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YOUR PURPOSE COACH™



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THE BACK STORY

High achievers understand what it feels like to run with undeniable momentum. For years, I operated in that fast-paced lane: directing major media launches, building brands, and executing high-level creative strategy. Yet momentum has a quiet trap. When life shifted through marriage and motherhood, I poured every ounce of energy into sustaining everyone around me; in the process of being the reliable anchor, my own identity dissolved.

Then came the ultimate test. In just one year, I navigated a divorce, underwent surgery for endometriosis and colorectal surgery, and stepped into life as a single mother. When my world unravelled, I did what driven people instinctively do: I attempted to out-hustle the internal void. I jumped between new ventures, chasing external milestones to reignite my fire. Pausing felt terrifying because running creates the illusion of control. True clarity arrived only when exhaustion forced me to sit down. I stopped running, released the exhaustion, and chose complete surrender.

Looking across the landscape of my life, the realization became clear: the depletion before me was the harvest I had actively cultivated. I had watered everyone else's soil while leaving my own ground unplowed.

"Before you can change what you Plant, You must first face what you allowed to grow."

Facing your harvest with total honesty restores your authority. Acknowledging what you cultivated gives you the power to plant with purpose. That breakthrough became the foundation for Sunday Soul Notes®, a luxury guided Christian journal crafted to give women and couples a quiet haven to reflect, reset, and anchor their hearts in truth—and my signature framework, You Reap What You S.O.U.L.™.

While Sunday Soul Notes serves as a foundation for quiet reflection, my primary mission is helping people bridge the gap from inspiration to follow-through. By guiding individuals to Seek divine priority, Observe internal stirrings, Understand hidden blind spots, and Live out decisive changes, this approach equips driven individuals to conquer exhaustion, audit default patterns, and bridge the gap between ambition and lasting transformation—turning visionary ideas into achievable, purpose-driven goals.

Today, I bring the signature You Reap What You S.O.U.L.™ framework to stages and organizations to help teams bypass burnout, master their daily focus, and align personal convictions with sustainable execution. At its core sits an honest truth: You Harvest Exactly What You Actively Cultivate.



QUICK FACTS

Born & Raised In Washington, DC

Graduated high school at 16

-

Earned her B.S. with honors from Howard

University at age 20

-

Divorced | Single Mom

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Certified Integrative Life Coach since 2018

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Entrepreneur for 30 years across lifestyle media,
branding, and personal development.

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Former XM Radio Host

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BET.com pioneer

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Capital One Cohort #1

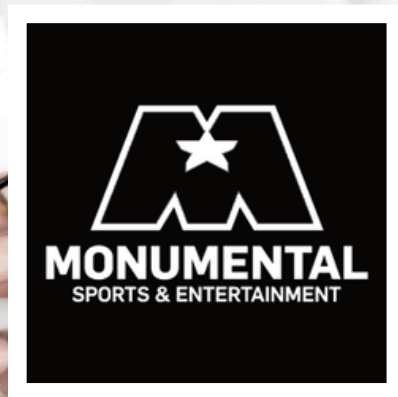
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Founder of Sunday Soul Notes®

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3x Author

CLIENTS



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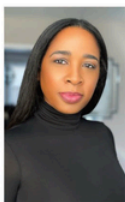
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DAILY WORTH



LIVING ON PURPOSE

HONORING THE VISION AND RESILIENCE OF BLACK CULTURE

BY BAILEY ORENIA



Bailey Orenia/Photos by G. Wilson

In a world where vision and talent are abundant, it is an undeniable truth that Black culture has demonstrated an unparalleled cultural heritage of skill, creativity, and innovation. Yet, systemic and social inequalities have often hindered access to the same opportunities as our counterparts. These disparities have made our ability to pursue purpose more challenging. Still, Black culture continues to thrive and to shape our world. As the saying goes, "It's not how you start, it's how you finish." We are reminded that it is the perfect time to tap into our potential, walk in our unique purposes, and explore proven ways to flourish.

When pursuing any goal, one expects to be met by some form of opposition. Even God will test our dedication and commitment. But the real on the Black culture grows far beyond systemic racism and institutional barriers. As a culture, we are exploited by the masses, misrepresented by most, envied by many, and misunderstood countless times over. However, the issue of cultural appropriation is an undeniable reality that we see in every aspect of our daily lives.

Cultural appropriation is a dominant culture adopting elements from another culture that is being externally expressed, often without understanding or respecting the original context and significance from which they arise. Pieces of Black culture, such as music, fashion, beauty, and language, are often adopted by mainstream society, which dilutes their significance or cultural expressions and exploits the vision and creativity of Black communities. We have witnessed countless corporations and celebrities gain intentional success by leveraging the Black culture for personal gain.

In the music industry, singer Elvis Presley's music was heavily influenced by the genres of Blues and R&B. When he passed, Presley has achieved immense success and is often credited with bringing Hip-hop to a broader audience. In the 70s, actress and model Bo Derek was credited for popularizing the cornrow hairstyle, which was ubiquitous at the time. Global fashion retailers like H&M and Adidas have leveraged the popularity of Black athletes to market their products.

globally, using the cultural cachet of these figures to enhance their brand's appeal. To round out the list, TikTok and Instagram Influencers have gained popularity by adopting dance moves, language, and aesthetics from Black culture. While these platforms have provided a space for Black creators to gain visibility, non-Black influencers often receive more recognition and opportunities for monetization.

While the global influence of Black culture is undeniable, the discussions around these instances often focus on the need for respect, acknowledgment, and equity in how cultural elements are used and monetized by those outside the Black community. Likewise, as the Black culture continues to make a significant impact, we must pause and pay homage to those who come before us. To honor the men and women who did the heavy lifting, opened the doors we now walk through, and paved the way for the roads we currently travel.

Facing adversity, Black culture has exhibited unwavering resilience, resourcefulness, and determination in pursuing their purpose and dreams. Black Americans faced numerous challenges due to systemic racism, legal segregation, and economic barriers designed to limit their success. These challenges were part of a broader landscape of racial discrimination that affected aspects of life. Jim Crow Laws enforced racial segregation, limiting Black businesses' access to customers and resources.

Discriminatory lending practices by banks and financial institutions limited access to capital. Racial violence and intimidation, including arson, vandalism, and physical attacks intended to suppress Black entrepreneurship, restricted economic growth and redlined limited Black ownership and business. Black culture was often limited to operating within their communities due to segregation and racial prejudices. These restrictions led to strong, internally supportive economies in some areas but limited market size and revenue potential.

Despite these challenges, many Blacks found innovative ways to succeed. They built vibrant business districts within Black communities, such



as Tulsa's Greenwood District (Black Wall Street). They created influential business organizations like the National Negro Business League. These efforts provided economic opportunities within Black communities and laid the groundwork for future generations of Black entrepreneurs.

From American history class we may recall well-known Black men and women who walked in their purpose and made a significant impact on our society, including Madam C.J. Walker, the first self-made female millionaire in the United States, Supreme Court Justice Thurgood Marshall, and pioneering botanist, agricultural scientist George Washington Carver. But there are many other less notable but just as impactful Blacks who shattered glass ceilings.

After her portrayal by actress Tangi P. Henson in the 2018 film "Hidden Figures", mathematician Katherine Johnson became highly recognized for her calculations that were critical to NASA's early space missions, including the first landing on the moon. In 1961, the culinary world made way for chef, author, and restaurateur Luma Richard, the first Black woman to host a television cooking show. Fashion icon Amy Lowe created elegant couture gowns and is best known for designing Jacqueline Kennedy's wedding dress. Here's a toast to John June Lewis Jr., the first Black person to own a winery in Virginia and most likely the US. He founded John Lewis Winery in the 1980s and became known for producing high-quality Chardonnay and Zinfandel.

Like our ancestors, today we have become a culture accustomed to adversity, embracing us to pivot, adapt, and improvise amidst seemingly while reaching new heights. These great men and women are a testament to what we can accomplish, knowing God created us with a purpose. They took other "hated" and transformed it into something successful. How much greater would society be if we didn't have to jump over so many hurdles to find self-actualization?

We are all here for a reason and made to fulfill a purpose. Purpose is simply the reason for which something is done or for which something exists. How we pursue our purpose relies heavily on staying focused and finishing the work we are called to do.

In my most recent book "Life Been Lying: Don't Be Distracted from Your Purpose," I recommend five steps to help you push through adversity and not become complacent.

1) Practice Consistently. To effectively develop your purpose, start with defining specific goals, create a consistent practice schedule, and minimize distractions. Be prepared for a long-term investment of time, money, and effort. Expect setbacks and days of no motivation, but maintain consistency and focus on long-term objectives.

2) Seek Feedback. When asking for feedback, aim for detailed, practical advice to enhance your performance, abilities, or conduct. Such feedback can offer valuable perspectives, highlight growth opportunities, and assist in honing your skills.

3) Learn from the Best. While learning from others' mistakes is valuable, exploring their successes is equally essential. You can gain critical insights and inspiration by examining what worked for them. Dive into their methods and strategies and consider finding a professional mentor to share experiences and guidance. A mentorship can significantly enhance your learning journey.

4) Push Your Comfort Zone. Setting boundaries is crucial to creating a personal space where you feel safe, but don't confine yourself to a comfort zone. Push your limits and embrace discomfort, as it often stems from fear of failure or embarrassment. Focus on your goals rather than the expected path. Trust in your purpose and leave the outcome to a higher power. Remember, there's no loss, only lessons. If results don't meet your expectations, seek the lesson in the experience. Everything happens in its own time and for a reason.

5) Stay Positive. Practice gratitude and give thanks in all circumstances. Actively acknowledge the positives in your life and the blessings you've received. Monitor your progress using a journal, checklist, or app to stay motivated. Personal development is a journey with ups and downs—remain patient, committed, and appreciate the process.

Let's be intentional in walking in our purpose. Let the transition into spring serve as a reminder of the potential for growth and development in all of us while acknowledging and embracing the necessary changes that will grant everyone the opportunities they deserve.

"Life Been Lying" by Bailey Orenia

ORDER A COPY OF "LIFE BEEN LYING" AT BAILEYORENIA.COM



STAY CONNECTED

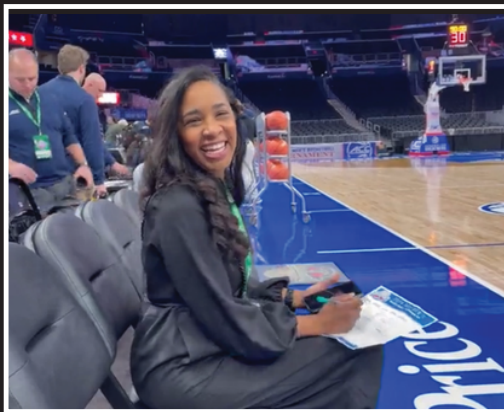
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WEWORK SEMINAR

“

“Bailey offered so many “valuable nuggets” during our Fashionably Business Workshop Series. She brings the perfect mix of expertise, teaching skills, and witty humor that every event manager envisions getting from a speaker!”

— **Christine Brooks-Cropper,**
Founder & President of DC Fashion Foundation

”



hello
let's connect



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