



APRIL DIAZ

CEO, Leadership Expert, & Executive Coach

MEDIA KIT

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MEET April Diaz

April Diaz is a powerhouse communicator and the visionary Founder and CEO of [Ezer & Co.](#) She speaks the language of transformational leadership. With her dynamic presence and innovative coaching communication style, April captivates audiences, equipping them with actionable strategies for lasting transformation. Her work redefines leadership, inspiring individuals and organizations to embrace wholeness and unlock their full potential.

As a trailblazer in executive leadership coaching, April has pioneered a proprietary Wholeness Assessment and revolutionary holistic pathway that is reshaping the future of leadership. Her groundbreaking pathway integrates developmental transformation with practical strategies, creating ripple effects that extend from top U.S. businesses to boardrooms and beyond. April's work transcends industries.

With over 25 years of expertise in leadership and human development, April has coached more than 1,000 diverse clients, including C-suite executives, professional athletes, Olympians, and emerging leaders. Her approach is universally relevant while uniquely addressing the needs of her audience.

She's a big believer that who you are internally shows up externally. Let's be honest—*who you are* determines what you *do*.

ON A PERSONAL NOTE...

My roots are Midwestern. My soul was made for SoCal. My heart is global.

I married my Puerto Rican high school sweetheart when we were way too young, but he's still my favorite person ever. We co-parent three teenagers – our oldest son and daughter were adopted from Ethiopia, then I birthed a miracle son. We embody global diversity.

I'm a deeply faith-full person. I'm an Enneagram 8w7, lover of sunshine and the beach, travel, a good book, red wine, and Mexican food.

AUDIENCE-CENTERED TOPICS

In today's fast-paced world, high-capacity leaders often find themselves buried under ***overwhelm, lack of focus, and crippling stress***.

The demands of leadership can overshadow their ability to make a meaningful impact, leaving them feeling ***depleted, disconnected, and ineffective***.

These topics go straight to the heart of these challenges, offering a transformative solution to ***restore meaning and purpose***.

HOLISTIC LEADERSHIP FRAMEWORK:

- **The Body Breakthrough:** The Game-Changing Approach You've Been Missing
- **Unlock the #1 Indicator of Your Success:** Increase Your Emotional Intelligence
- **Master Your Mindset:** How to Shift Your Beliefs into Behaviors
- **How to Resolve Conflict Without Avoiding It:** A Practical Guide to Relational Health and Impact at Work
- **Leading through Stress:** The Leader's Blueprint for Avoiding Burnout
- **The Recovery Revolution:** How High-Capacity Leaders Process Stress, Not Push Through It
- **From Exhausted to Energized:** How to Manage Your Energy for Greater Impact

AFTER LISTENING YOUR AUDIENCE WILL:

- ***Ignite self-awareness*** to identify one desirable change to implement immediately.
- ***Gain simple tools*** to lead more holistically with greater impact.
- ***Activate actionable strategies*** to overcome challenges, reclaim focus, and lead with confidence and clarity.
- ***Leave with a clear next step*** to lead decisively, sustainably, and authentically.

WHAT YOU *need to know* TO SOUND LIKE YOU KNOW APRIL'S CONTENT

APRIL GUIDES LEADERS TO *Expand their Impact & Influence* WITHOUT SACRIFICING THEMSELVES.

Leadership isn't just about goals, strategy, and finances — it's about leading yourself holistically first. As you become a more aware, emotionally intelligent leader, you expand your impact, deepen your relationships, and create results that last.

Whether you're leading yourself, a team, or a global movement, the real battle you're facing isn't just external — it's the overwhelm, disconnection, and depletion that silently collapses your influence from the inside out.

High-capacity leaders today are stretched thin and burning out at alarming rates.

They don't need more hustle. They don't need to push through or power up. They need space to get clear, tools to lead holistically, and the support to lead differently — without losing themselves in the process.

Overwhelm THE DEBILITATING COST DRAINING LEADERS TODAY

If you can't create space to lead yourself first — with clarity, conviction, and connection — then you and those you lead will stay stuck in survival mode:

- You won't expand your influence.
- You won't have sustainable success.
- You won't grow your people's capacity.
- You won't feel like your whole self personally or professionally.
- You won't fulfill your potential.

This is the hidden risk every leader faces:

Living overwhelmed leaves you depleted, reactive, disconnected — and ultimately less impactful than what you're truly capable of achieving.

April's work interrupts that cycle.

She helps leaders reclaim their wholeness, so they can expand their influence without sacrificing themselves.

10 POTENTIAL INTERVIEW QUESTIONS

LEADING THROUGH STRESS:

The Leader's Blueprint for Avoiding Burnout

- #1:** You've coached over 1,000 high-performing leaders including C-suite executives and Olympians. What's the most common energy mistake you see them make that's sabotaging their performance?
- #2:** You have a counterintuitive belief that managing energy is more important than managing time. For listeners drowning in their calendars, can you break down why this mindset shift is a game-changer?
- #3:** You talk about 'completing the stress cycle'—most of our listeners have never heard this term. What does it mean, and what happens when we don't complete it?
- #4:** You say stress is an advantage, not something to be avoided or demonized. What is stress good for?
- #5:** You mention there are two ways our bodies process stress. Can you walk us through both and explain why one leads to burnout while the other leads to breakthrough?
- #6:** For someone listening who feels completely exhausted by 3p every day, what's the first thing they should do tomorrow?
- #7:** Two of your six core coaching dimensions are physical and renewal. For leaders who think they're 'too busy' for either, how do stress and burnout actually impact these areas—and their bottom line?
- #8:** What's one practical exercise they could do in the next 24 hours to create an immediate shift in their energy management?
- #9:** What's the difference between an Energy Burst and an Energy Break, and why does it matter for sustainable success?
- #10:** What's your personal energy management strategy? How do you practice what you preach, especially running a company, coaching at your level, and parenting three teenagers?

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*I'd love to
be your
next guest!*

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