

**TRICIA HALSEY, CO-FOUNDER & EXECUTIVE DIRECTOR**

First and foremost, Tricia is a builder. She has worked with non-profit organizations and for-profit companies to build organizational capacity, identity, culture, strategy, programs, product and teams.

As a business leader she was instrumental in taking two small businesses from start-up to industry experts; designing everything from company identity, messaging, product offering and strategic relationships. As a senior leader in an international non-profit organization, she oversaw staff and programs in four countries, developed the direction for programs, led staff development and directed process improvement. Early in her career she worked with youth and facilitated programs and experiences that nurtured personal and leadership development. Her passion for empowering leaders and seeing young people reach their potential has come full circle as she builds Big Idea Project to be the leader in leadership co-curricular programming. Big Idea Project's mission is to develop high school students into skilled generous leaders who have the confidence to change our nation's classrooms, companies and communities.

Tricia is the ideator behind Generous Leadership®, a leadership paradigm that requires experiential transformation. Generous Leadership is not a style of leadership but a way of living and working that inspires others to be and do their best, without pursuit of selfish gain. It requires empathy, strength of character and a shift in thinking.

Tricia earned a M.A. in Leadership to better understand the science of leadership in order to move people and organizations to greater heights of productivity and impact. She earned her Bachelors from Pepperdine University.

