

A woman with long, wavy brown hair is looking upwards and to the left. She is wearing a dark brown, button-down shirt and a thin gold necklace with a small circular pendant. The background is a lush green forest with sunlight filtering through the leaves.

# *free to* **flourish**

PRESS KIT

**Amy O'Dell**

Author, Speaker, Healthcare Innovator  
Founder and CEO of Jacob's Ladder and AHAVA®

[freetoflourish.com](https://freetoflourish.com)





# About Amy O'Dell

## *Biography*

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Amy O'Dell is the Founder and CEO of Jacob's Ladder, a non-profit, accredited school and research center in Roswell, Georgia, and AHAVA, a digital platform for human restoration and growth. A leading healthcare innovator and global pioneer in special needs education, neurobiology, and development, Amy gives people with neurobiological delays or disorders a clear path to hope, healing, and transformation amidst the obstacles they face. Her groundbreaking methodology, The Interpersonal Whole-Brain Model of Care™ (IW BMC™), harnesses the extraordinary ability of the brain to heal and develop new capacities at any age. Amy's greatest passion is to help provide restoration and uncover a potential most would overlook. You're invited to join Amy on her mission to create a world where everyone is Free to Flourish. Amy is also the author of the forthcoming book, *Free to Flourish*.





# About Amy O'Dell

## *Extended Biography*

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Amy O'Dell is a once-in-a-generation leader and healthcare innovator on a quest to change the way the world addresses neurobiological delays and disorders.

Amy is a fierce proponent of the methodology she pioneered, the Interpersonal Whole-Brain Model of Care™ (IWBMC™), which harnesses the extraordinary ability of the brain to heal and develop new capacity at any age. This healing and development can occur despite challenges from a multitude of causes - autism, traumatic brain injury, stroke, developmental disabilities, genetic syndromes, or mental health issues.

Her ability to see the unseen, combined with her irrepressible spirit and hope for the broken, has been recognized nationally and internationally. Amy is known as a true trailblazer in the field of education and rehabilitation for individuals with neurobiological challenges. Her refusal to accept conventional medical wisdom regarding the limitations of her beloved son's future drove her to build upon her therapy and counseling background to extensively study neurobiological and relational interventions to found Jacob's Ladder, a non-profit, accredited school and research center, and AHAVA, a digital platform for human flourishing. Her work has led to countless stories of transformation in the lives of the most vulnerable.

In a world that consistently tells us there is only one, or no, path forward for individuals with neurobiological challenges, Amy is carving out a new path on the foundation of authentic leadership and love that will impact generations to come.







# Headshots & Video

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## Free to Flourish

Amy has worked among the neurodivergent for decades as teacher, scientist, and caregiver. Her work and passion propelled her to develop a methodology in which everyone can play a part of the solution and create the conditions for everyone to have an equal chance to flourish. Through the use of first-hand accounts and inspirational success stories, Amy gives practical guidance for caregivers and hope to individuals with neurobiological delays and disorders.



# Free to Flourish

## *Extended Description*

Amy has worked among the neurodivergent for decades as a teacher, scientist, and caregiver. After earning undergraduate and graduate degrees from Clemson University in behavioral science, Amy worked as a licensed counselor in clinical settings, primarily working with patients with autism and neurodevelopmental disorders. Then, her own son was born with significant neurological challenges.

This life-altering diagnosis led her to combine her career experience with the profound and passionate love of a parent. Not content to leave Jacob without hope of a future, her work and passion propelled her to develop a methodology in which anyone can play a part of the solution and create the conditions for everyone to have an equal chance to flourish.

Jacob indeed has flourished, as have thousands of students at Jacob's Ladder, a non-profit, accredited school and research center, Amy founded in 1999 (and where Jacob is now a teacher). Through the use of first-hand accounts and inspirational success stories like this, Amy gives practical guidance for caregivers and hope to individuals with neurobiological delays and disorders.

Audiences will leave educated on the importance of playing a part in the solution and completely inspired as to what's possible through heart-led counseling, education, and therapeutic intervention.





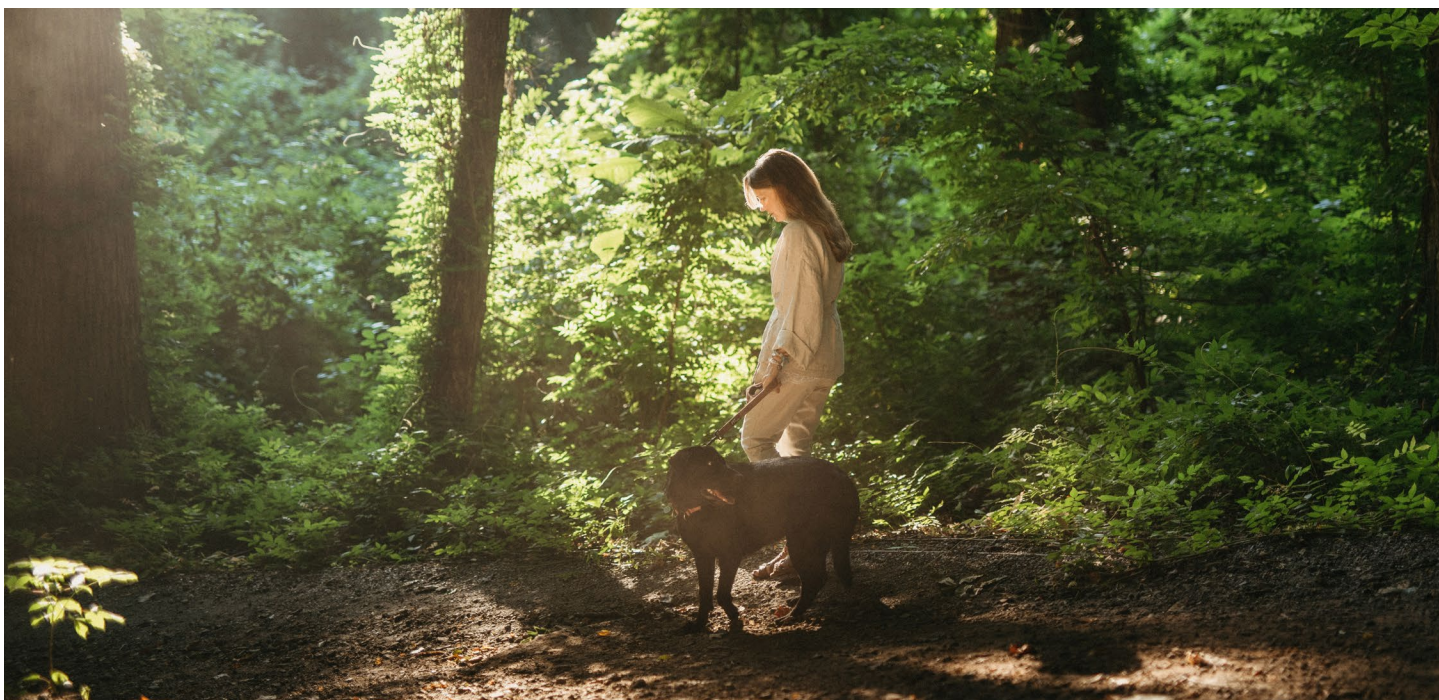


## *Amy's Most Requested Talks*

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# Fire In Your Heart

In this talk, Amy inspires audiences to lean into the challenges life throws at us—they are clues to our purpose. It's the fire in Amy's heart that caused her to not simply sit on the sidelines, but to lean in and pioneer a solution. She shares specific leadership lessons about love and innovation stemming from her work with children with neurobiological delays and disorders AND the amazing caregivers she's helped along the way.



## *Amy's Most Requested Talks*

# Fire In Your Heart

### *Extended Description*

What do you do when you have a fire burning in your heart? In Amy's life and career, she was handed a unique set of skills and experiences that perfectly positioned her to change the world. But her personal challenges could have easily sidelined her—and for good reason.

Amy wasn't content to allow the embers of her dream and her passion get smothered by the helplessness she saw around her. She fanned the flames, discovered her greater purpose, and threw herself into her work completely focused and open-hearted.

In this talk, Amy inspires audiences to lean into the challenges life throws at us, as they are clues to our purpose. She shares specific leadership lessons about love and innovation stemming from her work with children with neurobiological delays and disorders AND the amazing caregivers she's helped along the way.

Often, leaders will find that the unique challenges and passions they feel lead them to do something that's never been done before. In that vulnerable space of the unknown, fear can hold you back from what you're meant to do. However, the world needs the work you're meant to do. Follow the fire. It's the fire in Amy's heart that caused her to not simply sit on the sidelines, but to lean in and pioneer life-changing solutions.





# Media

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Amy makes herself available for media appearances when possible. Topics Amy has addressed in the past include:

- Leadership
- Parenting
- Special Needs/Autism/Neuro-Specific
- Female Lifestyle/Leadership
- Faith-Based Lifestyle
- Wellness/Holistic Wellness
- Healthcare Innovation
- Entrepreneurship







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