

Rita Ricks **“Speaking to your Spirit”**

Rita Ricks is unlike any other speaker on the speaking circuit, because she coaches as she speaks. Her wisdom, wit, energy and encouragement are the catalysts which inspire her audiences to renew the person within. Rita’s dynamic presentations are custom made for each audience and, wherever possible, she moves through the audience to personally connect with individuals. She shares her life’s experiences. She uplifts her audiences with a motivating power that awakens all that hear her. She speaks to your spirit.

Rita began her career as a middle school teacher. Listening to her spirit, however, led her to become a partner in a fashion boutique. She soon realized that even as she helped people to look stylish on the outside, the clothes covered hurts, fears and often times a life purpose not followed. Through her work at the boutique, Rita began to coach life back into people. After two years at the boutique, she listened to her spirit and decided to combine her talents, skills and experience and open her own business.

Rita launched **Mirror Enterprise, Inc.** a professional and personal development company in 1988. The company opened as an image consulting business. Rita emphasized the importance of a positive first impression to men, women and students through a workshop she developed called **The Impact of Image**. She also produced an etiquette video entitled **Careering: A Concept for Success**. The 45-minute video and workbook for students, shows the proper way to interview, appropriate business dress, effective networking and proper meal etiquette. In 1990, Mirror Enterprise incorporated and broadened its service offerings to include diversity training, leadership development, customer service, team building and management/supervisory training.

Rita is extremely proud of the four-week job readiness program she designed for men and women transitioning from welfare towards self-sufficiency. During an eight-year period, 99.7% of the 2,500 individuals graduating from the program found jobs. Six months later, 80% of those individuals continued to be employed at salaries between \$14,000 and \$18,000 per year. The Mirror Enterprise staff was key in helping these individuals build the confidence they need, despite the daily adversities they faced.

Listening to her spirit once more, Rita is now a full-time Motivational Speaker and Life Coach. She has over 20 years of speaking experience and a deep-rooted passion for helping people find their unique gift. Through her workshops and speeches, Rita teaches her audiences how to define their passion, claim their purpose and take charge of their lives. Rita connects with people – empowering them to live their lives and enjoy every day. Her zest for making a difference in the lives of others is real. She inspires, empowers and spiritually uplifts everyone that is within the sound of her voice.

Rita credits her daughters as two of her great accomplishments. In Spring 2005, Rita passed the title of President and Chief Executive Officer of Mirror Enterprise to her daughter Kim, who has been with Mirror since 1996. Kim was previously Chief Operating Officer. Rita’s daughter Kamiel, is a licensed practical nurse.

Surviving breast cancer for over 10 years is another of Rita’s great accomplishments. She also proudly boasts about her two sons-in-law and her four grandchildren.

In 2007, Rita wrote and published “PERMISSION GRANTED! A JOURNAL OF SPIRITUAL EPIPHANIES”. The journal guides one’s journey towards a purposeful life.

Rita earned her B.S. in education from Virginia State University and her M.Ed. in Adult Education from Virginia Commonwealth University. She has participated in executive management programs at the Darden School of Business at the University of Virginia and Amos Tuck School of Business at Dartmouth College. Rita attends the RUAH School of Spiritual Direction.

Rita lives in Richmond, Va., and she loves swing dancing, jazz and taking her grand's to the circus. Rita is a faithful member of Saint Paul's Baptist Church where Dr. Lance D. Watson is the senior pastor.