

A MAGAZINE FOR THE ADVENTUROUS ENTREPRENEUR

# FOUNDERS



**YAMILETTE CANO**  
FOUNDER & CEO AT  
LOUDER GLOBAL

## Roads to Success

**POWERED BY  
ASIA CEO  
COMMUNITY &  
CSUITE XCHANGE**

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## ABOUT LOUDER GLOBAL

In a world where virtual communication is becoming the norm, the ability to convey one's message in an impactful and assertive way has become even more critical than ever. In 2019 LOUDER disrupted the communication industry by using colour, creativity, and confidence to give people the tools to create impactful and assertive communication.

At LOUDER, we go beyond thinking outside the box; we give you the tools to smash the box and build your own. Through communication and leadership coaching, speaking, event planning, and branding, your individuality will be showcased every step of the way.

Our team, combined with 20 years of experience, delivers world-class results every time. We are dreamers, innovators, and doers of extraordinary moments. Our experienced, creative team of professionals can provide solutions and comprehensive services that make it easy to get results.





**Tell us about your background, and how you came to found your company?**

My journey began as a ballet dancer. I dreamed of being a ballerina at three, and I made this dream a reality at five years old. Ballet tests every part of your mental and physical strength -- pushing yourself to the limit daily. Despite the blood, sweat, and tears I endured in training, I fell in love with the feeling of being on stage and performing.

I was a professional ballet dancer for more than 20 years. At 25 years old, I made the tough decision to leave ballet since I felt that I had achieved my personal accomplishments within the sport, and I wanted to try another avenue related to my degree in International Relations along with my love to communicating in various languages (English, Spanish, French, Portuguese, and Italian). In 2008 I landed in Hong Kong and instantly fell in love with the city.

In 2011 I partnered with another amazing entrepreneur in an events company where we planned various luxurious events in Hong Kong and Macau.

Through this experience in events, I started emceeing and speaking at events. After a successful time running our events company, we were approached by a large brand to buy our business. After weighing the pros and cons, we decided to sell.

In 2019 I combined my love for the stage with my passion for entrepreneurship and started LOUDER® by Yamilette Cano (LOUDER Global). LOUDER is where I connected my dreams of artistic expression, teaching, and supporting others to travel their own life's paths while finding their ideal frequency, building their confidence, and communicating with Motion, Emotion, & Impact®.



### **Can you explain briefly how your service(s)/product(s) works?**

LOUDER, at its core, is a communication firm, so we cover communication in four key areas:

#### **Communication and Leadership Coaching**

We work with individuals, teams, and organizations to fine-tune their communication and leadership skills. We work with you through one of our signature programs, or we will tailor a program that will fit your specific needs.

#### **Speakers**

I am a well-trained speaker and emcee hosting panels, virtual events, seminars, TV presenter, and fireside chats. LOUDER also has a roster of world-class speakers for live and virtual events to maximize your possibilities. Speakers include David Meltzer, Nini Marini, David Day....and more.

#### **Event Consulting**

We partner with you to build your event from the ground up, recognizing your brand's personality, whether it is an online, offline, virtual, physical reality, or outdoor event.

#### **Branding**

Copywriting/design, website interface design, graphic design/rebranding, social media management, and SEO. We help you communicate your brand by showcasing who you are, what you do, why you do it and whom you do it for.



## How has the industry been changing in recent years?

There have been three significant changes in the communication industry in recent years that I have noticed. The first is moving online. Even before the pandemic, people wanted to quickly access information on demand. This is why at LOUDER, our clients have access to resources at any time.

Another significant change is people want to know who they are doing business with; they want a value-driven business partner. More than ever, people are ultimately choosing to do business with people they like, and everyone likes someone who appreciates them. They want to do business with someone they can trust who aligns with their values. This is why it is crucial for companies to showcase their brands and for their people to showcase their personal brands.

And finally, the third change I have noticed is that people want the ability to tailor their experience. There is no one size fits all approach; communication needs to be customized for each individual. You need to be empathetic in your approach and guide clients through the entire process.







## "What is most important to you and your organization – mission, vision, or core values? Why?"

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The thing that is most important to me and my organization is the people. My priority is to provide my team with the tools and resources they need to achieve the best results for our amazing clients.

Our mission at LOUDER is "Communication with MOTION, EMOTION, and IMPACT." This mission is very close to my heart and stems from my career as a ballet dancer -- I believe anyone can achieve confident communication through their motions; they can build an emotional response and create an impact.

Our vision at LOUDER is "Provide everyone around the world with the tools to be confident communicators and leaders in every medium and any field they may choose."

This is the vision because I want to create a platform where individuals can easily access the tools, they need to take the steps to become confident communicators. I want everyone to know that confidence is something that can be taught, learned, and practiced. There are three vital core values around which LOUDER operates around:

**Passion:**

Create a dynamic and playful environment where there is pride in work, and the people around are bold, innovative, and creative.

**Superpowers:**

Foster individual strengths to help our team and clients succeed long-term on every project.

**Humble:**

No one individual has all of the answers. Stay humble and invest in regular learning. Our core values are the backbone of the organization, where a company's culture stems. Values are becoming increasingly important to consumers, meaning consumers want to do business with companies with solid values.

**What makes you different from what's currently available in the market?**

LOUDER is a one-stop shop for all things communication. We believe that communication is the core of everything we do -- to succeed in any given field, you need to be an effective communicator. This includes communicating verbally, communicating your personal brand, hiring a speaker to communicate, communicating your corporate brand, or communicating your dream event.

We tailor our approach to every client and consider who you are as an individual or brand. We show you how to communicate outside of the box and give you the tools to build your own box and break the barriers to becoming a confident communicator.

Communication with MOTION, EMOTION, and IMPACT can be achieved by anyone, regardless of background, experience, or native language. LOUDER strives to make confident communication achievable for all individuals.



# WHAT DOES THE FUTURE HOLD FOR YOUR COMPANY?

AT LOUDER, WE PRIDE OURSELVES ON GROWTH AND GLOBAL REACH. AS WE MOVE FORWARD, WE ARE LOOKING INTO OPPORTUNITIES TO GUIDE ASPIRING COACHES AND SPEAKERS TO BE PART OF THE LOUDER TEAM. LOUDER IS ALWAYS LOOKING INTO TECHNOLOGY ADVANCEMENTS, AND WE SEE THE GROWING WORLD OF VIRTUAL EDUCATION AS A GREAT WAY TO CREATE OPPORTUNITIES FOR SOON-TO-BE COACHES AND SPEAKERS WORLDWIDE. THE FUTURE OF LOUDER WILL BE OPENING OPPORTUNITIES TO EXPERIENCE LOUDER ON-DEMAND, HAVING LOUDER'S SIGNATURE PROGRAM AT YOUR FINGERTIPS. A VIRTUAL ONE-STOP SHOP FOR ALL THINGS LOUDER.

# LOUDER

BY YAMILETTE CANO



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