



# Whittney Powell

GLOBAL PARENTING EXPERT  
MODERN FAMILY LIFESTYLE COACH

MEDIA KIT 2023



# Meet Whitney

Whitney Powell - The Modern Family Lifestyle Coach - is a Global Parenting Expert with 15 years of industry experience. Unwavering in her dedication to revolutionising the nannying industry, she harnesses the principles of her Maternity Practitioner foundation to holistically support and ensure the cheat codes of successful parenting and nannying are universal.

Citing her own mother as her biggest inspiration for creating a safe environment for her to fail forward as she worked her way towards self-sufficiency, Whitney embodies her mother's nurturing spirit when collaborating with children, parents and nannies alike. Her extensive experience of working with babies, teens and children of all ages often earns her the endearing "big sis" title, while parents look to her not only as a coach, but as a co-parent and trusted confidant.

In alignment with the understanding that one size never fits all, Whitney has mastered the adaptability and ease with which she tailors her services to complement the wide and varying nuances of the families she partners with. Whether working with UHNW, VVIP or celebrity clients in nuclear, blended or single-parent families, working or stay-at-home parents, those who have conceived through IVF, or any of the many other familial units that she encounters daily, Whitney seamlessly blends professionalism, compassion and empathetic support.





## Meet Whitney

An experienced rotational and travel nanny with a background as an Infant Sleep Specialist and Breastfeeding Consultant, Whitney's unique strategy is also underpinned by her Early Years Foundation Stage (EYFS) qualification and integrated with the Emilia Reggio approach and surefire, self-taught Montessori method.

Always leading with empathy and patience, Whitney faithfully employs her "start as you mean to go on" mantra to each family she coaches. In doing so, parents can effectively impart tools that will prime their children to confidently problem-solve and navigate through life as early as possible, which in turn, has a balancing effect on the household.

Irrespective of whether a long or short-term relationship is fostered with parents, Whitney intentionally establishes a trustworthy and non-judgmental environment that initiates open and transparent communication about commonly and infrequently discussed topics.

Coupled with her workshops, masterclasses and tipsheets, her "Ask Whitt" portal, a safe online space dedicated to nannies to get practical advice on how to effectively resolve disputes, expertly leverages her industry connections to inform brand partnerships on the reality of modern parenting and what families are truly looking for.





# The Heart Of The Matter

At the core of Whitney's mission is the goal of revolutionising the nanny industry and ushering it into the 21st century. As a Global Parenting Expert and Modern Family Lifestyle Coach, she is committed to inspiring families of all types and sizes around the world to confidently modernise their parenting style. Whitney simultaneously provides nannies and agencies with the tools necessary for effective collaboration, with the aim of empowering this triad – parents, nannies and agencies – to level up.

Enhanced by her contemporary understanding of the industry, as well as her devotion to remaining attuned to it, Whitney's coaching brings together three key players of parenting – parents, nannies, and agencies. Her unique experience with each not only informs but fuels her passion and holistic approach to transforming the industry.

From her proprietary "Ask Whitt" portal to the workshops, masterclasses and tipsheets that are tailored for parents, nannies and agencies, Whitney is committed to ensuring each group tightens up their skills. The portal also contributes to a much-needed sense of community, which is another component of Whitney's mission.



# Guest Expert & Consultant

Whittney's unparalleled expertise is seen through the ever-expanding library of content that she's meticulously created and curated over many years of observing diverse family dynamics. Through the relationships fostered between immediate and extended family members in various settings, Whittney has also developed a suite of solutions for the everyday challenges families experience and popular topics of discussion they raise. With a commitment to making her wealth of knowledge accessible to all, Whittney has distilled her insights into practical tips and solutions that are both informative and easily digestible. Her expertise serves families, university and college students, as well as agencies and nannies seeking to enhance their skills and knowledge.

## TYPES OF PRESENTATIONS:

- Seminars
- Live Talks
- Workshops
- Keynotes

Each talk is intentionally designed with the target audience in mind so that listeners can leave feeling enlightened and empowered by the themes presented.



# Signature Speaking Topics

## **SOWING HEALTHY SEEDS OF SLEEP: WHY QUALITY & QUANTITY MATTERS**

Whether intentional or not, sleep is often taken for granted by both children and adults alike, despite being an essential component of our overall health and wellbeing. The significance of discussing sleep cannot be overstated. This dedicated talk aims to empower listeners to establish a healthier relationship with sleep and reap the benefits of doing so, for themselves. Young people and adults who engage with this talk will learn not only about the positive impacts of developing a sleep schedule, but how to stick to it. Parents that are tuned in will leave with a solid comprehension of how to build out age-appropriate sleep schedules and how to teach their children to have a healthy association with bedtime.

## **GETTING THE BALANCE RIGHT: TAKE BACK CONTROL OF YOUR LIFE**

As the head of a household, the ability to restore equilibrium is an essential skill. This goes beyond the responsibility of raising impressionable children and extends to the need for personal well-being. This talk will speak to what establishing a balanced family looks like and why it's important. Through this talk, Whitney will explore the profound impact of balance on parents' mental health and their overall well-being. In addition to benefiting themselves, modelling a balanced lifestyle sets a positive example for children implementing valuable life skills. The session will conclude with actionable steps to create bespoke "balance plans" that cater to their unique needs and lifestyle, while also creating a more harmonious, healthy household.

## **REVOLUTIONISING THE NANNY INDUSTRY**

Nannying is a collaborative profession that thrives on partnership. In this session, Whitney will emphasise the importance of teamwork and cooperation between agencies, nannies and families. With a predominantly female audience, they will gain a deeper understanding of how to maintain professionalism while working alongside parents or as part of a team of nannies. The key to achieving successful outcomes lies in an effective joint effort, and Whitney will provide insights on how to establish this. Next, Whitney will illuminate the fundamentals of nannies preserving their well-being and how they can go about doing so. Finally, the session will culminate with a deep dive into Whitney's proprietary "Ask Whitt" portal, which serves as an invaluable resource for nannies and agencies seeking to enhance their job performance. This portal provides access to practical solutions to real-life challenges and a supportive community of like-minded professionals.

# Available For Brand Partnership Residencies

For the past 15 years, Whittney has had her ear to the ground, living and breathing the experiences of the diverse sets of families she partners with. Through close partnerships, she has gained an intimate understanding of each family member, from babies to adult children and parents alike. By virtue of her expansive experience of the industry and her real-life insights, Whittney is well-placed to collaborate with brands that align with her vision to advance the industry and inform the important conversations that are being had. With a deep understanding and acute awareness of how parents think and feel, Whittney can confidently educate and guide brands on the topics of discussion in families of all types.



## **BRANDS SPECIALITIES:**

- Nursing Products
- Baby/Infant Nutrition
- Bathing
- Diapering
- Teething & Oral Hygiene
- Strollers & Travel Systems
- Gear & Play

## **SERVICES:**

- Brand Ambassador
- Sponsored Social Media Posts
- Content Creation
- Event Hosting/Appearances
- Speaking Engagements



# What Clients Say About The Ash Whitt Experience

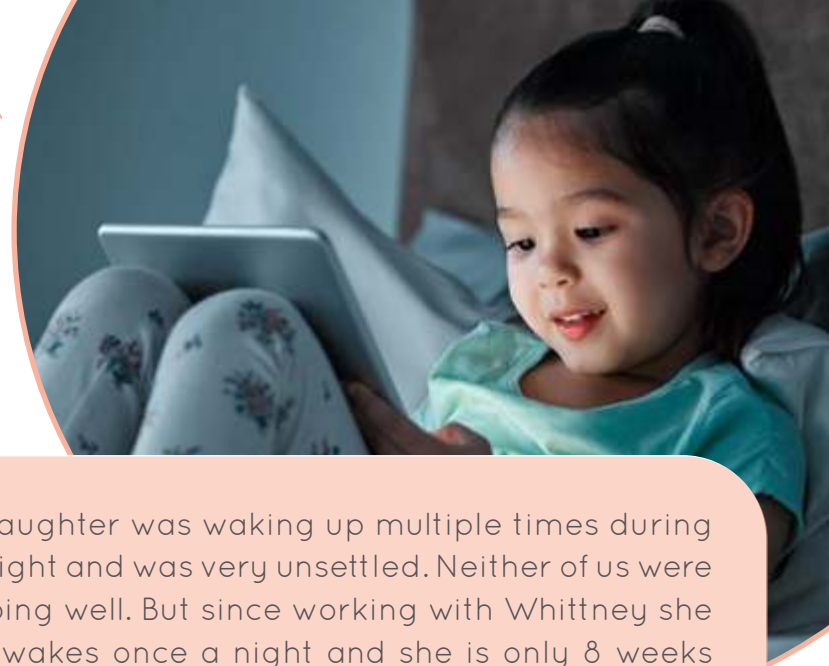
When we first contacted Whittney, our little girl was 11 weeks old and I think it's fair to say that we were at our wit's end. In addition to having feeding issues, we were getting little to no sleep and were bound to the house because our little girl was really unhappy about going in the pram or car seat or the sling. We hired Whittney to come in for four days and the transformation was absolutely incredible. She helped us resolve the feeding issues quickly and our little girl was much happier. Within four days she was delighted to be going out for walks in her pram and we've had a whole new lease on life. Whittney is very experienced in child care and has a lot of knowledge in many different disciplines. She brings it all together in a charismatic and confident way. She is really kind and understands parent situations. It was really beautiful to watch her interact with our daughter. She has become a huge part of our life and we couldn't do this without her. - Client

Having Whittney in our home for three nights, she made us feel confident. She made us understand what our baby was going through and what we needed to do as parents. No question was too silly or too small. She was always willing to help which really made us feel comfortable talking with her, especially as a first time mom. - Client





# What Clients Say About The Ash Whitt Experience



Whittney is very experienced. We trust Whittney completely because she really knows what she is doing. She is full of practical tips that can help you. She won't ever ask you to do anything that makes you feel uncomfortable. Whittney, however, will do what's right for your family and your baby. When Whittney first came into our home, she watched our baby to study what she liked or what she didn't like because every baby is different. This simple act reassured me that she was committed to finding the right path for us. - Client

My daughter was waking up multiple times during the night and was very unsettled. Neither of us were sleeping well. But since working with Whittney she only wakes once a night and she is only 8 weeks old - which is incredible. We now focus on what the baby's needs are and how we can meet them. Whittney gives clear advice and is results driven. I am incredibly impressed by the results and the tips have been invaluable. - Client

Whittney came to us and changed things almost immediately. She works miracles. Within a day, our baby was sleeping in his cot for all of his naps, which was game changing. She also came on subsequent nights to help with the 5:00 am early morning wakings. By the time she left he was sleeping from 7:00 pm to 7:00 am. Whittney is kind, thoughtful and full of helpful suggestions that makes life easier as a new parent. I couldn't be happier. She has been the best investment since we had the baby. I keep going back to her, asking her advice because I love her approach. I strongly recommend her to any new mom because she knows everything about babies. - Client

# Get In Touch

 askwhitt

[www.askwhitt.co.uk](http://www.askwhitt.co.uk)

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