



Learn more about what's behind the name, [PHREEDOM](#), and where we're growing!

## Founder & Principal: Jannah Bierens, MA, MPH

*Transformational leadership grounded in love, joy, and diligent disruption.*


Jannah is a humanitarian, racial and health equity strategist, transformation coach, and facilitator who creates spaces where transparent reflective dialogue becomes a catalyst for self, systems, and social transformation.


With 25+ years rooted in community public health practice and an inside-out approach to shifting power, she supports individuals and institutions to examine oppressive constructs and culture, reclaim false narratives, and co-create human centered strategies for lasting change and freedom for *all*.


**EQUITY MEANS JUSTICE. JUSTICE REQUIRES FREEDOM. IF WE'RE NOT FREE, THERE IS NO EQUITY. NO TRUE BELONGING, JUST LONGING-TO-BE.**



## LIBERATED LEADERSHIP APPROACH

 **ROOTED:** establish deeply and firmly (Grounding + Guidance) Deepen relationship with self; lead from lineage, lived experience, core values, and truth.

 **RESISTING:** withstand the action or effect of (Diligence + Disruption) Interrupt oppressive norms with love, intention, and without complicity or apology.

 **REVOLUTIONARY:** causing a dramatic change (Consciousness + Creation) From analysis to authentic action; reimagine and embody liberated ways of being.

**The pathway to liberation is through transformation. The journey: Analysis → Awareness → Action**

This approach supports leaders in moving through a clear progression that starts by grounding in truth and deepening historical and political analysis to learn more about self outside of socialization. This heightens individual awareness and increases social consciousness to refine how we show up in relationship with ourselves, each other, and within systems. We then move together into the practice of reimagining and envisioning new possibilities to build what we say we want.

## SUPERPOWERS AND OFFERINGS

### CONSULTING & STRATEGY

- Racial, health, and intersectional justice strategy
- Self, systems, and social transformation
- Equity-centered policy, practice & program design

### ADVISORY & COACHING

- Thought partnership & support for disruptors
- Liberated leadership development (including youth)
- Team & group coaching and container building

### FACILITATION & COLLECTIVE LEARNING SPACES

- Workshops, affinity/caucus spaces, retreats
- READsistance book groups, cross-cultural learning
- Difficult dialogue, reflection, relationship building

### PUBLIC SPEAKING, EDUCATION & WRITING

- Keynotes, presentations, conference panels
- Curriculum and learning design & development
- Essays, op-eds, articles, reports, radical reflections

*I don't solicit broadly. I work intentionally by referral and invitation, honoring values alignment, relationship, and community trust. If you're interested in connecting, let's start with a conversation about fit and shared purpose.*

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