed Marriage and Family Therapist with more than a decade of work in high-stakes relationships.

02

Proprietary Frameworks

Original models for emotional intelligence, retention, and workplace conflict — built for application, not theory.

03

Business-First Language

Therapy-grade insight delivered in the language of revenue, retention, and team performance.

SPEAKING FORMATS

Built to Fit the Room.

Every signature talk can be delivered in multiple formats. Choose the one that fits your audience, agenda, and goals.

Keynote

30-60 MINUTES

A single signature talk designed for conferences, all-hands meetings, summits, and association events. Framework-driven, story-anchored, with clear takeaways.

Workshop

90 MINUTES TO HALF-DAY

Interactive sessions for leadership teams. Framework + self-assessment + applied exercises. Best for groups of 8-40 leaders.

Panel & Fireside

30-75 MINUTES

Moderated conversations on emotional intelligence, retention, leadership pressure, and the future of workplace wellbeing. Available as panelist or moderator.

Series & Retreats

MULTI-SESSION ENGAGEMENTS

Recurring leadership cohort programs, executive offsites, and customized multi-talk series for organizations investing in sustained development.

Audiences Served

- **Corporate leadership teams** — executive cohorts, leadership offsites, all-hands
- **HR & People Operations** — SHRM chapters, CHRO roundtables, internal L&D
- **Professional associations** — bar, CPA, medical, financial advisor
- **Industry conferences** — healthcare, professional services, tech
- **Women's leadership networks** — women's councils, founder networks, ERG events
- **Executive offsites & retreats** — leadership intensives, board retreats

Let's Build the Talk Your Audience Needs.

Every engagement starts with a 20-minute conversation about your audience, your goals, and the outcome you want them to walk away with.

1

Inquire

Send an email or call with your event date, audience, and what you're hoping to accomplish.

2

Discovery Call

A 20-minute conversation to align on talk selection, format, customization, and logistics.

3

Proposal & Confirm

You receive a written proposal with scope and fee. Once signed, the talk is on the calendar.

BOOKING INQUIRIES

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PHONE

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WEB

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Speaking Fees. Available upon request. Fees vary by format, audience size, travel, and customization. Janelle is based in Atlanta, GA, and is available for in-person and virtual engagements nationally.