

BRSS TACS

Bringing Recovery Supports to Scale

TECHNICAL ASSISTANCE CENTER STRATEGY

Lonnetta Albright
President
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Lonnetta Albright, BS, CPEC, Certified John Maxwell Coach-Trainer-Speaker, is one of the most dynamic and transformative speakers, facilitators, and coaches working nationally and internationally (Canada, the Caribbean, and Africa), adding value to and changing the lives of thousands. She is particularly focused on developing the skills of those she fondly calls the Next Generation. As President and Owner of Forward Movement Inc., a small minority- and female- owned company, she offers coaching for individuals and organizations, personal and professional growth, organizational and leadership development, speaking, and consulting. As a certified personal and executive coach, she is an Executive Level Member of the John Maxwell Global Leadership Team.

For the past 17 years, Ms. Albright served as Executive Director of the Great Lakes Addiction Technology Transfer Center (ATTC)/University of Illinois/Jane Addams College of Social Work. During her tenure with the ATTC, she chaired the National ATTC Criminal Justice Committee and the National Institute on Drug Abuse (NIDA)/ SAMHSA-ATTC Blending Team to disseminate clinical trial research results from the Motivational Incentives for Enhanced Drug Abuse Recovery study and was the past Co-Chair of the ATTC Recovery Committee. Her regional ATTC leads the ATTC Network in recovery management and recovery-oriented system transformation efforts for the field. She led her ATTC's recovery-oriented systems of care efforts in Africa to train and build capacity within the substance use systems and recovery community in Tanzania and Zanzibar, Africa.

As a lifelong learner who understands the value in “growing self first,” her interest in positive psychology, human behavior, strength-based approaches, behavioral and public health, and the science that supports them all has not only increased her own understanding but means that the people she serves and her audiences experience meaningful and real changes that shift their mindsets and behaviors in ways that can be applied immediately. Her expertise lies not only in her connections with individuals and audiences, but also in her ability to take complex ideas and concepts, break them down into practical and thought-provoking blocks, and present that very same information in an exciting, learnable, and inspirational way.