



**Joni D. Goodman, CPTD, CDTLF**  
**Founder and Chief Breakthrough Officer of JDGAdvisors**

Joni makes a difference in the lives of others by tapping into their individual and collective potential, igniting them in their greatness for success. She collaborates with employees, sales professionals, leaders, and executives, and together they boost learning initiatives, sales, leadership, and achieve extraordinary results!

Joni has over 25 years in the learning and development space where she has delivered Miller Heiman's Conceptual and Strategic Selling programs, DISC behavioral styles instruction, and Situational Leadership amongst a variety of other Professional Development curricula. Joni was selected and trained by Dr. Brené' Brown as one of the first Certified Dare to Lead™ facilitators (CDTLF) in the world! She is also a published author of: "The Book of Road Tested Training Activities", "Association for Talent Developments (ATD) Training Toolkit application", and "101 Ways to Make Training Active", and the upcoming Rappel: Break Through to a Better You.

Joni is a biochemist by trade turned experiential facilitator, master trainer, executive coach, and professional speaker. Joni creates appealing learning engagements, and her superpower is cultivating safe spaces where leaders can let down their armor and authentically lead. Her experience encompasses effective leadership development, sales training, mentoring, and executive coaching. She holds a certificate in Women Centered Coaching, a professional coaching program specializing in empowering self-actualizing women one-on-one, she is also a Woman Centered professional facilitator leading extraordinary workshops, women's circles, retreats, and more. Joni is the founder of the EncounterYou™ Luxury Women's Experience, her flagship program for women leaders.

Ms. Goodman has been a featured speaker for the HR Houston Gulf Coast Symposium, ATD ICE, ATD Houston, ATD San Antonio, ATD Baton Rouge, Gulf Coast Diversity Council, Millipore Sigma, Invesco, CenterPoint Energy Women in Leadership, and Texas Executive Women (TEW) to name a few. She is the past president of the ATD Houston chapter, an Annual Leaders Conference Planning Advisory Committee chair (ALC PAC), and a past National Advisor for Chapters (NAC). She is also a facilitator for the ATD national organization and gives back by volunteering her time with the Texas Executive Women (TEW).

Joni is a graduate of the Center for Houston's Future Business and Civic Leadership Forum. She was awarded as a Texas Executive Women (TEW) 2023 Women on The Move Honoree and received the Association for Talent Development (ATD) Houston Community Impact Award for her dedication and support to the talent development and training community.