



# TURNING PROBLEMS INTO PURPOSE

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**YANNIK MCKIE**  
PHILANTHROPIST, AUTHOR, AND SPEAKER



**2020**  
Media Kit

# Yannik McKie



Overcoming adversity and turning obstacles into stepping stones is the expertise of author, speaker, and Executive Director, Yannik McKie.

At age 11 Yannik suffered heartbreak after learning that both Mom and Dad were HIV positive. By the age of 15 Yannik lost both of his parents to the deadly AIDS disease. Overcoming such adversity has helped Yannik earn his reputation as an expert on how to overcome life's toughest pain into purpose. Yannik's amazing life story has been featured on numerous media outlets including *ESPN*, *FOX*, *The 700 club*, *The Huffington Post*, *The New York Daily News*, *Good Day Atlanta*, and many more.



Yannik is the founder and executive director of the McKie Foundation through which, he donates his time and resources to at-risk youth. For his efforts in the community, Yannik was awarded the Change Maker of the year award from the National Leadership Council and was inducted into his alma mater, Georgia Southern University's, top 40 under 40 alumni class.

Yannik has a degree in marketing from Georgia Southern University and his diverse life experiences make him a highly sought-after speaker for universities, businesses and nonprofit organizations. Yannik is the proud husband to his beautiful and supportive wife, Linda and the loving father to Jahlyn and Elyse McKie.

If you wish to stay informed about the McKie Foundation's current events please like, follow and subscribe to the McKie Foundations Facebook, Twitter and You Tube social network sites.



*"We invited Yannik to be the keynote speaker at our Maximize Potential Conference and we were extremely pleased with the outcome! We would highly recommend Yannik for any event."*

**Nic Panghorn**  
*Assistant Director Residential Programs  
Clemson Youth Learning Institute*



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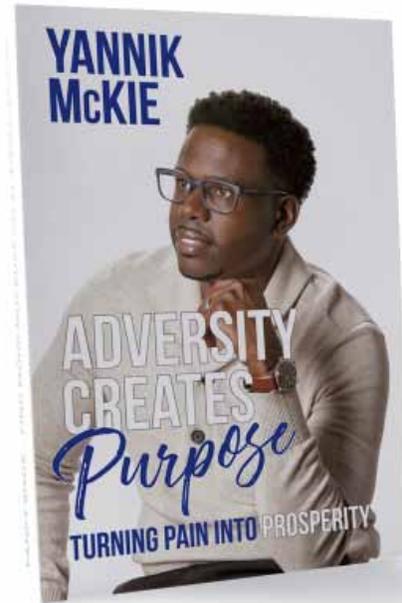
# Yannik McKie

## ABOUT THE AUTHOR

Yannik is an author with an extraordinary story. In his book, *Living in the Shadows*, Yannik tells the captivating story of how he became one of the first children in America to lose both his parents to the deadly AIDS disease. Overcoming such adversity has helped Yannik earn his reputation as an expert on overcoming life's toughest challenges.

## ABOUT THE BOOK

Set in the 1980's, Yannik McKie was a young boy living the American Dream with a wealthy dad, loving mom, wonderful sister, playful dog, and a large house with a white picket fence, until the day it all changed. Without warning, the great life he knew was taken away, and this young boy faced tragic issues nearly a decade before the world knew this great plague was about to strike. This is McKie's riveting journey through happiness and depression, health and disease, life and death, freedom and bondage, and hopelessness and faith. This memoir is not just McKie's tribute to his birth parents and adoptive parents, but a tribute to everyone that has and will overcome life's greatest disappointments. *Living In The Shadows* is a moving, uplifting story of adversity creating purpose.



## TESTIMONIALS



*"He delivered an inspiring message about finding your purpose in your problems! His message resonated with the entire audience, challenging us all to find our purpose and BE GREAT!"*

**Kim Evans**  
CEO of Boys & Girls Clubs of the CSRA



*"We brought Yannik in to speak to the football team and his talk was about having character, integrity & mental toughness. He is building a new legacy for families daily!"*

**Thomas C. Settles III, Chaplain**  
UGA, Fellowship of Christian Athletes



*"Author Yannik McKie was an excellent and informative key note speaking sensation!"*  
**Nashia C. Whittenburg, Associate Director of Multicultural affairs, St. John's University**



## PRODUCT DETAILS

- ISBN-13: 9781453650714
- Publisher: CreateSpace Independent Publishing Platform
- Publication Date: 08/23/2010
- Pages: 126
- Paperback, Product Dimensions: 5.25 (w) x 8.00 (h) x 0.27 (d)

# Yannik McKie



## WHAT YANNIK DOES

Yannik McKie is an expert in adversity. For more than seven years, his speeches and seminars have helped professionals, leaders, teams, students, churches and organizations improve communications with youth, execute challenging situations effectively and combat adverse situations.

### SESSIONS BY YANNIK

**MOST REQUESTED TALK:**  
***"NEXT LEVEL LEADERSHIP"***  
***(HOW TO BECOME A SUCESSFUL LEADER BY TURNING YOUR PROBLEMS INTO PURPOSE.)***

- How successful leaders handle challenges
- The dangers of a negative attitude
- The importance of perseverance & never giving up

**MOST REQUESTED WORKSHOP:**  
***"ADVERSITY CREATES PURPOSE"***

Purpose in Adversity teaches the importance of going through difficult situations with the right attitude. This workbook teaches the techniques and principles used by some of the world's most successful people to overcome adversity and use it to their advantage. It stresses the importance of positive decision making during tough times and never giving up hope.

### WHERE TO USE YANNIK

- Leadership conferences
- Youth Conferences
- Sales associations and sales meetings for entrepreneurial salespeople (financial services, professional services, insurance, real estate, pharmaceutical and business owners)
- College Convecations
- HR training seminars and workshops on improving employees personal productivity, time management, life balance and organizational skills.

# Yannik McKie

**The McKie Foundation is a nonprofit corporation committed to helping people overcome their challenges and *maximize their potential!***

As a teen, corporate founder, Yannik McKie lost both father and mother to the deadly AIDS disease. Through the grace of God and the love of many open-hearted and compassionate individuals, young McKie was able to turn a devastating, horrible tragedy into a dedicated life of purpose. The McKie Foundation is a non-profit corporation committed to helping families in our communities turn their tragedies into triumphs.

## **Mercy Heart Precious Children's Ministry**

Providing monthly financial support and prayer to missionaries that travel to poor villages to attend to children's spiritual and physical needs.

## **REAL T.A.L.C. (talking about life's challenges)**

Providing free counseling and coaching to at-risk youth and their families

## **Community Assistance Program**

Providing cash, clothing, and food to single mothers who are experiencing extenuating circumstances.

## **At-Risk Youth Mentor Training**

Training churches, non-profits and individuals how to help at-risk youth overcome their challenges.

***A portion of all proceeds generated by the Yannik McKie Corporation go to supporting at-risk youth through the McKie Foundation. The McKie Foundation is a nonprofit c501 (c)(3) corporation committed to helping at-risk youth overcome their problems and achieve their purpose!***



The McKie Foundation operates, solely, as funded by the generous support of tax deductible gifts from partners and friends.

# Yannik McKie



*"Regardless of age group or atmosphere, Yannik is able to adapt and make his life lessons suitable for any audience. We were so impressed with him..."*

*Tianna Williams  
Paine College, Presidential Scholar*



*" We couldn't have had a better speaker! You were so genuine, relevant and clearly had done your homework. You knew this audience and raised the level of conversation versus talking down to them. Thank you for putting your head, heart and hands into our mission."*

*Nancy Hunter Denney, Conference Director,  
Lead 365 National Conference*



*"Yannik McKie was an excellent choice as a keynote presenter. When we received our survey results 98% of respondents to our survey shared that Yannik McKie offered thought provoking concepts and relevant examples to aid with enhancing diversity in their work or community. He open a number of eyes, hearts and minds during his presentation. His personal story is inspiring and was able to help our audience understand the part they play in creating a diverse and inclusive environment."*

*Karen A. Mobley, Director of Academic Diversity Initiatives for the Office of Diversity and Inclusion, Augusta University*



*"We brought Mr. McKie to speak at our two day Women's Conference. He inspired and encouraged us to believe in ourselves, not to settle, and know our value! We tweeted almost everything he said. It was outstanding!"*

*Alexandria Agee, Chaplain NCNW,  
Mercer University*



*"Yannik McKie is an unusual and outstanding leader . . . "*

*Chris Norwood, 2005 Nobel Peace Prize  
Nominee & Executive Director of Health People*

THE  
HUFFINGTON  
POST

DAILY NEWS  
NYDailyNews.com

ESPN

THE  
700  
CLUB

The Atlanta  
Journal-  
Constitution

The Augusta  
Chronicle  
augustachronicle.com

Hamptons.com

CHARISMA MAGAZINE

Please visit  
[WWW.YANNIKMCKIE.COM](http://WWW.YANNIKMCKIE.COM)  
for more press information  
and testimonials.

# For Booking

## PRESS INQUIRIES

For media requests, interviews, or excerpts from Yannik McKie's books, please contact:

Kamilah Freeman, *Executive Assistant*  
Phone: 1.800.827.3035 ext. 200  
Fax: 1.877.315.1922  
Inquiries@mckiefoundation.com



## BOOKING INQUIRIES

To arrange for Yannik McKie to speak to your group on a topic of your selection, please contact:

Kamilah Freeman, *Executive Assistant*  
Phone: 1.800.827.3035 ext. 200  
Fax: 1.877.315.1922  
Inquiries@mckiefoundation.com



## SUGGESTED INTERVIEW QUESTIONS

- How did you overcome adversity?
- What programs do you have that mentor youth?
- Who does your workshops help?
- How long did it take you to write your book?
- How did losing both of your parents affect you?
- How long have you been a life coach?
- Why is life coaching so popular?