



LaChelle P. Johnson

Motivational Speaker, Author & Coach

LaChelle, also known as the Chief Richologist, is the founder of the Rise Rich Movement™, an ecosystem designed to empower first-generation wealth builders to live intentionally and build lasting legacies. As an executive leader turned wealth advocate, she combines real-world leadership experience with financial literacy and mindset transformation.

She is the author of Rise Rich: Intentional Living for First-Generation Wealth Builders and creator of the Rise Rich Collective™, Rise Rich IRL™, and Rise Rich AI™ accountability tools. When she speaks, she doesn't just deliver a message — she activates a movement.

AS SEEN ON & IN



ESSENCE

FASTCOMPANY



FOX 5
WASHINGTON DC

FOX SOUL

DC
NEWS NOW

NEW YORK
THE CUT

SIGNATURE TOPICS

- ✓ Signature Keynote-
Rise Rich: Building Wealth without a Blueprint
- ✓ Other topics-
 - Clarity is the New Currency
 - From Survival to Strategy
 - Protect Your Peace While You Build
 - Intentional Leadership & Wealth Alignment
 - Designing a Rich Life Vision

IDEAL AUDIENCES

- Corporate Employee Resource Groups
- Women's Leadership Conferences
- Colleges & Universities (including HBCUs)
- Public Sector Organizations
- Entrepreneurship & Financial Literacy Conferences
- Faith-Based Organizations

LET'S WORK TOGETHER!

 18.5K
@wealthbuildinglab

 100K
avg monthly views

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 www.wealthbuildinglab.org