

Press & Speaker Kit

LACHANDRA B. BAKER, MBA, CDP

Founder, LBB Edutainment

Keynote Speaker • Culture Strategist • Author



Long Biography (*For Media Features, Press Kits & Conference Portals*)

Lachandra B. Baker, MBA, CDP, is a celebrated culture strategist, keynote speaker, author, and the visionary founder of LBB Edutainment. Dedicated to transforming how contemporary organizations approach leadership, psychological safety, and sustainable performance, Lachandra serves as a dynamic “Conduit for Connection” for executive boards, high-performance teams, and large audiences across the country.

Her signature methodology rejects standard check-the-box exercises, focusing instead on an empathetic, human-centered approach that actively engages the head (intellect), the heart (emotions), and the hands (action). By addressing critical workplace challenges like emotional load, intentional boundary setting, and relational mediation, her frameworks dismantle corporate friction and replace it with repeatable, inclusive processes. This strategy delivers clear, measurable impact, with 96% of workshop participants reporting an immediate boost in team morale and communication metrics.

Lachandra’s authority is backed by decades of corporate leadership and rigorous academic credentials. She holds a BA in Hospitality Management and Communications, an MBA with a Marketing focus, and dual Diversity, Equity, and Inclusion professional certifications from Cornell University. Having scaled engagement and communication strategies across major operations like Cardinal Health and CoverMyMeds, she brings a deep, practical understanding of how real people navigate complex corporate systems.

A master storyteller who blends humor, honesty, and deep structural strategy, Lachandra is a five-time TEDx contributor and a recipient of the prestigious Gold, Silver, and Bronze Quill Awards for communication excellence. Recognized as a Columbus *Future50* leader, a *WELD Woman WELDing the Way* honoree, and a Harvard University Young American Leaders program delegate, she actively influences the community through intentional activism and participation, as well as Board leadership with The Women’s Fund of Central Ohio. She is the author of the empowering book *Your Own Biggest Cheerleader* and operates from Columbus, Ohio. She guides national and international organizations toward workplace cultures that genuinely work.

Short Biography (*For Event Programs & Podcast Descriptions*)

Lachandra B. Baker, MBA, CDP, is an award-winning workforce optimization strategist, author, five-time TEDx contributor, and the founder of LBB Edutainment. Known as a powerful “Conduit for Connection,” she helps organizations turn corporate complexity and burnout into clarity, confidence, and collective momentum. By aligning mindset, behavior, and structural systems, she equips teams to move from passive disengagement to high-performing alignment with grit and grace. A multi-Quill Award winner and a *Columbus Future50* leader, Lachandra is the author of *Your Own Biggest Cheerleader* and leverages her deep multi-industry leadership experience to build inclusive, human-centered workplace cultures nationwide.



LBB By The Numbers:

- **96% Success Rate:** The percentage of workshop participants reporting an immediate, measurable improvement in team morale and communication boundaries.

5x TEDx Contributor: A trusted main-stage presence with three distinct TEDx talks and two featured TEDx performances.

- **20+ Years of Grit:** Over two decades of boots-on-the-ground experience leading culture, engagement, and communications strategy in high-stakes corporate environments.

3 Quill Awards: Multi-award-winning recognition (Gold, Silver, and Bronze) from the International Association of Business Communicators (IABC) for communication excellence.

Fast Facts: Brand & Background

- **Signature Framework:** The Head, Heart, & Hands methodology—moving organizations past generic check-the-box exercises into active, human-centered alignment.

- **Signature Keynotes:**

- *The Power of Connection*
- *The Enough Equation™*
- *From Burnout to Belonging*

- **Corporate Pedigree:** Trusted culture architect who has scaled communication and engagement strategies for major operations, including Cardinal Health and CoverMyMeds.

Credentials: Master of Business Administration (MBA); Certified Diversity Professional (CDP) through Cornell University.

- **Published Author:** Writer of the empowering book and professional development guide, *Your Own Biggest Cheerleader*.

Civic Leadership: Past and Present board member for Small Biz Cares, SRO Theatre Company, Healing Broken Circles, Leadership Columbus, The Women's Fund of Central Ohio; and Advisory Councils with Franklin University Communications Department, Harvard University Young American Leaders Program, BESA, and Creative Mornings Columbus

- **Location:** Based in Columbus, Ohio (Available for national and international travel).

Social Media

LinkedIn:

<https://www.linkedin.com/in/lachandrabbaker/>

Facebook:

<https://www.facebook.com/profile.php?id=61586173501365>

YouTube:

<https://www.youtube.com/@LBBEdutainment>

TikTok:

<https://www.tiktok.com/@lachandrabbaker>

Instagram:

<https://www.instagram.com/lbbedutainment/>

