



# Toks Ayinla

CONSULTANT | SPEAKER | POET

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# About

Toks Ayinla is a consultant, speaker, and poet who's mission is to support individuals and teams who see themselves as a work in progress, committed to making progress. She does this by creating strategic solutions and educational content focused on identifying pain points, and providing tools for sustainable solutions. With experience spanning all levels of the private, public, and non-profit sectors, Toks is the top choice when it comes to Equity, Diversity and Inclusion, executive coaching, corporate strategy and culture. Toks is also a member of the [Supporting Black Communities Initiative External Reference Group](#) advising the Canadian Government on issues affecting Black Canadians. The primary methodology behind all of her work is the [RootWork Strategic Goal Setting Technique](#). The premise behind RootWork is *if your change the root, the fruit will follow*— a statement that has shaped both Toks' work and life.

Leveraging both her career and life experiences, Toks has become a highly sought-after speaker. Her speaking style is best described as authentic, relatable, and down to earth. Whether a keynote, panel, or facilitation, Toks' charisma, story telling ability, and witty humour are unmatched. Toks is an advocate for a whole life, one where personal care should not be sacrificed for professional success, and encouraging this balance is always a reoccurring theme in her talks.

Better Still Remains is a statement that represents Toks' unwavering dedication to optimism and truth. As a poet, Toks is committed to using her words as a catalyst for change, perspective, and candor. She is the author of the best-selling poetry book [Through My Brown Eyes](#) and the [Through My Eyes: 28- Day Mindshift Journal](#). Poetry for Toks is not only reserved for books, as she also uses her gift to work as a ghostwriter and copywriter. Her rhythmic style adds an enchanting element to both Toks' written and spoken word.

Toks believes that life's experiences are meant to be shared, and she shares her journey through the Toks Talks podcast and Youtube channel which are dedicated to helping millennial women navigate the highs and lows of entrepreneurship, relationships, and personal development. With over 200 episodes combined, the range of subject matter available through Toks Talks is vast.



# RootWork

**RootWork**© is a strategic goal setting technique created by Toks to help individuals, teams, and businesses to sustainably accomplish their goals and objectives. Many plans fail not because the idea is bad, but because there is a missing link somewhere in the plan that makes lasting success an impossibility. RootWork was created to avoid this by breaking down goals into 4 parts: Fruit, Depth, Breadth, and Nutrients to ensure that nothing is missed in the planning process. The motto behind the technique is, 'If you change the root, the fruit will follow.'

First, we determine your **Fruit**, which are your goals, aspirations, desires, and best hopes. Fruit can be anything from personal goals, to corporate rollouts, and team norms; if it's worth it to you, it's worthy Fruit.

Then, we start on the RootWork through **Depth**, which are your personal convictions, beliefs, and requirements as it relates to your Fruit. You need to believe in the reality of your goals before we can do anything else.

The next part is the **Breadth**. These are the external factors that are needed for your Fruit. The people, the resources, and everything else that needs to be in line for your goal to become a reality.

**Nutrients** are the final and most important part when it comes to having a sustainable goal. If you want your Fruit to last, you have to keep the Depth and Breadth of your roots strong. This is done through the implementation of success metrics and reoccurring periodic check-ins.

The **RootWork**© technique is also used to audit, reframe and reverse engineer goals.

The 4 parts of RootWork are assessed using the ROOTS Model of awareness

**R** **Revelation** To the need for different

**O** **Optimism** About the ability to succeed

**O** **Observance** Of required changes

**T** **Technique** required to implement changes

**S** **Sustainability** Of desired outcomes

# Signature Topics

## **RootWork- Setting Strategic & Sustainable Goals**

Many goal fail not because the idea is bad, but because there is a missing link somewhere in the plan that makes lasting success an impossibility. RootWork was designed to dissect a goal into 4 key components that allow you to see exactly where the disconnect from success is and fix it.

RootWork was created when I was in a deep depression and needed to get to the other side. In this talk, I share the step by step process of the RootWork Strategic Goal Setting Technique, walking the audience through my personal RootWork journey. I will also be selecting volunteers to share their goals so that we can co-create a RootWork strategy live.

## **Becoming Your Own Gatekeeper**

When it comes to getting opportunities, it can feel like the biggest struggle is getting past the gatekeepers. Who you know instead of what you know seems most important, and when you don't know anyone, it can start to feel hopeless.

My career has been creating doors, stages, and opportunities for myself when the powers that be didn't think I had what it took to enter the room. In this talk, I share my journey of how becoming my own gatekeeper has helped me create the career of my dreams and also gain the respect of the gatekeepers that once shut me out. I mobilize the audience to stop waiting and start moving!

## **Your Story is Your Path**

Sometimes it can feel like we've gone through a bunch of stuff in life that aren't useful to where we want to go in our careers. I'm here to tell you that the art of packaging your unique story effectively is the It Factor to your next level of success.

The end of an 8 year relationship, \$30,000 of debt, the loss of a parent, and a mental breakdown are some of the leading characters in the story of how I became a strategist, speaker, and best-selling author. No part of our life is wasted in our journey, and in this session I guide the participants through recognizing and maximizing their personal stories as part of their brand.



# Speaking

## Services Offered:

- Book Talks
- Conferences
- E-Learning
- Facilitations
- Interviews
- Keynotes
- Panels
- Retreats
- Workshops

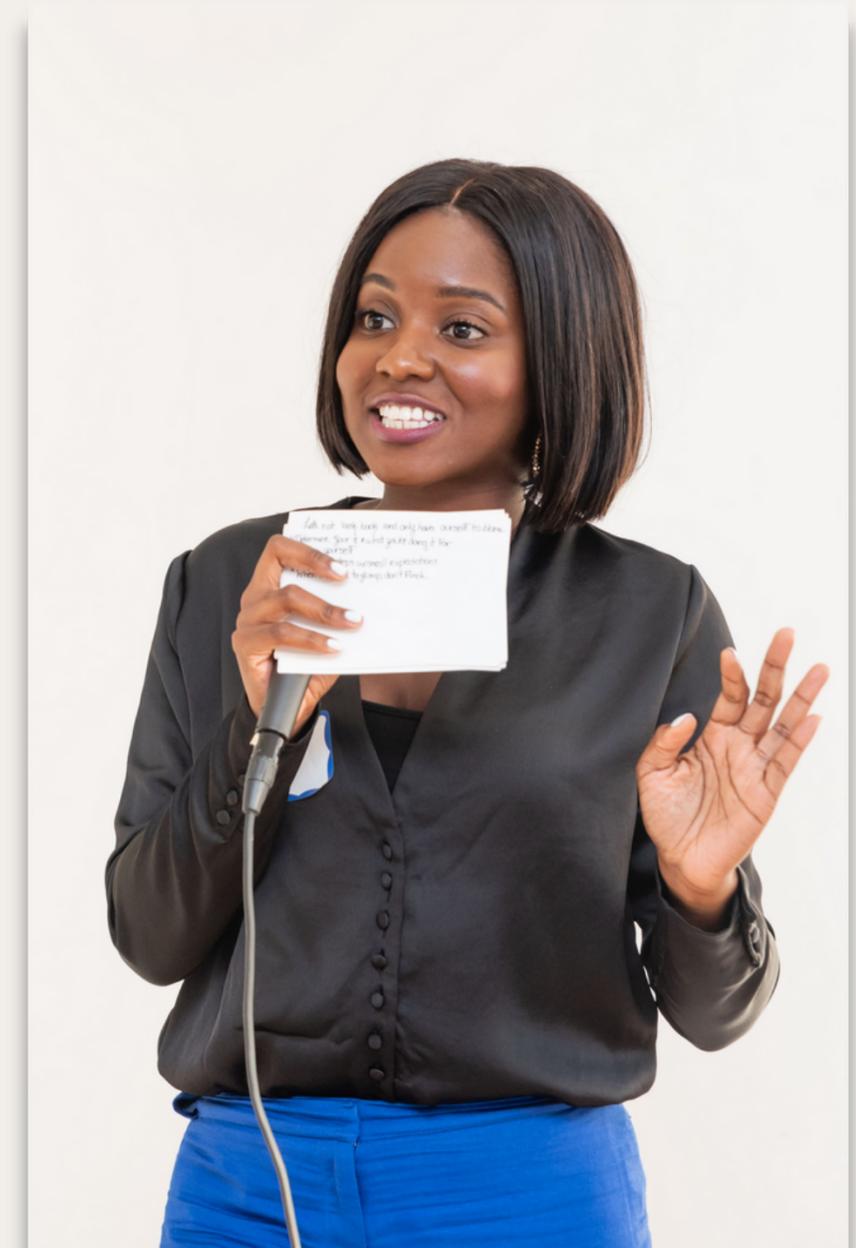
## Working With Toks Includes:

- A discovery call to discuss ideas and desired outcomes
- Timelines, edits and additional meeting prior to the event
- Customized material such as visuals, workbooks, and other learning material
- A customized presentation created to meet your specific needs

## Payment Policy

A 50% deposit of the speaking fee is required in order to hold a date and confirm the engagement.

Additional charges for travel, accommodation, transportation, and/or meals will be billed to your organization when required.





I want a life  
that will move me to tears  
because my passion and purpose  
have connected so effortlessly  
so tightly  
that I overflow with greatness

*-Through My Brown Eyes pg.14*

# Let's Connect

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