

## About Mitchell C. Baldwin

Mitchell C. Baldwin is a gifted, life-changing speaker; author; corporate consultant; executive coach and in his spare time, real estate entrepreneur. A native of Alabama and a 1980 graduate of Jacksonville State University, Mitchell started with one single-family house and has turned his hobby into a portfolio that includes two apartments complexes and 15 single family residences. His careful stewardship of these properties has helped to revitalize depressed neighborhoods, and he gives his tenants hope and a sense of pride in their communities. His wife and son assist him in the day-to-day operations of this business.

In 2008 Baldwin started an Amateur Athletic Union basketball team to help his players increase their visibility and be recognized. Most of the players had not played AAU basketball before and had been cut from other teams, yet he took them on and quickly started to win state and regional championships, as well as National tournaments. He got the players to believe in themselves.

In 1989 Baldwin founded the nationally recognized youth organization CHAMP, Inc. (**Caring Helps Another Make Progress.**), the largest non-profit youth group in the state of Alabama, prompting former President George H.W. Bush to honor Baldwin as the nation's "200<sup>th</sup> Point of Light" for his work with inner city children in Birmingham. The Points of Light Institute describes Baldwin's work as "putting people at the center of community problem solving," and honors him for taking action to mobilize both service and civic engagement to bring about change in the world. In addition, Baldwin has received many other awards and recognition, received keys to cities and counseled many in both civic and leadership development.

He is married to Gennia Washington Baldwin, Vice President, SmartTalk with MCB. The Baldwins are principals of Baldwin Properties, L.L.C. and have one son, Mitchell C. Baldwin, Jr., a budding real estate magnate himself.

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## About SmartTalk with M.C.B.

SmartTalk with M.C.B. was founded by Mitchell C. Baldwin in August 1993 in Birmingham, Alabama when Mitchell found himself part of a massive downsizing at Alabama Power Company, the company he had been with for eleven years.

No surprisingly, SmartTalk's first client was Alabama Power (APCO), Baldwin's former employer (1984-1993). During a business strategy meeting with APCO, Mitchell effectively demonstrated "company value" by providing assistance to the Alabama Power employees who had been downsized as well as those surviving-employees left behind. From this meeting, SmartTalk with M.C.B. emerged and became an ongoing resource for Alabama Power Company in several disciplines and continues to serve many companies as diverse as U.S. Pipe and Foundry, Federal Reserve Bank and McWane, Inc. Baldwin is also the author of *Surviving Corporate Downsizing with Dignity and Grace!*, based on his own experience and that of his colleagues at Alabama Power.

As a consultant to Fortune 500 companies, Baldwin's unique investigation and communication style enables him to get to the heart of an issue, no matter how deeply it is buried. It's at that point when sincere change and commitment can occur. Baldwin has a knack for helping people see the obvious, from the board room to the basement.

Baldwin's clients say that he is one of the most inspiring people of our generation. He finds ways to motivate people, offering insight and hope to employers who have been forced to downsize their staff; to the employees who lost their jobs; and to those who remain and suffer from guilt as well as heavier workloads.

That's how it all began.....when Baldwin recognized his gift for motivating volunteers, and later, people from all walks of life, to achieve success and change lives, including their own. He can identify the deepest needs and desires, eliminate roadblocks and offer opportunities for success.

It's all about your perspective!