

Elma Hairston's focus is developing talent, optimizing potential, building human capital, increasing employability, enhancing quality of life and contributing to the realization of dreams and aspirations. Her mantra is helping individuals become dynamic. The development of a plan, conceptualized strategically and executed deliberately, is the key to becoming dynamic. **Elma's** unparalleled acumen is centered on creating unique programs and tools that help her clients, partners and many others become dynamic.



Elma is a national presenter known for her thought provoking and highly-interactive sessions, which have led to substantial change in the lives of young people, up and coming professionals and future executives. **Elma**, a highly-talented expert in the human capital space, is currently the President of Dynamic Images by the Hairston Group, a non-profit focused on career development for young people. In addition to leading the growth of her non-profit corporation, **Elma** is the first to introduce the concept of Dynamic Image Career Advancement Consultant, which is defined below.

Elma Defines Dynamic Image Career Advancement Consultant: A dynamic person highly skilled at personal development that is compensated for making career and image recommendations. Elma Hairston has a unique ability to recognize people who represent a dynamic image, and will seek out such individuals to become certified Dynamic Image Career Advancement Consultants.

Elma Explains Dynamic Image Career Advancement Consultant: By understanding the word “dynamic” as a force that stimulates necessary change and positive progress, Elma challenges clients to: 1) embrace change; and, 2) focus on professional progress. Elma firmly believes that professional progress hinges on one’s ability to effectively manage constant change in life and business.

Elma Hairston, former senior executive sales professional at Johnson & Johnson, has been highly-active in communities for over thirty years. She has been certified by the American School of Protocol, and is currently working on her first book focused on proven values and successful careers. She launched Dynamic Images by the Hairston Group, a non-profit corporation, aimed at giving young people between the ages of eleven (11) and seventeen (17) the tools to transform their lives as well as their communities. **Elma**, through Dynamic Images International LLC, is a Dynamic Image Career Advancement Consultant. She advises executives and up and coming professionals dedicated to the maximization of their career potential. **Elma**, nationally, has spoken to business audiences and young people, and was appointed to the national board of Sigma Gamma Rho Sorority, Inc. **Elma** is a recipient of the following awards: Random Acts of Kindness Award (Sister's Foundation), African Americans Who Make A Difference Award (Denver Urban Spectrum Newspaper); Achievements in Business Award (Colorado Black Women for Political Action); Citizen of the Year Award (Kappa Alpha Psi Fraternity); Heart of Humility Award (Colorado Sisterhood Crusade); and, Salute to Black Women Award (National Council of Negro Women). In addition to the awards, she received a letter of commendation for mentoring girls from the Lt. Governor (State of Colorado). **Elma** chaired the marketing committee for the Boy Scouts, and served on: the Board of Mile High Child Care Association (a “United Way Agency”); the Board of the league of Women Voters; and, the Martin Luther King Humanitarian Awards Committee (2009–2014). She was selected as “panel participant” in political candidate forums. **Elma** is a former president of: Colorado Black Women for Political Action; Women’s and Youth Department (King Baptist Church); and, Graduate Chapter of Beta Rho Sigma Denver Alumnae Chapter (2008-2012). She has written several articles for a community newspaper, and developed and facilitated youth programs. Born in High Point, North Carolina, **Elma** received a degree in business from Regis, a Jesuit University located in Denver, Colorado. She began her career in banking with First Interstate (currently Wells Fargo), and worked with Johnson & Johnson for over twenty-five years. **Elma** is also the recipient of an Honorary Doctorate in Public Service.