

NBR GLOBAL SOLUTIONS INC.

2023 HIGH-LEVEL REPORT

ANNUAL REPORT 2023

TRANSFORMING LIVES AND BUSINESSES
FOR THE BETTER, FROM THE INSIDE OUT.

*A TIME FOR AWARENESS, REFLECTION
AND GRATITUDE.*

NBR

DREAM. BELIEVE. ACHIEVE.

www.nbrboss.com





DREAM. BELIEVE. ACHIEVE.



A WORD FROM NBR

Wow!! A year flew by so fast and there is so much that I'm grateful for. 2023 marked the first year that NBR officially became an organization through incorporation. NBR Global Solutions Inc. is a global company. The company was established to create positive impact, by transforming lives and businesses for the better, from the inside out using effective branding, communications and public relations strategies.

NBR is on a mission to transform at least nine million lives globally through coaching, training, teaching and facilitation, with a strong belief that the more of us who are truly happy, healthy and content, fulfilling our God-given purpose, the less crime, poverty and suicide will occur.

Following my dreams of starting my own business, is no easy feat. It's a lot of work, time and commitment; however, when you are driven by your God-given purpose it's one of the most rewarding feelings ever. To know, I've already impacted thousands of lives positively since starting my entrepreneurial journey in 2019, is one of the reasons why I'll never give up on my fulfilling my big, audacious goals and dreams.

I personally want to thank my supporters, followers, clients and everyone who has interacted with the NBR brand either by sponsoring, attending and/or supporting events, trainings, trade show and /or workshops.

I look forward to staying connected. Trust and believe, the VERY BEST is yet to come!

NBR Darby
NATASHA B. DARBY

FOUNDER & CEO

NBR GLOBAL SOLUTIONS INC.

About NBR Global Solutions Inc.



Natasha B. Darby aka NBR is the Founder & CEO of NBR Global Solutions Inc. Her business offers coaching, speaking, training and consulting services to support purpose-driven entrepreneurs, business owners, startups, corporations and non-profit organizations with achieving their business goals through effective branding, communications and public relations strategies.

Natasha was awarded Calgary's Top 15 Coach in 2022 by Influence Digest and has won several professional awards. She is a self-motivated, charismatic and knowledgeable leader who inspires, motivates and empowers women, men and youth to lead their lives and businesses with purpose, confidence and clarity, resulting in greater success. She is passionate about transforming as many lives and businesses for the better, from the inside out.

Natasha obtained a Bachelor of Communications degree with a major in Public Relations from Mount Royal University and graduated with honours. Additionally, she is media trained, and is an ICF Certified Health & Life Coach. She has additional certifications in Motivational Speaking, Life Coaching, Crisis and Risk Management and Online Reputation Management from IABC. She has more than 20 years of professional communications and public relations expertise working in the corporate world for reputable large organizations in a variety of industries (energy, legal, environment, government and agency).

Additionally, for the past 12 years, she continues to mentor women, small business owners and youth. Natasha also volunteers with United Way's Women United Leadership team, Futurpreneur, Southeast Hope Assembly, and formerly the Calgary Black Chambers. She enjoys volunteering with non-profit organizations who support, build and empower children and youth with the resources they need to be successful in life.

Natasha's motto is: Lead your life with purpose, confidence and clarity and you will achieve greater success!

Global Vision

The world is a more loving, accepting and safe place as a result of more human beings living their lives with purpose, confidence and clarity, resulting in more people being fulfilled, happier healthier and wealthier.

MISSION

To transform lives and businesses for the better, from the inside out using effective strategies.

NBR Goal

To educate, inspire, motivate and empower individuals, with a focus on entrepreneurs around the world, to be confident in who they are, fulfill their God-given purpose, plan strategically and take action to successfully achieve their personal, professional and/or business goals.

NBR's Why?

The more human beings who are living a more fulfilled, happier, wealthier and healthier life, the more loving, safe and accepting this world will be, resulting in less poverty, crime, depression and suicide.



ELEVATE! 2023



Strategize For Your Success! Workshop



Communicate with Confidence! Workshop



Ladies Boss Up! Seminar

Transforming Lives and Businesses Through Educational Events

**NBR HAS HOSTED AND/OR PARTICIPATED IN A
TOTAL OF 19 EVENTS IN 2023**



NBR Events Educate, Inspire, Motivate and Empower Entrepreneurs & Business Owners

NBR hosts events to educate, inspire, motivate and empower aspiring entrepreneurs, entrepreneurs, business owners and leaders, to dream bigger and achieve their personal, professional and business goals.

NBR events deliver an experience like no other, and provide an opportunity for attendees to learn from the best in the industry, connect, network and enjoy delicious food, drinks, positive vibes and good energy.

Not to mention, participants enjoy uplifting music and receive chances to win prizes and more importantly, obtain transformational content, that if applied, will transform their lives and businesses for the better, from the inside out.

On June 16, 2023, NBR hosted its 1st Annual ELEVATE experience in Calgary, Alberta at the ATB Entrepreneur Centre. There were more than 65 people in attendance, and the feedback received was overwhelmingly positive.

We had guest speakers from ATB Entrepreneur Centre, BDC and Platform Calgary, who spoke on a variety of business topics. NBR was the keynote speaker and spoke about the Power of Your Personal Brand. There was delicious food, music, giveaways and gift bags for everyone.

We had amazing sponsors: ATB Entrepreneur Centre, Africa Centre, BDC, Futurpreneur, JA Foods by Margaret, Likkle Sweetness & Tings, The Small Business Photography and NBR, who contributed to the success of ELEVATE 2023. We also had several vendors who participated in this experience. We look forward to ELEVATE 2024 scheduled to take place in June 2024.



**ELEVATE was phenomenal event!
It brought a lot of people together.**

Andrew Joseph, Realtor

NBR speaks like no other professional speaker. She has the ability to engage any audience, asks the right questions and presents transformational content that ignites the thoughts of attendees, leaving them wanting more.

NBR is a transformational speaker and highly sought after business and life strategist, who is charismatic, God-loving, and builds confidence with everyone she comes into contact with.

NBR is told frequently that she brings an undeniable, vibrant, uplifting and positive energy that magnetizes the audience. NBR's motto is lead your life with purpose, confidence and clarity and you will achieve greater success!



NBR Strategize For Your Success! Workshop



NBR Communicate with Confidence! Workshop




United Way Gen Next Event

In the business of helping others

PR alumna is making a career out of empowering those around her

By: Geoff Crane



Natasha Russell, Bachelor of Communications — Public Relations, 2012

MRU Interview



Calgary National Women's Show



NBR Speaking Engagements

NBR GLOBAL SOLUTIONS INC.

MEMORABLE ENGAGEMENTS

THANK YOU FOR THE OPPORTUNITY TO DO WHAT I LOVE!

- Dec. 8 , 2022 - Keynote Speaker; Alberta Blue Cross Leadership Forum
- Jan. 10, 2023 - Guest Speaker; NASA JPL Ready. Set. Soar! Virtual Event
- Jan. 19 2023 - Moderator; Africa Centre Scale Your Business Event
- Jan. 24, 2023 - Keynote Speaker, PCHS & Bell Let's Talk - Mental Health Event
- Feb. 15, 2023 - Facilitator & Host; NBR Strategize for your Success! Workshop
- Feb. 25, 2023 - Guest Speaker, Panelist; Building Black All Things Bossy Event
- Mar. 15, 2023 - Host & Speaker; NBR Ladies Boss Up! Seminar
- Mar. 18, 2023 - Co-Emcee; Women's Arise Embrace Equity Event
- April 22, 2023 - Expo Participant; The National Women's Show
- April 23, 2023 - Guest Speaker; The National Women's Show
- June 16, 2023 - Host & Keynote Speaker; NBR ELEVATE Experience 2023
- June 23, 2023 - Guest Speaker; BCW Grow Your Business Event
- June 24, 2023 - Moderator; The Immigrant Education Society NIWBE Inspiring
- Aug. 8, 2023 - Speaker & Facilitator; Africa Centre Branding & Public Relations
- Aug. 10, 2023 - Speaker & Facilitator; Africa Centre Relationship Management
- Aug.16, 2023 - Speaker & Facilitator; Africa Centre Marketing Workshop
- Oct. 21, 2023 - Vendor / Exhibitor; Africa Centre Promote your Business Meet up
- Nov. 16, 2023 - Keynote Speaker; WEDO Dare to Unleash Your Resilience Event
- Nov. 21, 2023 - Speaker - Africa Centre Unleashing Potential Event
- Nov. 30, 2023 - Guest Speaker, Panelist; United Way Creating a Better Tomorrow

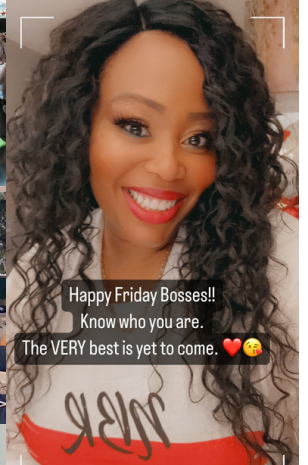
Gratitude Moments

NBR GLOBAL SOLUTIONS INC.

MEMORABLE MOMENTS



#MYPARENTS ❤️ 🙏



Ladies BOSS UP! Seminar
March 2023
Connect. Elevate!
Learn how to...
5:30-7:00 PM
Register: natasharusell.com
SOLD OUT!!
NATASHA B. DARBY
SPEAKER | COACH | CONSULTANT



NBR Has A Positive Reputation

NBR GLOBAL SOLUTIONS INC.

2023

““ Natasha spoke at the NASA Jet Propulsion Laboratory for a motivational seminar that I host. Not only was she punctual, but it was clear that she'd spent time preparing and learning about the organization. Her presentation moved engineers, scientists, data analysts, and tech experts (people who tend to dominate the left side of their brain). She discussed the importance of self-care, self-love, and resiliency, despite hardship and work demands. I truly appreciate Natasha for pouring into our organization with her positivity and wisdom. Thank you, Natasha!

**Tiffany Salmon, IT Communications Specialist
NASA Jet Propulsion Laboratory**

““ Natasha is a Gem, she is incredibly diligent, brilliant, hardworking, purpose driven and very passionate to see entrepreneurs and her clients succeed. She has the ability to help you gain clarity, by articulating your vision and taking the right steps to accomplish them. Natasha always has positive energy. I have had the opportunity to work with Natasha severally, and each time, it is some of the most fun I have collaborating. Natasha's care for her clients, community and family makes her exceptional to work with. I am grateful for the opportunity to work closely with Natasha and would certainly recommend her to any future employer or customer.

**Dennis Agbegha, BSc, MSc.
Senior Account Manager, BDC**

““ Natasha was amazing to work with, a difficult topic such as addressing mental health in the South Asian community is no easy topic to speak to. She did a phenomenal job in understanding the nuances, creating an engaging talk, and disseminating it in such an empathetic and profound way. I highly recommend Natasha as a speaker on various topics and events! Thank you Natasha!

**Nina Saini, Executive Director
Alberta Hate Crimes Committee**

““ Natasha did a fantastic job moderating a Panel Event for Black Entrepreneurs in Calgary for the Africa Centre. She is confident and engaging with her audience. She creates that safe space where everyone is open to share their views and experiences. Looking forward to collaborating more with her in the future. Thank you, Natasha.

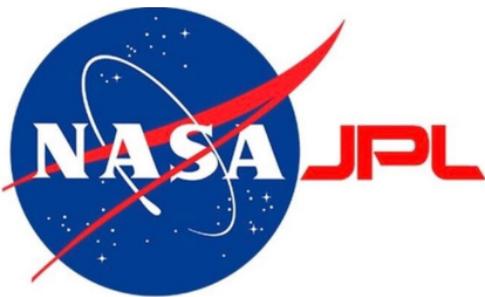
**Kojo B. Otoo, PhD
Senior Manager, Entrepreneurship, Africa Centre**

Thank You!

NBR GLOBAL SOLUTIONS INC.

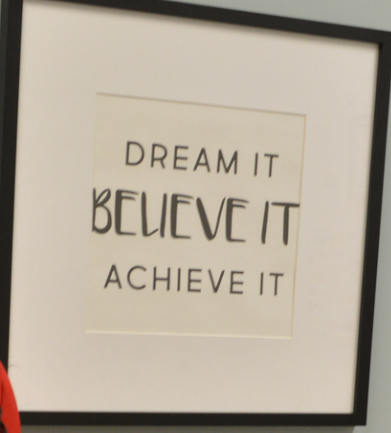
2023

Dear God,
thank you.



You were perfect at the Leadership Forum!! Your presentation hit all the elements we needed and you are such a dynamic, vibrant speaker!!!

Sharmin Hislop,
Director, Corporate Communications,
Alberta Blue Cross



NBR Highlights

30K

NBR has more than 30,000 followers globally across the following social media channels: LinkedIn; Facebook; Instagram; YouTube and Tik Tok.

300+

NBR has recorded and shared more than 300 motivational videos, making a positive impact globally. The content shared focuses on mindset, faith, self-love, confidence and achieving goals.

35+

NBR has hosted more than 35 events (virtually and/or in-person events) to educate, inspire, motivate and empower aspiring entrepreneurs, entrepreneurs, leaders and business owners to achieve their personal, professional and/or business goals.

70+

NBR has recorded more than 70 live episodes of The NBR Show via Instagram Live, interviewing more than 60 successful entrepreneurs and/or business owners.



To order NBR Merch,
please visit:
www.nbrboss.com

Achieve Your Goals

Vision Board Strategy Session

It all begins with the vision! Did you know that there is tremendous power in visualization? Once you've created your vision board with clarity, you will be able to create an effective strategic plan for your life or your business, and work toward making your vision a reality. By the end of our session you will have a visual representation of what you seek and desire for your life or business.



Boss Up! Business Coaching Program

Is it your dream to be your own boss and start your own business? Or do you already have a business and require effective strategies to grow your business and gain more clients? The NBR Boss Up Program was specifically created for you.

Transformation Life Coaching Program

Transform your life from the inside and out; you will discover your purpose, gain clarity and confidence to achieve your goals and your dreams. Get started with the 90-day life transformation program.

Confidence Boost! Coaching Program

Confidence is critical to your success! Do you want to learn to be truly confident in who you are? Not the fake kind of confidence, but the unshakable, unbreakable kind of confidence that will take you places and give you the power to go after what you truly want? This program is for you.



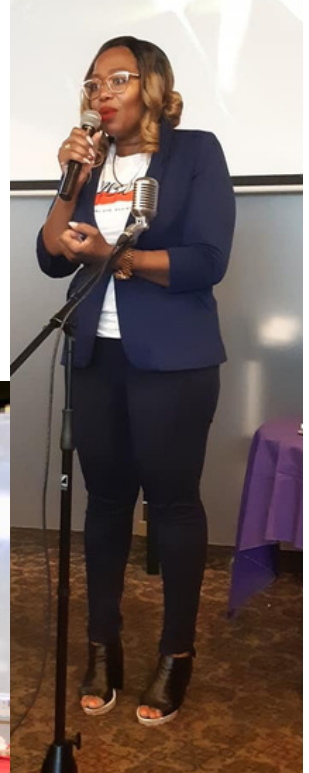
I have been working with Natasha for just over a few months, and I can definitely see a huge difference in myself. She is not only honest and down to earth, she really helped me to see who I am for who I am. She's helped me to become more confident not only in myself, but my decisions. I was struggling a lot, emotionally and mentally and with her action steps, I was able to overcome a lot of my issues. I still have a lot to work on, but I now feel like I have the tools to keep me on the right track. I can't thank Natasha enough for how she changed my life, personally and professionally. I highly recommend her services! And her smile will brighten your day. :)

Zain Jivraj-Read
Optometrist & Business Owner

Hire NBR To Make A Positive Impact

NBR provides effective, custom services tailored to meet your organizational needs with a focus on branding, communications and public relations. To book NBR, please email: natasha@natashabrussell.com or call: (825) 883-BOSS (2677) for more information.

- Brand Development
- Communications Planning
- Crisis & Risk Communications
- Custom Workshops
- Facilitator
- Guest Speaker
- Keynote Speaker
- Master of Ceremonies (MC)
- Online Reputation Management
- Public Relations
- Seminars & Workshops
- Strategic Planning Services



Together We Achieve More

NBR strongly believes that together, we can achieve way more than we ever could possibly on our own. With that said, NBR is excited to partner with like-minded organizations, and is looking for investors who believe in the NBR Brand.

The areas of interest to NBR include, but are not limited to the following:

- Crime Prevention
- Confidence Building
- Entrepreneurship
- Poverty Reduction
- Suicide Prevention
- Wealth Building
- Youth Empowerment



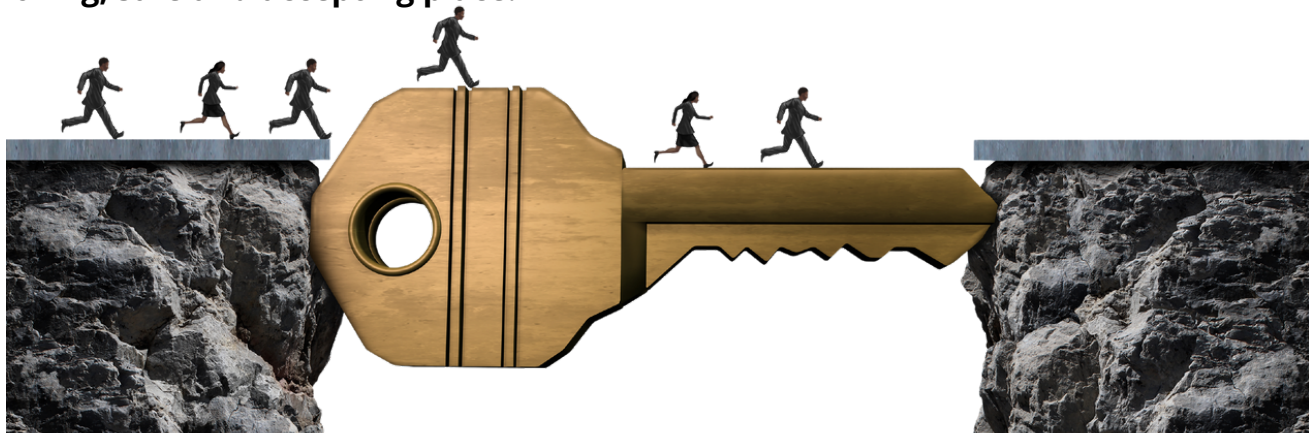
NBR's partnership goal is to work with organizations who would like to make a positive impact, globally, in the lives of aspiring entrepreneurs, purpose-driven entrepreneurs, non-profits, startups, small business owners, and youth.

If you are interested in partnering and/or investing with NBR, please email: partnerships@natashabrussell.com to set up a time to connect.

NBR has exciting, transformational events and experiences planned for 2024 and beyond. A few of these initiatives include:

- ELEVATE 2024!
- The NBR Show
- NBR DREAM Retreat

NBR looks forward to connecting and collaborating with you to make this world a more loving, safe and accepting place.



NBR

DREAM. BELIEVE. ACHIEVE.



Thank You!

**For all your love and support Bosses!
I appreciate you.**

2023 was a blessed year.

I look forward to what 2024 has in store.

Wishing you all blessings in abundance, now and always.

2024 is going to be a phenomenal year.

Let's Stay Connected!

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P: (825) 883-BOSS (2677)

YouTube: @nbr_boss

IG: @nbr_boss

TikTok: @nbr_boss