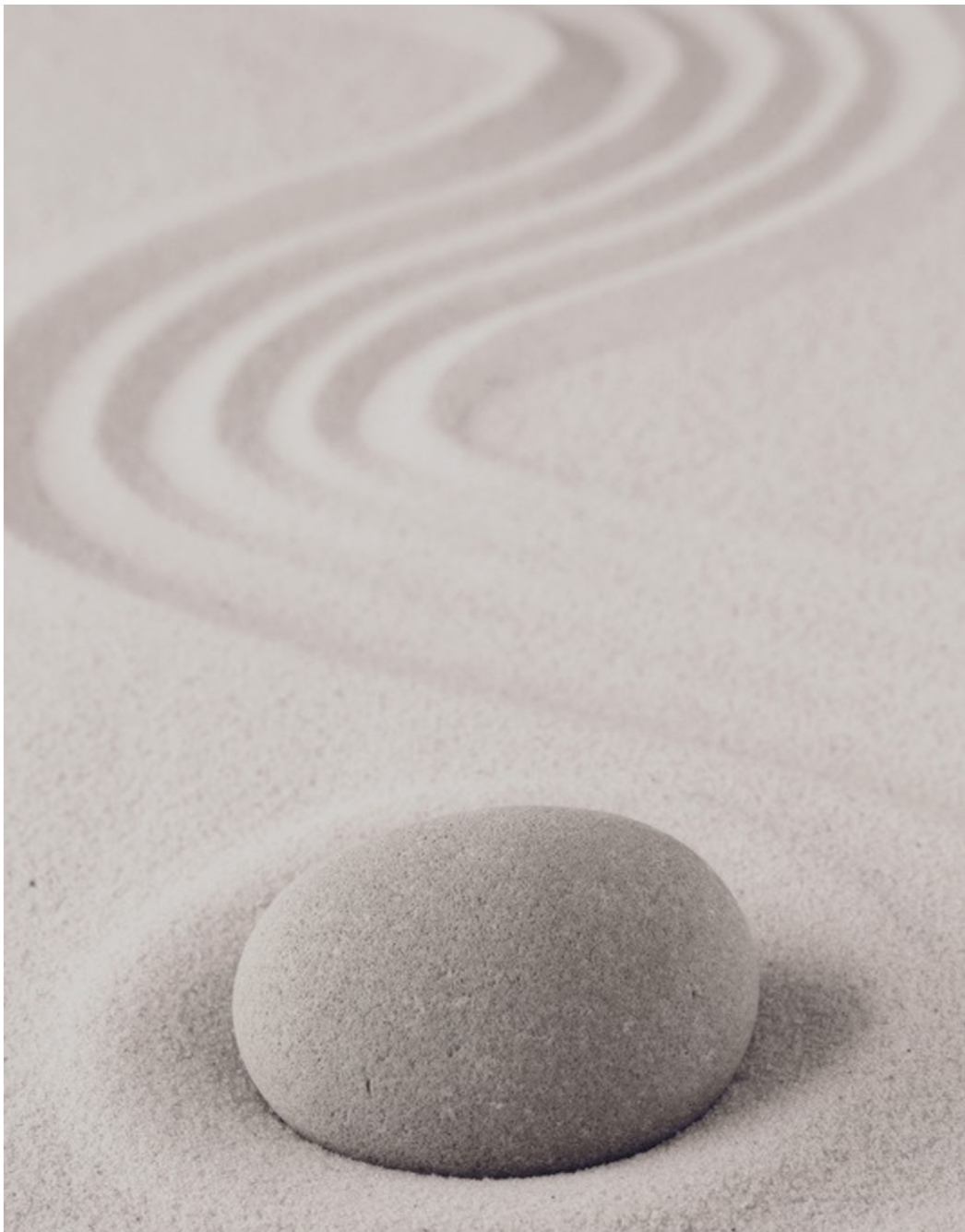


A Transformational Experience Portfolio

by

Daniela Vázquez-Figueroa



Seeker's  Circle

Transformational Experiences

Where strategy, embodiment, and culture meet

Organizations don't transform through systems alone. They transform through people.

Culture, communication, and leadership are lived — in bodies, in relationships, and in daily decisions. **When leaders develop emotional mastery and relational intelligence, everything changes.** Communication improves. **Conflict resolves faster. Trust rebuilds. Culture shifts from the inside out.**

Daniela Vázquez-Figueroa brings more than thirty years of organizational leadership experience — and deep training in emotional mastery, somatic awareness, and relational development — to support this human dimension of transformation.

These are not motivational talks or one-off interventions. They are **carefully curated experiences designed to shift how people relate, lead, and collaborate** — from the inside out.



What Makes These Experiences Different

Most organizational initiatives focus on tools, frameworks, or performance metrics.

This work focuses on integration.

Participants are supported to regulate their nervous systems under pressure, develop emotional and relational intelligence, strengthen presence and conscious communication, and translate insight into grounded, effective action.

When people feel safe, seen, and regulated, strategy lands differently.

Execution becomes sustainable.

Culture becomes embodied.

About Daniela Vázquez-Figueroa

Coach | Speaker | Author | Seeker
Lifelong strategist, orchestrator, and doer.

Daniela Vázquez-Figueroa is a bilingual strategist, transformational coach, speaker, and founder with more than thirty years of experience at the intersection of organizational strategy and human development.

Her career began in **corporate communications and brand strategy**, supporting some of the world's most recognized companies — including Coca-Cola FEMSA, Microsoft, BBVA, Johnson & Johnson, Chrysler, and Avon — through complex change: **acquisitions, repositioning, internal culture alignment, and leadership transitions**. What she learned across decades of that work is that the hardest strategic problems are almost always relational ones. **Vision fails without emotional buy-in. Culture breaks down without real communication. Leadership stalls when emotional intelligence is absent.**



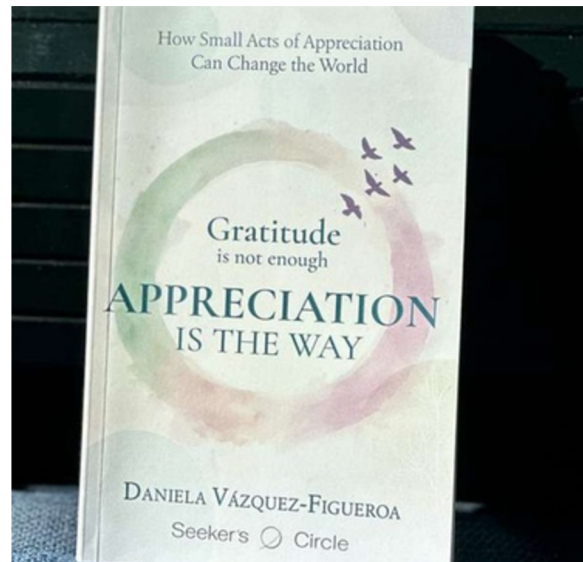
That insight became the foundation of everything she now builds.

As CEO of Vapro, she continues to lead brand strategy and organizational communications for companies navigating meaningful change. Alongside that work, she founded Seekers Circle — a coaching and human development platform where she works with leaders, teams, and individuals on emotional mastery, relational intelligence, conscious communication, and the kind of **self-awareness that makes sustained performance possible**.

She is a **certified trauma-informed life transitions coach and a certified grief educator** — trained through the methodology of world-renowned grief expert David Kessler — bringing a depth of psychological and somatic literacy that is rare in organizational work.

Her book, ***Gratitude Is Not Enough: Appreciation Is the Way***, explores how a deeper, more intentional practice of appreciation transforms organizational culture, elevates teams, and changes the quality of every relationship it touches.

Daniela works in English and Spanish, with a multicultural sensibility shaped by decades of work across Latin America and the United States.



KEY ACHIEVEMENTS:

- Directed strategic planning and implementation for Microsoft's software launch across 4 Latin American countries.
- Led regional expansion campaign for Banesco, Venezuela's #1 bank, in the U.S. Hispanic market.
- Hired by FEMSA Mexico to establish cultural change and launch Latin American social media channels for their brands — including policy development, internal communications, and pilot market execution.
- Developed and executed 20+ campaigns for major clients including Avon, Johnson & Johnson, Chrysler, Fiat, and Owens Illinois across Latin American markets.
- Commissioned by Chrysler to lead the Venezuelan chapter a worldwide consumer behavior study. Led a 6-person team and presented findings directly to Chrysler's VP of International Operations.

FORMATS

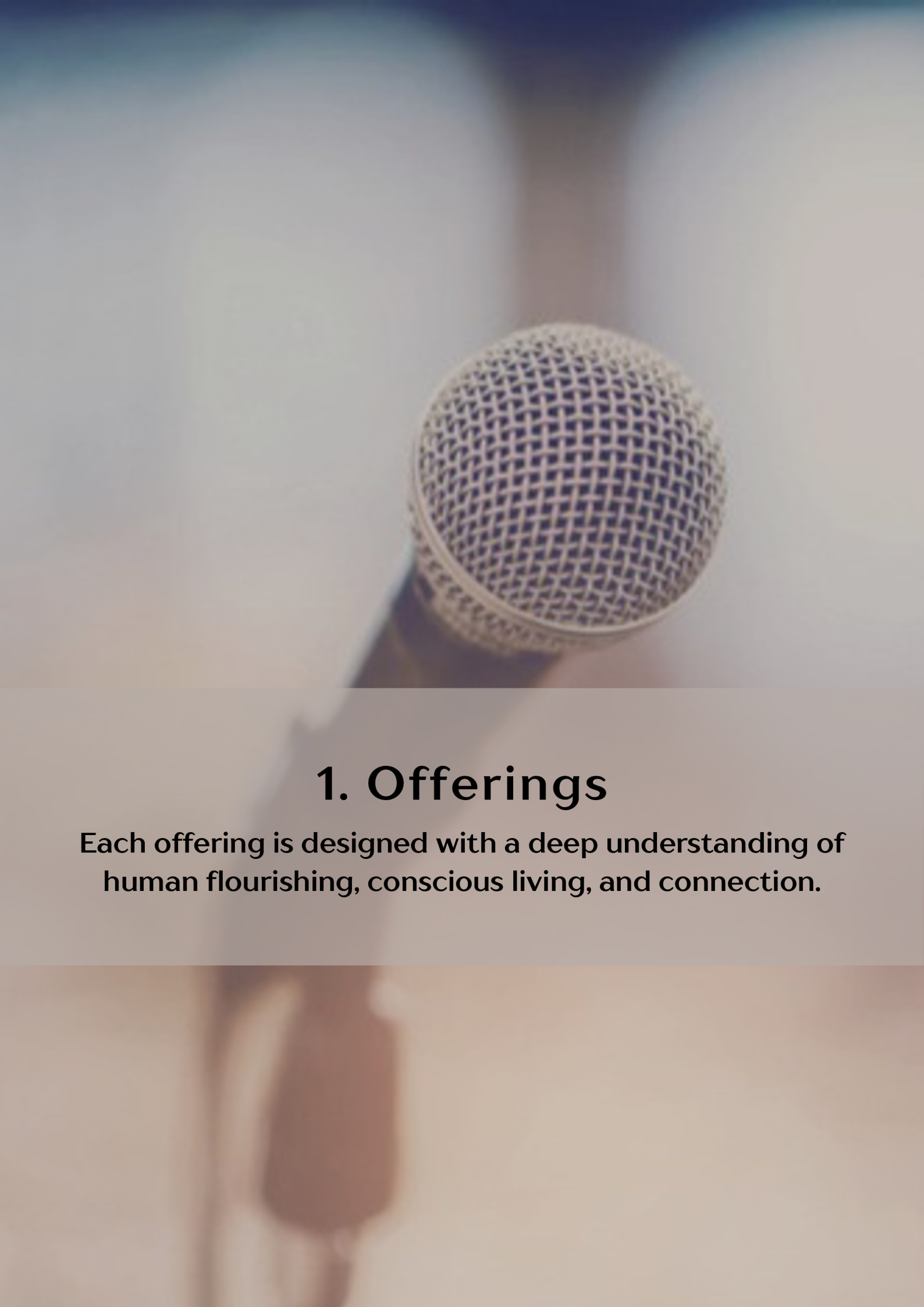
Daniela is typically invited as a keynote speaker, half-day workshop facilitator, or integrated speaker within conferences, leadership offsites, or retreats. **All engagements are shaped collaboratively and delivered with care, structure, and intentional pacing.**

When aligned, she can also invite facilitators from the Seekers Circle coaching network — a community of **more than 20 coaches across diverse areas of expertise** — allowing organizations to create richer, more multidimensional experiences tailored to their specific needs.

Best Fit

This work is especially relevant for leadership teams, HR and People & Culture, learning and development, internal communications, founder and executive groups, and culture and change initiatives.





1. Offerings

Each offering is designed with a deep understanding of human flourishing, conscious living, and connection.

Signature Offerings:

/ Emotional Mastery for Leaders:

How nervous system awareness, emotional regulation, and inner steadiness shape the way leaders perform, decide, and show up under pressure. This experience addresses the inner infrastructure of leadership — the capacities that determine whether a leader expands or contracts when things get hard.

Topics may include: emotional regulation under pressure, nervous system awareness, presence and adaptive decision-making, self-leadership from the inside out, sustainable human performance.

2 Appreciation as a Relational and Cultural Practice

Why gratitude stays internal but appreciation moves outward — and how expressed appreciation transforms trust, belonging, and the quality of human connection in teams and organizations. Based on the book *Gratitude Is Not Enough: Appreciation Is the Way*.

Topics may include: appreciation vs. gratitude, recognition as a leadership practice, psychological safety and trust, relational culture building, how appreciation changes communication and belonging.

Signature Offerings:

3 Relational Intelligence: How We Work Together

How the quality of relationships — with ourselves, our teams, and the people we lead — determines the quality of everything we build. This experience explores the relational dynamics that either strengthen or quietly erode team culture, and what leaders can do to shift them.

Topics may include: communication dynamics, trust and collaboration, conflict navigation and repair, emotional tone in teams, relational clarity in leadership.



Contact Information

When people thrive, organizations thrive.

Transformation doesn't happen by asking people to do more.

It happens when they are supported to arrive more fully — with clarity, regulation, and connection.

Let's make it happen....

Contact:

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 [DM](#)



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