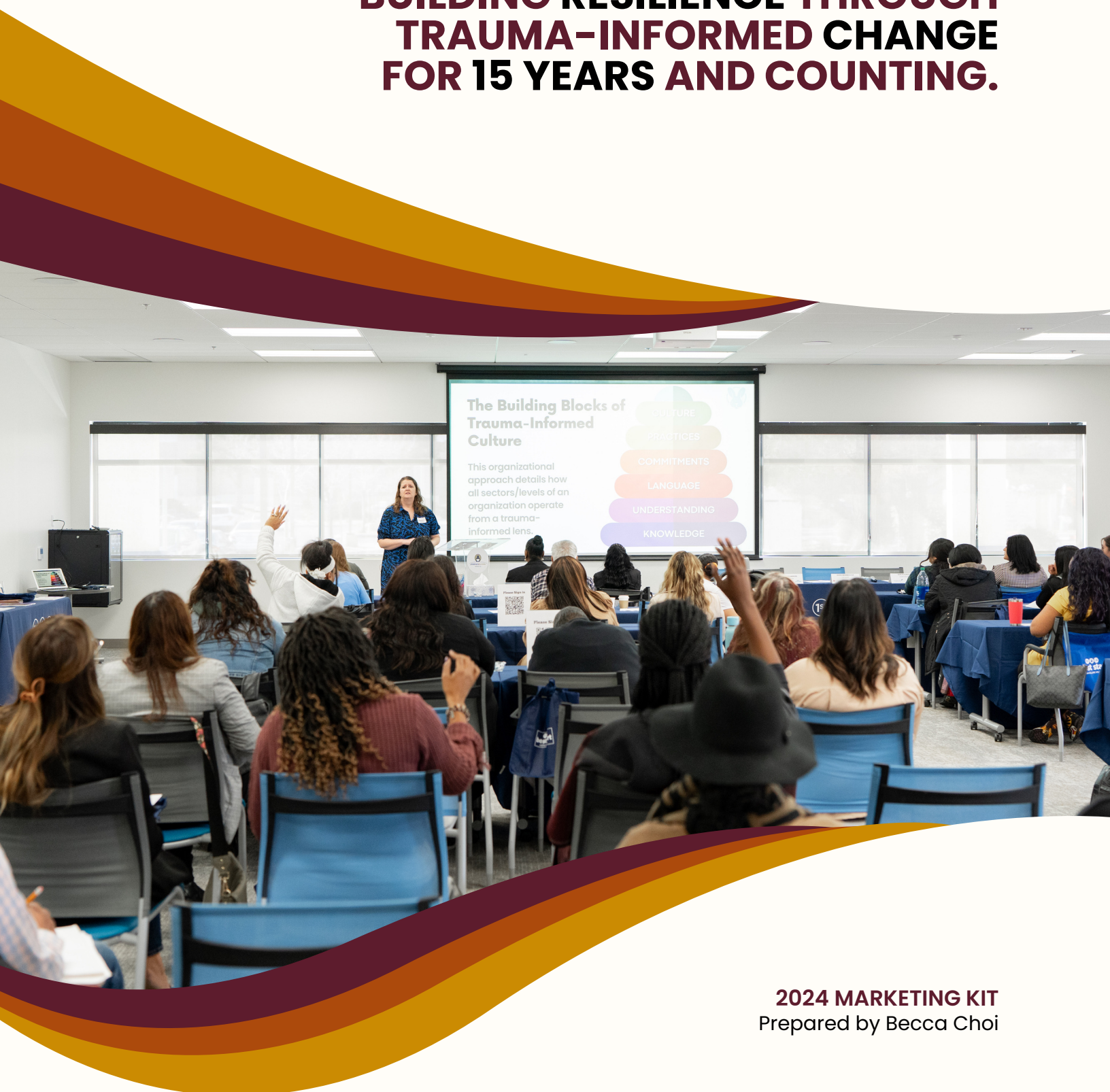




# BUILDING RESILIENCE THROUGH TRAUMA-INFORMED CHANGE FOR 15 YEARS AND COUNTING.



**2024 MARKETING KIT**  
Prepared by Becca Choi



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# ABOUT US

Chefalo Consulting is a trauma-informed systems change and leadership development agency dedicated to improving outcomes through ongoing change. We shift organizational cultures through our expert-led webinars, training programs, workshops, and multi-year change management services.

For over 14 years, we've empowered others to transform trauma into resilience through trauma-informed change. Healing from trauma is a lifelong process that requires compassion, courage, and collaboration, and trauma healing happens on every level, including individual, community, organizational, and systemic levels.



Our mission is to empower individuals, communities, and organizations as they transform trauma into resilience through trauma-informed change.

Our approach goes beyond surface-level training. The foundation of lasting change is built over several years and involves learning and applying complex inter-personal and resilience-building skills, such as responding rather than reacting to trauma, unlearning implicit biases, prioritizing safety, and nurturing a culture of compassion, empathy, and understanding. By building trauma-informed frameworks to guide healing centered engagement, we support agencies as they achieve systems-wide transformations.



**500,000+**  
**PEOPLE IMPACTED**



**100+**  
**AGENCIES AIDED**



**80+**  
**COMMUNITIES SERVED**



**10+**  
**ACTIVE PROJECTS**

# OUR TEAM

Chefalo Consulting is a small women-owned business based in Traverse City, Michigan. Our small team size and lived experience enable us to nurture our relationships with clients, uniquely positioning our agency as an expert at understanding each clients' specific needs, challenges, and solutions throughout the entire implementation process.



**SHENANDOAH CHEFALO**  
**FOUNDER & LEAD STRATEGIST**

shen@chefaloconsulting.com  
(231) 499 8973  
Traverse City, Michigan

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Shenandoah is Chefalo Consulting's guiding light. She is our subject-matter expert with insight that combines her lived experience in foster care with her 20+ years of delivering trauma-informed training.



**BECCA CHOI**  
**OPERATIONS & CONTENT DIRECTOR**

becca@chefaloconsulting.com  
(323) 746 4064  
Los Angeles, California

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Becca is our tech-savvy communications and project management expert. They ensure project success, create trauma-informed tools, develop training content, and support clients at every stage.

## OUR STORY

As a law office administrator, Shenandoah saw a deep need for healing work in her clients. She began her trauma-informed journey with the goal to help others, but discovered she needed to heal her own wounds first. She soon learned that trauma was a systemic issue as much as a personal one. In tandem with writing her memoir, *Garbage Bag Suitcase*, Shenandoah founded Chefalo Consulting, an agency dedicated to improving outcomes for all people by changing the systems that keep us stuck.

# ABOUT SHENANDOAH

Shenandoah Chefalo is a sought-after speaker, award-winning author, and expert trauma-informed specialist with over 20 years of leadership consulting experience.

Her lived experience in the foster care system, laid out in her 2016 memoir, *Garbage Bag Suitcase*, grants her a unique perspective on trauma-informed change. She has dedicated her life to sharing her story, improving outcomes for foster youth, and bettering the systems that impact our lives.



## EDUCATION

**Bachelor of Arts in Interdisciplinary Studies in Social Science, Human Resources, & Society**

Michigan State University | East Lansing, Michigan

**Certificate in Diversity, Equity & Inclusion in the Workplace**

University of Southern Florida | Tampa, Florida

**Core Essentials Certificate**

Coach U | Atlanta, Georgia

Shenandoah is the Founder and Lead Strategist of Chefalo Consulting. Trauma-informed change is her passion and purpose. She travels across the country delivering transformative trauma-informed systems change training and keynote speeches, while working on her next book, running a small business, and connecting with her husband Gerry and adult daughter Sophia.



**TRAUMA  
INFORMED  
SYSTEMS  
CHANGE  
EXPERT**



**20+ YEARS  
PROFESSIONAL  
EXPERIENCE IN  
TI SYSTEMS  
CHANGE**



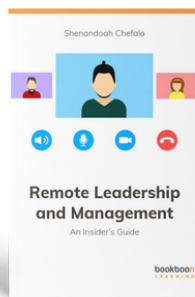
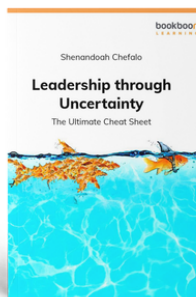
**FOSTER CARE  
& JUVENILE  
JUSTICE  
LIVED  
EXPERIENCE**



**AWARD  
WINNING  
AUTHOR  
AND PUBLIC  
SPEAKER**

# BOOKS

Shenandoah has authored seven books and counting. Her award-winning memoir, *Garbage Bag Suitcase*, details her young life in the foster care system, and her best-selling e-books teach trauma-informed leaders how to navigate organizational change management, leadership development, the journey to mental wellness, and much more.



## AWARD-WINNING AUTHOR

Shenandoah has won 10+ awards, including the DAR Women in American History Award, the Best Non-Fiction E-book from IP Awards, and the Best Memoir from Pinnacle Awards.





# OUR SERVICES

Chefalo Consulting provides a variety of trauma-informed services, from full-scale organizational change management to single keynote speaking events.

We specialize in trauma-informed workforce development and full systems transformations that create cultural shifts for sustainable and lasting change.



## VIRTUAL TRAINING

Our virtual training programs provide an engaging & interactive introduction to trauma-informed practices.



## ON-SITE TRAINING

Our on-site training creates an accessible & collaborative learning environment to develop trauma informed teams.



## TRAUMA INFORMED IMPLEMENTATION

Multi-year change management programs ensure transformations that alter organizational cultures and practices.



## COACHING & CONSULTING

We provide hourly consulting services for teams & individuals to tackle current projects, goals & challenges.



## GROUP FACILITATION

Group facilitation supports community-building, social responsibility, and communication.



## SPEAKING EVENTS

Shenandoah is a sought-after keynote speaker for events in the trauma-informed and child welfare space.

# ADD ON SERVICES

Our services are dynamic and often customized to meet the unique needs of our clients across various industries, including social service, governmental, and non-profit sectors.



Our most popular service is our 3-day in-person Trauma Informed Foundational Training Event, which is included in all of our multi-year systems change packages. You can learn more about the Foundational Training on the following page.



# TRAUMA INFORMED FOUNDATIONAL TRAINING

Shared knowledge is the first step toward lasting cultural change. Throughout a 3-day training event, participants learn key concepts, gain and use trauma-informed tools, build their community, and become powerful catalysts for change work.

Chefalo Consulting's Trauma-Informed Foundational Training is ideal for leaders and front-line staff who are ready to achieve lasting, sustainable systems change in their organizations. It is our most popular service among public service, non-profit, educational, and governmental agencies.



## COMPREHENSIVE COURSE CONTENT

Our 3-day Foundational Training Event is the leadership and workforce development program most organizations need. Throughout three engaging days, participants learn the knowledge, skills, and practices they need to build resilience, lead stronger teams, and tackle the complex issues facing our modern workforce.

Our Foundational Training distills the key concepts and tools that every trauma-informed leader needs; whether their ultimate goal is to support employee and client wellness, achieve progress on their DEIB initiatives, or accomplish their organizational goals.

Our Foundational Training covers the following topics, and much, much more.

Organizational chronic stress    ACEs    Trauma-informed systems change models  
SAMHSA's 6 Guiding Principles    Psychological safety at work    Compassion fatigue  
Community building    Employee wellness    Burnout    Cultural humility  
Resilience & PCEs    Vicarious trauma    The reenactment & empowerment triangles  
Building a healthy work culture    Neuroscience    Structural violence    DEI



## PARTICIPANTS CAN EXPECT...

**ENGAGING DISCUSSION.** Powerful questions will open doors, and we will teach you how to have difficult conversations.

**PARTICIPATION.** Our training events have a high level of community engagement. We will build resilience, relationships, and skills on the spot.

**VULNERABILITY.** Talking about trauma and emotions can bring a lot to the surface. We encourage you to take care of yourself.

**SUPPORT.** We cannot do this work alone. We provide support during and after training.

**A CHALLENGE.** Change work is difficult and important. This course will challenge you.

## ENGAGING METHODS

The Trauma-Informed Foundational Training Event is designed to deepen participants' understanding of trauma and equip them with the necessary skills to create safe and supportive environments for individuals with diverse backgrounds.

Through a combination of evidence-based frameworks, practical strategies, engaging discussions, tabletop and roleplaying scenarios, and interactive community activities, this course empowers participants to identify, respond to, and recover from trauma responses, whether those responses happen internally or externally.

Our course encourages active participation through discussion-based sessions and community activities. These interactive elements facilitate practical application and engagement with the material.

Every session begins with mindfulness exercises and community-building activities, fostering a supportive and inclusive learning environment. We explore both realistic and hypothetical implementation scenarios, enabling participants to apply their knowledge in diverse contexts. This approach enhances problem-solving skills and prepares individuals for real-world challenges.

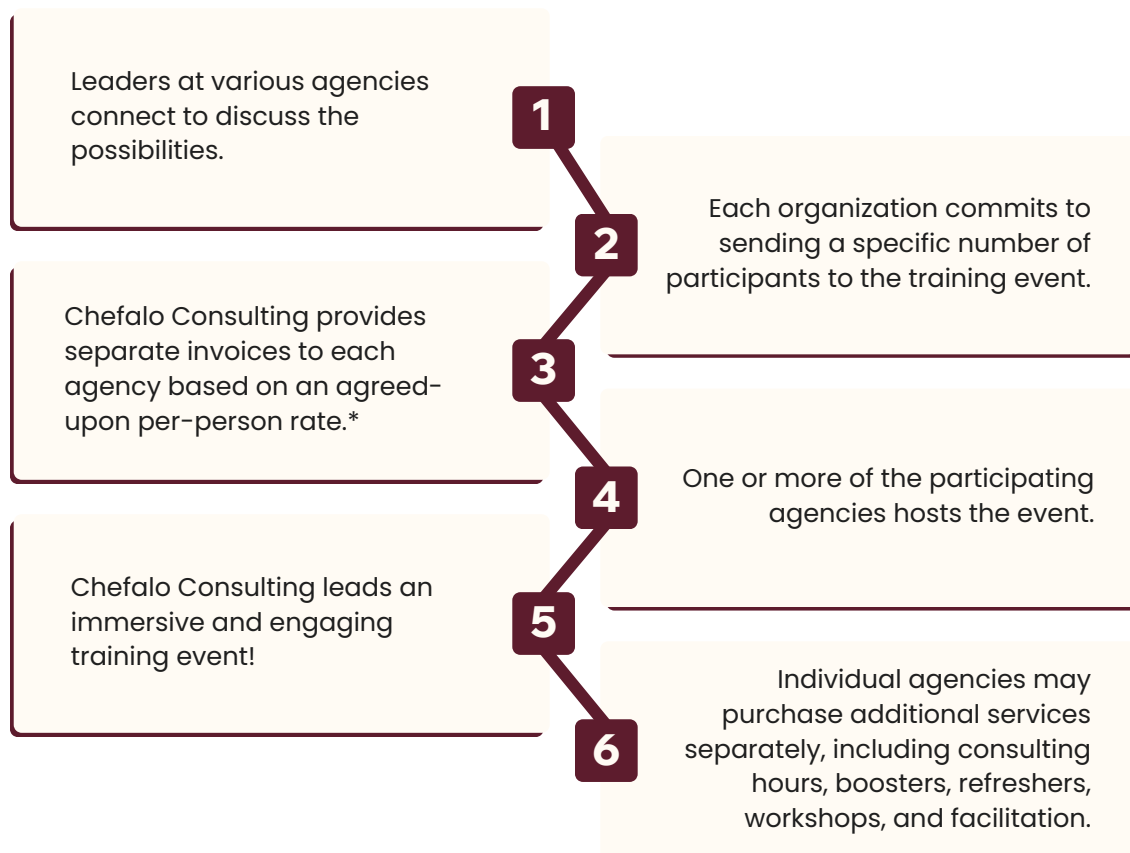
# COLLABORATIVE TRAINING PROGRAMS

To make trauma-informed work accessible to smaller agencies and those with budget constraints, we offer a flexible collaborative package that allows multiple agencies to come together to deliver trauma informed training to their staff to lower costs and increase connection.

Communities may also take advantage of custom discounts that are only available to implementation clients by leveraging their collective power to commit to larger training programs (five or more events).

## HOW IT WORKS

While some agencies find partners in their sectors with our help, others find local partners in their communities prior to contacting us. We do not limit who can partner together; however we advise that strong partnerships arise between organizations that work with similar populations and/or possess shared goals.



# INCLUDED SERVICES

The following rates include one 3-Day Foundational Training Event, one Foundational Training Workbook per participant, and the necessary planning meetings to ensure a successful training event.

## One Foundational Training Event

Participants	Total Cost	Per-person rate
30 people	\$31,395	\$1,046.50/participant
60 people	\$32,790	\$546.50/participant
100 people	\$34,650	\$346.50/participant

*Additional discounts are available when booking two or more events at once. Discounts increase as the number of events and additional services increases.*

# ADDITIONAL SERVICES

The above cost estimates are based on the minimum services we recommend to organizations beginning this work. Additional services, including our 2-Day Train the Trainer Events and virtual training sessions are also eligible for collaborative packages.

For more information about collaborative training programs or to receive a custom quote for your project, please contact us.

# 2-DAY TRAIN-THE-TRAINER PROGRAM

To build capacity and sustainability, we offer a 2-day Train-the-Trainer program designed for leaders, facilitators, trainers, and Core Team members. The TTT Program ensures that an organization has the knowledge, skills, and leadership needed to continue trauma-informed systems change internally long after our contract ends.

To learn more about our signature TTT Program, exclusive resources for implementation clients, Core Team development, and long-term strategic planning, please schedule a free discovery call with Becca or Shenandoah.

# OUR CLIENTS

Our services are a great fit for organizations dedicated to improving outcomes for people, and our training programs are designed to serve individuals at every level of an agency, from front line staff to c-level executives.

While any organization in any industry can benefit from trauma-informed systems change, we've found the greatest need for our services lies in the following sectors:

- Local, County & State Governments
- Public Health & Public Service Agencies
- Child Welfare & Juvenile Justice Agencies
- Rehabilitation and Corrections Facilities
- K-12 School Districts
- Public and Private Universities
- Community Collaboratives
- Police & Fire Departments

## TRUSTED BY 100+ CLIENTS





# WHY CLIENTS LOVE US

## We Practice What We Teach

When we commit to trauma-informed work, there's no checklist, no grade, no finish line. This work is ongoing. It teaches us a *way of being* that involves internal perspective shifts. It reshapes how we see the world—and how we move through it. At Chefalo Consulting, we practice what we teach by living our core values in everything we do:



Curiosity



Compassion



DEIB



Authenticity

**"People want to learn from her."**

- Charlie B., President, Leelanau Christian Neighbors

"Through her unique blend of **engaging activities, storytelling** and both **personal and professional expertise**, Shenandoah Chefalo brings **meaningful and impactful trauma training** with **practical real-world applications.**"

- Stephanie L., Educator, Lamphere Public Schools

"We can always count on Shen's **forthright, trauma-informed, healing-centered approach** grounded in **equity and community.**"

- Katie M., Managing Director  
Alia Innovations

**"Worth the investment."**

- Heather T., Principal  
Harrison Park Academy

### Complex Ideas, Simple Terms

We provide easily digestible content for anyone in any profession.

Our beginner-friendly services make trauma-informed systems change accessible to everyone.

### One-of-a-Kind Training Programs

Engaging. Experiential. Captivating. Unlike any other training. Actionable. These are some of the words clients use to describe our services. We'd add:

Custom. Holistic. Flexible. Evidence-based.

# ASK THEM YOURSELF

## **Ohio Department of Rehabilitation and Corrections**

**4545 Fisher Road, Suite D, Columbus, Ohio 43228**

Nicolle Willis, Project Manager | nicolle.willis@odrc.state.oh.us | (614) 752-1140

*"Shen's approach helped me to not only retain the information but actually begin to immediately shift some behavior that was not positively serving me."*

– Nicolle Wampler, Project Manager, ODRC

## **Judicial Council of California | The Center for Families, Children & the Courts**

**2850 Gateway Oaks Dr. Suite 100, Sacramento, CA 95833**

Daniel Richardson, Attorney, Operations & Programs Division |  
Daniel.richardson@jud.ca.gov | www.courts.ca.gov | (415) 865-7619

*"Seeing the child welfare system through the lived experience lens has been a tremendous benefit for our organization."*

– Daniel Richardson, CFCC

## **Lamphere Public Schools**

**31201 Dorchester, Madison Heights MI 48071**

Jen Cumiskey, Dir. of Curriculum | jen.cumiskey@lamphereschools.org | (248) 589-1990

*"[Shenandoah] helped us identify our needs and move forward in powerful, sustained learning."*

– Jane J., Former Dir. of Curriculum, Lamphere

## **Colorado Judicial Branch, 19th Judicial District**

**7325 S. Potomac Street, Centennial, CO 80112, Division 201**

Michelle A. Amico, Chief Judge | michelle.amico@judicial.state.co.us | (303) 645-6625



# CONTACT US

Trauma-informed change is our passion and purpose, and we are committed to providing services that make a difference. If you'd like to bring change to your organization, please contact us:

## BOOK YOUR **FREE** DISCOVERY CALL TODAY

We offer complimentary discovery calls to all new clients. Gain insight into how trauma-informed systems change can serve your agency by booking your discovery call today. Visit [chefaloconsulting.com](http://chefaloconsulting.com) to book now.

*As a small business, our calendars book up quickly! Please plan to book your discovery call 1-4 weeks out, as weekly availability is often scarce. Thank you for understanding.*



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