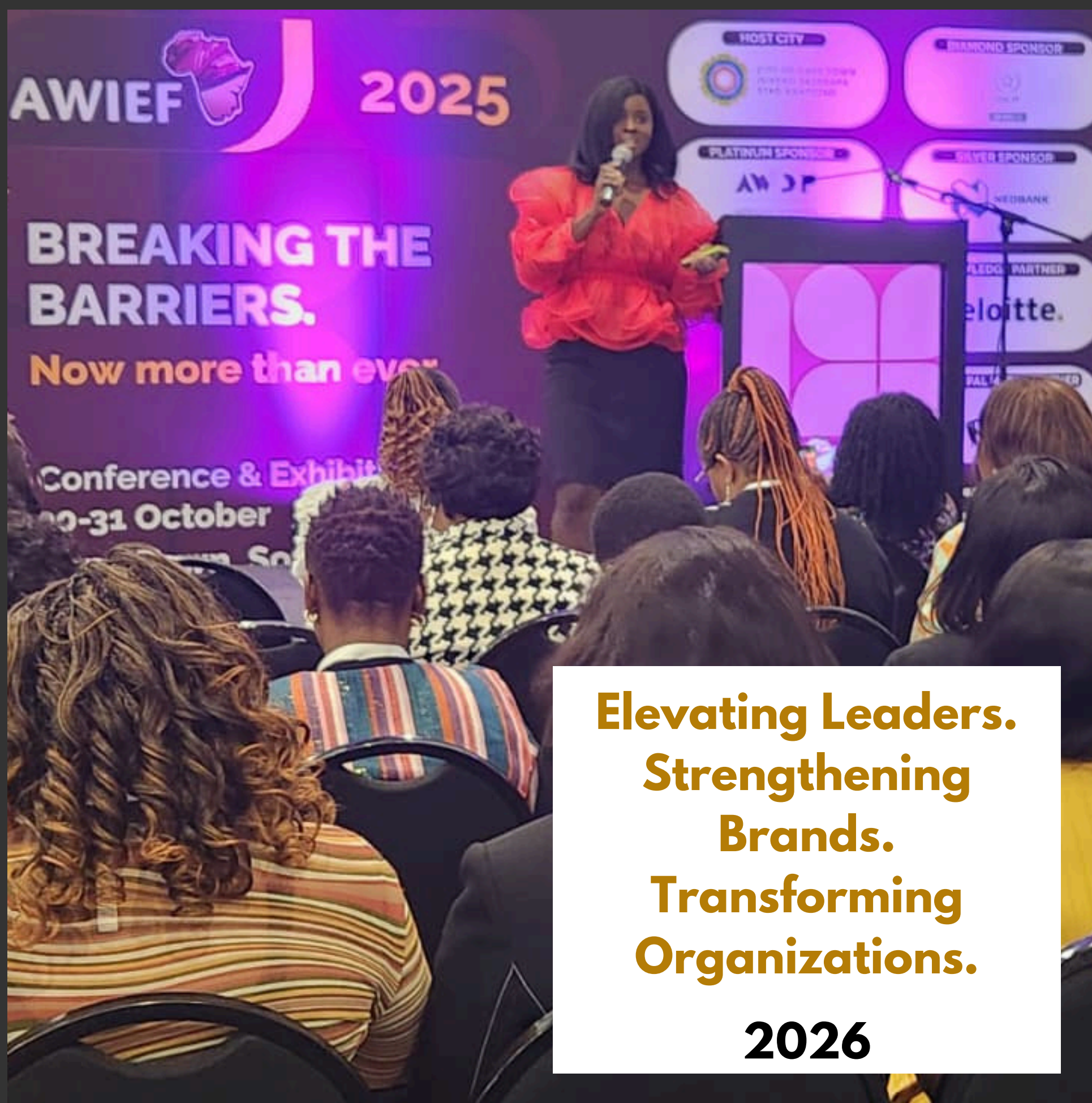


SHINE

IMPACT REPORT



**Elevating Leaders.
Strengthening
Brands.
Transforming
Organizations.**

2026

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LETTER FROM THE CEO



**CHARREAH K.
JACKSON**

CEO, Coach + Lead Strategist

Since launching Shine Army, our mission has remained unwavering: to expand the vision, voice, and velocity of leaders and organizations ready to create meaningful change.

What began as a vision has evolved into a global consultancy trusted by Fortune 100 companies, national nonprofits, government agencies, and influential entrepreneurs across five continents.



“This young lady is really special. A global empowerment leader helping people unlock success and happiness with their own story.”

Steve Harvey
Host + CEO

Over the last few years, we have trained and supported more than 2,500 leaders, strengthened organizational brands, equipped executive teams, and partnered with institutions to design strategic plans, build leadership programs, transform communication ecosystems, and elevate visibility at scale.

Our work is rooted in one core belief:
When leaders communicate with clarity and lead with presence, organizations transform.

Growing up, I used to sleep in my glasses because I wanted to see my dreams. And today, Shine Army stands as both a dream realized and a platform built to help others see — and step into — their next level.

This report highlights the impact of our work and the extraordinary leaders and partners we’ve supported along the way. The future is bright. And we’re just getting started.

Keep shining,

A handwritten signature of Charreah K. Jackson in black ink.

“Luminous. I love [her] questions!”

Oprah Winfrey
Media Mogul + Philanthropist



WHY US?

THE WORLD AND THE WORKFORCE ARE WATCHING LIKE NEVER BEFORE.



At Shine Army, we don't just develop leaders — we strengthen leadership ecosystems, build organizational capacity, and elevate brands to achieve measurable, sustainable impact.

Why Organizations Choose Us:

- Strategic planning expertise that align vision, culture, communication, brand, and execution
- Leadership + talent development
- High-impact training, coaching, and curriculum designed for today's evolving workforce.
- Branding + marketing strategy
- Full-spectrum brand alignment, messaging, storytelling, and communication systems.
- Organizational consulting
- Program design, partnership development, culture transformation, and enterprise communication strategy.
- Proven, Scalable Infrastructure
- 100+ hours of curriculum in a secure training portal with global delivery capacity
- National + global stages served: UN, Cannes, ESSENCE Festival, Inc. 5000

Operational Capacity

- Cross-functional team spanning leadership development, brand strategy, PR, marketing, and organizational consulting
- Proven infrastructure to deliver multi-year, multi-phase strategic engagements
- National and global delivery across virtual, hybrid and in-person settings
- Systems for high-volume event support, including content capture, executive visibility, and storytelling integration
- AI-infused leadership frameworks to accelerate learning and implementation
- Secure digital training + curriculum portal with multi-cohort delivery capability



THE
MEET
GROUP





COMPANY OVERVIEW

Shine Army is a full-service leadership development, strategic planning, branding, and communications consultancy elevating leaders, strengthening brands, and transforming organizations.

Founded in 2020 by award-winning CEO Charreah K. Jackson, we partner with Fortune 100 companies, national nonprofits, government agencies, and global influencers to design leadership programs, build high-impact communication ecosystems, realign organizational strategy, and amplify visibility at scale.

We combine strategic clarity, storytelling mastery, brand architecture, program design, and leadership development into one transformative experience—helping leaders and teams communicate with confidence, operate with intention, and grow with purpose.

Our belief is simple:

When leaders communicate with clarity and lead with presence, organizations thrive.

30,000

leaders in our community across social media + email

2,500

executives and entrepreneurs coached worldwide

\$50 MILLION

earned media value + brand impact

500+

national media features secured

180 MILLION

people reached through storytelling, content, and campaigns

100+

curriculum hours across programs, retreats & trainings

STRATEGIC PLANNING + ORGANIZATIONAL DEVELOPMENT

- Multi-phase strategic plan design
- Vision, mission, and values alignment
- Organizational brand + identity frameworks
- Program design + implementation
- Stakeholder messaging and integration
- Team culture mapping + communication architecture



LEADERSHIP + TALENT DEVELOPMENT

- Executive coaching
- Leadership communication programs
- Custom curriculum design + facilitation
- Team retreats, trainings, and multi-cohort programs
- Emerging leader communication labs
- Live events and conferences
- The Shine S.H.I.N.E.™ Leadership System (proprietary IP)

BRAND, MARKETING + COMMUNICATIONS STRATEGY

- Brand messaging + narrative development
- Marketing strategy + content ecosystem
- Executive visibility + spokesperson development
- Integrated communications plan development
- Internal + external communication systems
- Media training + thought leadership development

ORGANIZATIONAL DESIGNATIONS

Corporate Structure: LLC
Designation: 100% Woman Owned, Minority Owned, Small Business
EIN: 86-2444818
SAM ID: U81JN9NTURR7
Business Founded: 2020
Headquarters: Atlanta, GA
Certified Minority Owned from the U.S. Black Chambers, Inc.

NAICS CODES

- 541618: Management Consulting Services
- 611430: Professional and Management Development Training
- 541820 Public Relations Agencies
- 541613: Marketing Consulting Services
- 41612: HR Consulting Services
- 541611: Administrative Management and General Management Consulting

ORGANIZATIONAL STRATEGY + CONSULTING

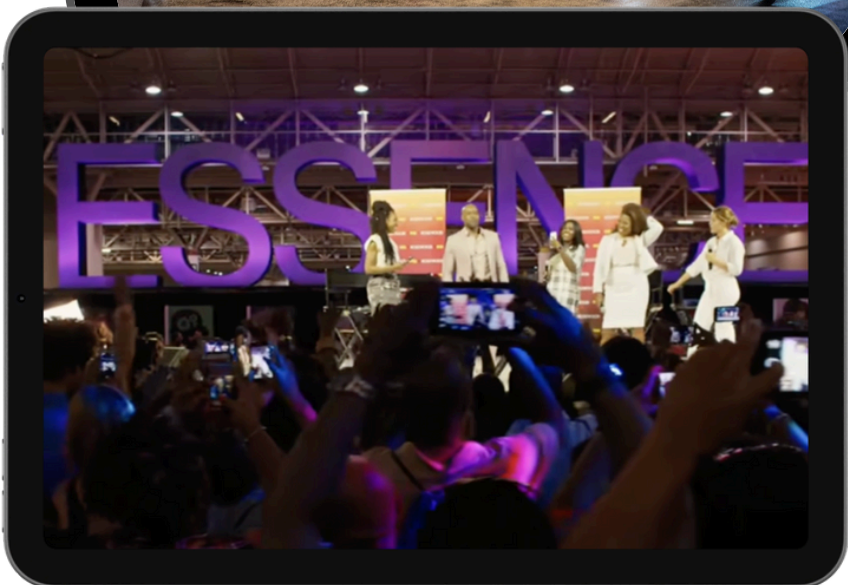
We partner with organizations to expand capacity, strengthen culture, and align leadership around strategic priorities. Our strategies strengthen leadership, expand programs, increase influence, and accelerate impact.

Our consulting engagements include:

- Strategic plans
- Program design + pilot implementation
- Organizational communication systems
- Leadership brand architecture
- Sponsorship development
- Large-scale event strategy + onsite support
- Culture transformation + team activation

Highlighted Wins:

- Led marketing and sponsorship development closing more than \$700,000 for Broadway production
- Led multi-year leadership curriculum for Ford Foundation-funded national executive training
- Developed and launched E Suite platform for ESSENCE serving thousands of executive and business owners globally Delivered executive visibility and event strategy for Novartis at ESSENCE Festival
- Designed and delivered multi-country leadership experiences from Disney Dreamers Academy to AWIEF in South Africa





LEADERSHIP + TALENT DEVELOPMENT

We deliver transformational learning experiences that strengthen leadership identity, communication, decision-making, and presence.

Our programs integrate mindset, communication frameworks, and real-time coaching to produce leaders who are more confident, strategic, and aligned.



98%

of participants share our trainings strengthened their confidence and communication skills with clear tools they can easily use

40+ HOURS

of training + curriculum available in our private, secure training portal

30,000

leaders in our community across social media + email

“Charreah is able to connect across cultures and countries.”

“Charreah hosted our virtual global training with attendees from Singapore and South Africa to Seattle. Her high energy, impactful coaching and innovative approach is original and refreshing. She is able to connect across cultures and countries because authenticity and integrity are universal languages.”

ROBINSON LYNN, MOMENTUM EDUCATION EXECUTIVE DIRECTOR



“She spearheaded courageous conversations for growth.”

“I hired Charreah and her team to provide a comprehensive review of our curriculum. Her work was so compelling that we hired her to lead our summer training program funded by the Ford Foundation, implementing her recommendations. She spearheaded courageous conversations for growth.”

GLORIA FELDT, COFOUNDER AND PRESIDENT OF TAKE THE LEAD, FORBES 50 OVER 50

BRAND, MARKETING + COMMUNICATION STRATEGY

500+

national media features +
keynotes booked

180 million

people reached through content

50+ executives

from Fortune 500 companies served

Our brand and communication strategies position leaders and organizations for national recognition and long-term influence. We develop messaging systems, marketing frameworks, and strategic storytelling that elevate brand identity, expand audience reach, and strengthen engagement. From media training and PR campaigns to LinkedIn content development, speeches and executive bios, we flip expertise to powerfully packaged insight for platforms that move the world.

What We Deliver:

- Executive messaging + thought leadership content
- Multi-channel marketing strategy
- Communication systems + stakeholder alignment
- Media training, content strategy, and PR leadership
- Strategic communication audits and playbooks
- Brand architecture mapping





SHINE *Army*

**LET'S EXPAND
YOUR SHINE
TODAY!**

**Click to schedule a
call with Charreah >>**

**Website:
shinearmy.com**

**Email:
Charreah@shinearmy.com**

**Phone:
646-504-1046**