



Brenda J. Viola

AUTHOR. SPEAKER. CONSULTANT.

A former news anchor and reporter, Brenda Viola is also an award-winning communicator and author. However, she chuckles that clients are most curious about her brief career as a QVC Show Host!

Her decade as Public Information Officer for a Philadelphia suburb informed the creation of well-received keynotes and workshops. This niche market grew organically with the 2020 publication of her book, *The Public Servants' Survival Guide*. Audiences from both the public and private sectors resonated with the message that answered the question, "How can you reclaim joy in work and life?" The ten points outlined in the book provide the framework for a transformative workshop helping participants recognize signs of burnout and how to course correct.

In April 2024 she released two new books. The first, *How to be Heard Without Screaming!*, incorporates her 30+ years as a professional communicator into daily exercises that help readers land their messages, whether in personal or professional settings. She leads a corporate workshop based on this content.

Her first children's publication, *Annabelle the Octopus: A Story About Friendship* is a rhyming picture book illustrated by her sister, E. Shirlee DiBacco. It encourages little ones to reach out for help when they need it, and that friends can be found in unlikely places.

Organizational culture is a passion, and Brenda has built regional and nationally recognized workplaces. Helping companies define their core values, guiding leaders to infuse their teams with appreciation, and creating environments where people love to work are the specialties of Vici Communications LLC.

Encouragement is at the heart of Brenda's messages, which are backed by extensive research and filled with humor and candor. Her personal stories of love, loss, and lessons learned open the door for her audiences to bravely reflect on their own lives. She sees breakdowns as gateways to breakthroughs, and she finds fulfillment serving as a catalyst for decisions that yield lasting, positive impacts.

A Certified Virtual Speaker, Brenda's keynotes and training sessions are impactful whether online or in person.

A Philadelphia-area native, she now resides in La Jolla, California, enjoying the breathtaking view of the Pacific Ocean and relishing down-time to enjoy foodie adventures or to sing karaoke (badly). She is a member of the National Speakers Association (NSA) and an active member of her local church who loves nothing better than to encourage people, sign books, and read aloud to little ones.