



# KRYSTAL SHANELL

MASTER STRATEGIST | AUTHOR  
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CONNECT WITH ME



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## INTRODUCTION

Krystal Shanell is a Master Strategist and Organizational Consultant with over 15 years of experience in guiding nonprofits, small businesses, and corporate ventures. Renowned for her leadership and strategic precision, she has led multimillion-dollar initiatives and built sustainable infrastructures for purpose-driven enterprises. Krystal specializes in relief movements and brand-aligned nonprofits, focusing on impactful systems, purposeful scaling, and aligning leadership with legacy.

## THE MISSION

To empower purpose-driven leaders, nonprofits, and organizations by building the structure, strategy, and systems they need to scale sustainably, serve with excellence, and leading with legacy.

## SPEAKING TOPICS

- “Purpose in Practice: Integrating Social Responsibility into Company Culture”
- “Beyond the Donation: Building Meaningful Long-Term Community Partnerships”
- “Pay Yourself First: A CEO's Guide to Compliance and Compensation Structure”
- “Structure Before Scale: Why Strategy Fails Without Systems”
- Disaster-Proof Leadership: Relief, Resilience, and Project Management”



## “ WHAT PEOPLE SAY

“I’ve never met a strategist who also executes at this level. Krystal doesn’t just tell you what to do—she does it, builds it, and elevates it.”

—Trae Tha Truth