



The Renewal Effect™

MEDIA KIT

Suzanne E. Burks

FOUNDER & CREATOR, THE RENEWAL EFFECT™

*Recovery is the Foundation.
Renewal is the Goal.*

2026



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01 • AT A GLANCE

At a Glance

A quick reference for editors, producers and event organizers.

WHAT IT IS	A women-centered renewal platform for women navigating significant life transitions
CENTRAL QUESTION	What comes next?
FOUNDER	Suzanne E. Burks, Founder & Creator, The Renewal Effect™
CORE FRAMEWORK	The Five Rs Framework™: Recover · Renew · Reconnect · Rebuild · Rise
THE BOOK	<i>The Renewal Effect™: A Five-Stage Framework for Women Ready to Begin Again</i> (forthcoming)
PRIMARY AUDIENCE	Women navigating meaningful life transitions, particularly women 45+
COMPANY	Renewal Brands Group, LLC · Atlanta, Georgia
WEBSITE	renewalbrandsgroup.co (interim, until the dedicated TRE website launches)
CONTACT	suzanne@renewalbrandsgroup.co

Recovery is the Foundation. Renewal is the Goal.

02 • ABOUT

About The Renewal Effect™

The Renewal Effect™ (TRE) is a women-centered platform for women navigating meaningful life transitions. It begins with a question many women reach at some point in their lives: What comes next?

Recovery, menopause, divorce, widowhood, caregiving, a career change, retirement, a health change, children leaving home: each can leave a woman steady enough to look up and ask what she wants the rest of her life to hold. TRE offers a structured, practical way to answer that question, and to act on the answer.

At its center is The Five Rs Framework™: Recover, Renew, Reconnect, Rebuild and Rise. The book is an important entry point. The framework organizes everything else. Around it, TRE extends into assessment, reflection and practice, media, community, creative experiences, gatherings, learning resources and future digital offerings. It is a renewal platform, not simply a book.

Recovery is the Foundation. Renewal is the Goal.

IN ONE SENTENCE

The Renewal Effect™ is a women-centered renewal platform, built on The Five Rs Framework™, that helps women navigating significant life transitions decide what matters now and build what comes next.

A longer company description appears on page 20.

03 • WHY NOW

Why TRE, Why Now?

Many women in midlife and beyond are navigating not one transition but several at once.

Identity, health and menopause, recovery, relationships, caregiving, career, financial life, retirement, loss, creativity and purpose: these changes rarely arrive one at a time or in order. A woman may be caring for a parent while rethinking her work, adjusting to a health change while a long relationship shifts, or reaching a steady place in recovery with no clear map for what follows.

Beneath the individual changes sits a larger question that many women are now confronting:

What do I want the next part of my life to hold, and how do I build it?

Support is often organized around one transition at a time. The Renewal Effect™ starts from the question itself. Suzanne E. Burks created a framework and a platform around it, giving women a structured way to look at the whole of their lives, decide what matters now and build what comes next.

STORY ANGLES

- ◆ Overlapping transitions in midlife and beyond, and why they deserve to be looked at together
- ◆ What comes after recovery, after caregiving, after a career, after loss
- ◆ Why insight alone rarely changes a life, and what does
- ◆ A founder who built a framework from lived experience and decades of leadership

The Renewal Effect™ platform

Status labels reflect current development. Only items marked Active are available today; the book is Forthcoming.

ENTRY POINT

The book	<i>The Renewal Effect™: A Five-Stage Framework for Women Ready to Begin Again</i>	FORTHCOMING
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CORE FRAMEWORK AND TOOLS

The Five Rs Framework™	The organizing framework for every TRE resource and experience	CORE
Renewal Assessment	A guided self-assessment that helps a woman see where she is across the Five Rs	IN DEVELOPMENT
Companion workbook and guided practice	Reflection and practice that put the book's ideas to work	IN DEVELOPMENT
The Five Rs Framework™ Series	Focused guides, one for each R	IN DEVELOPMENT
Renewal Journal™	A guided journal for reflection across the Five Rs	IN DEVELOPMENT
Renewal Cards™	A card deck of prompts for reflection and conversation	IN DEVELOPMENT
The Renewal Shift™	A 90-day guided experience	IN DEVELOPMENT

MEDIA

Substack	Suzanne's writing on renewal, recovery, identity and purpose	ACTIVE
YouTube	The TRE channel, @TheRenewalEffect	ACTIVE
Podcast	<i>The Renewal Effect™ Podcast with Suzanne E. Burks</i>	IN DEVELOPMENT

COMMUNITY AND EXPERIENCES

The Renewal Effect™ Women's Community	A community for women navigating what comes next	FORMING
Creative-expression experiences	Guided creative experiences for reflection and connection, never art therapy	IN DEVELOPMENT
Renewal gatherings	In-person experiences, including dinners and salons	PLANNED

LIFESTYLE AND WELLNESS

Wellness resources and products	PLANNED
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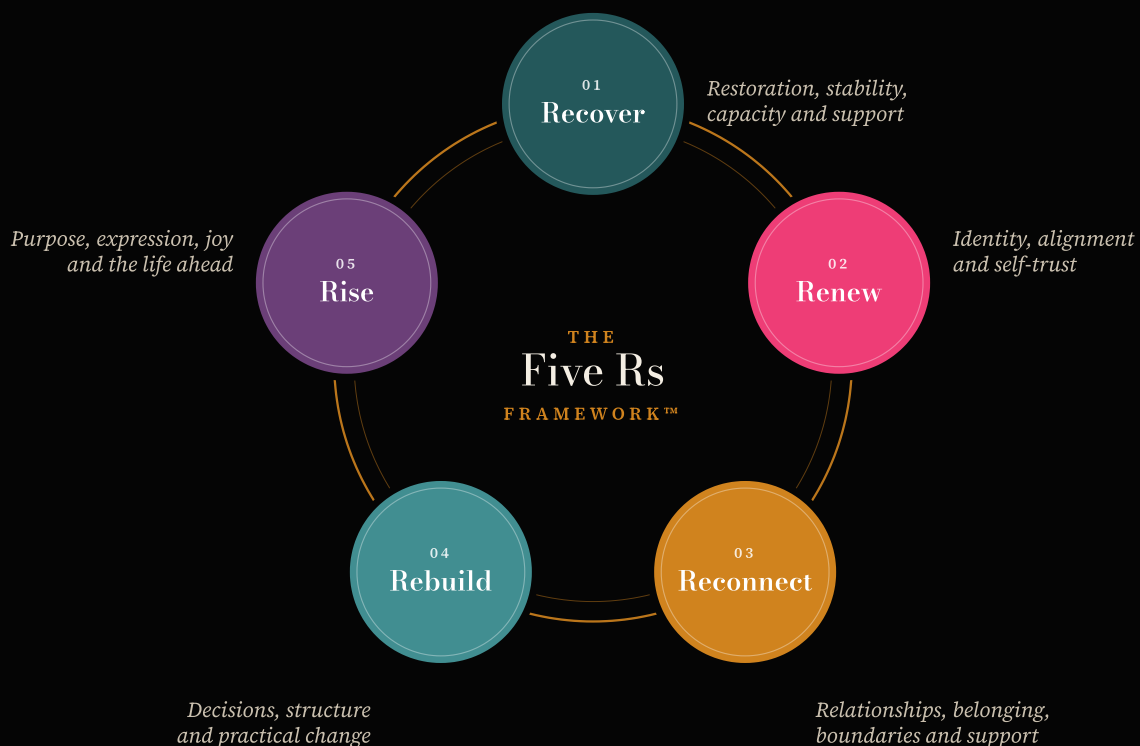
FUTURE DIGITAL

Digital tools and app	FUTURE
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04 • THE FRAMEWORK

The Five Rs Framework™

The Five Rs Framework™ gives women a clear way to see where they are, identify what needs attention and move forward intentionally.



The Five Rs are connected, not rigid. A woman may enter at different points, move between stages and return as life changes. Recover is foundational, not a gatekeeper.

The five stages

Recover

RESTORATION, STABILITY, CAPACITY AND SUPPORT

What am I carrying, and what needs restoration or support?

Renew

IDENTITY, ALIGNMENT AND SELF-TRUST

Who am I now, and what matters now?

Reconnect

RELATIONSHIPS, BELONGING, BOUNDARIES AND SUPPORT

Who and what supports the life I want to live?

Rebuild

DECISIONS, STRUCTURE AND PRACTICAL CHANGE

What needs to change in the way my life actually works?

Rise

PURPOSE, EXPRESSION, JOY AND THE LIFE AHEAD

What do I want to give my time, energy and attention to now?

How the framework works

Assess where she is

Each R names a distinct area of life. A woman can look honestly at all five and see which deserve her attention now.

Identify what needs attention

The guiding questions turn a general sense that something needs to change into specific, workable priorities.

Move forward intentionally

Rebuild is where insight turns into decisions, routines, systems, structures and practical change.

The framework offers structure. The woman remains the authority on her life.

05 • FOUNDER PROFILE

Suzanne E. Burks

**Founder & Creator, The Renewal Effect™**

Author, *The Renewal Effect™* (forthcoming)

Creator, The Five Rs Framework™

Founder, Renewal Brands Group, LLC

Senior Advisor, The Burks Companies

Founder, ThriveForward™ Women's Resilience and Recovery Network

Founder and artist, art and design studio

SHORT BIO

Suzanne E. Burks is the founder and creator of The Renewal Effect™, a women-centered platform for women navigating significant life transitions, and the author of the forthcoming book *The Renewal Effect™: A Five-Stage Framework for Women Ready to Begin Again*. She created The Five Rs Framework™: Recover, Renew, Reconnect, Rebuild and Rise. A former General Mills executive, Suzanne is the founder of Renewal Brands Group, LLC, Senior Advisor to The Burks Companies, founder of ThriveForward™ Women's Resilience and Recovery Network and a working artist. She lives in Atlanta.

88 WORDS

FULL BIO

Suzanne E. Burks

Suzanne E. Burks is an author, business leader, artist and founder, and the creator of The Renewal Effect™, a women-centered platform for women navigating significant life transitions. Her forthcoming book, *The Renewal Effect™: A Five-Stage Framework for Women Ready to Begin Again*, introduces The Five Rs Framework™: Recover, Renew, Reconnect, Rebuild and Rise.

Suzanne spent two decades at General Mills (1979–1999), holding progressively senior roles and culminating as Executive Director of Ethnic Community Relations. She later served as executive director of a community center in Minneapolis. Since 2012 she has been Senior Advisor to The Burks Companies, a multi-site environmental services and housekeeping company. She is the founder of Renewal Brands Group, LLC, the company behind The Renewal Effect™, and the founder of ThriveForward™ Women's Resilience and Recovery Network, a separate nonprofit organization.

Her civic and arts leadership includes service as past chair of the National Black Arts Festival and past chair of the City of Atlanta Commission on Women, and she completed Georgetown University's New Strategies Program. She is a Certified Integrative Nutrition Health Coach. That education informs the health and well-being dimensions of her work, which is educational, not clinical.

A writer and working artist, Suzanne is the author of *Creativity Unleashed: A Guide to Flourish Amidst Chaos and Pressure* and the founder of her own art and design studio. Her creative practice shapes TRE's conviction that making something can help a woman see her life more clearly.

The Renewal Effect™ grew from Suzanne's own experience. Recovery gave her stability and honesty, and it opened larger questions about identity, health, relationships, work, money, creativity and purpose. That experience shaped her central conviction: recovery is the foundation, and renewal is the goal. She lives in Atlanta, Georgia.

288 WORDS

06 • FOUNDER STORY

The Founder Story

Why Suzanne created The Renewal Effect™

Recovery gave Suzanne something essential: stability, honesty and a foundation to stand on. It was never meant to answer the question that came after it.

Once the ground was steady, larger questions came into view. Who am I now? What does my health and well-being require? Which relationships support the life I want to live? What do I want from my work, my finances, my creativity and my community? What do I want the years ahead to hold?

She found that many women arrive at the same place by different roads: recovery, menopause, divorce, loss, caregiving, a career change, children leaving home. Insight often comes. Structure often does not. Many women know something needs to change, yet have no practical way to decide what, or to carry the decision into daily life.

The Renewal Effect™ was built for that gap. Renewal is not starting over, and it does not ask a woman to discard who she has been. It asks what still has value, what matters now and what needs to be built next.

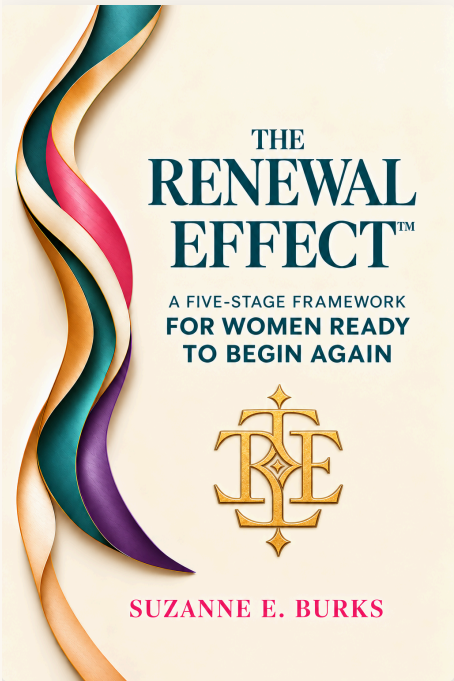
*“It is about recognizing what still has value,
reclaiming what matters, and carrying it forward.”*

SUZANNE E. BURKS

07 • THE BOOK

The Renewal Effect™

A Five-Stage Framework for Women Ready to Begin Again



TITLE	The Renewal Effect™
SUBTITLE	A Five-Stage Framework for Women Ready to Begin Again
AUTHOR	Suzanne E. Burks
FOREWORD	Sonia M. Alvarez-Robinson, Ph.D.
STATUS	Forthcoming

About the book

The Renewal Effect™ is a five-stage framework for women navigating recovery, midlife, loss, and other significant life transitions.

For women who have spent years carrying responsibilities, meeting expectations, or putting themselves last, renewal is about deciding what matters now and making choices that reflect it. *The Renewal Effect™* offers a practical path to rebuild self-trust, deepen connection, and make room for wellness, creativity, and new possibilities as you shape what comes next.

The book is meant to be experienced, not simply read. Organized in five parts and fifteen chapters, it pairs Suzanne's own story with composite portraits drawn from other women's experiences, along with guided reflection that helps readers put the framework into practice.

WHO IT IS FOR

Women navigating recovery, midlife, loss and other significant life transitions, particularly women 45+, and the people and organizations that support them.

KEY THEMES

- ◆ Recovery as a foundation, not a finish line
- ◆ Identity and self-trust after major change
- ◆ Relationships, boundaries and belonging
- ◆ Turning insight into practical structure
- ◆ Purpose, creativity and the life ahead
- ◆ Health and well-being in midlife and beyond

ADVANCE PRAISE

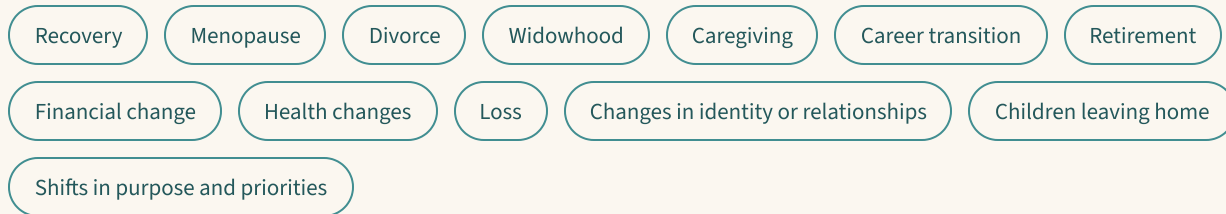
“The Renewal Effect offers the gift of reclaiming our lives.”

Sonia M. Alvarez-Robinson, Ph.D., author of *Lessons in Resilience: Learning from Loss, Uncertainty, Change, and Kinfolk*

08 • AUDIENCE

Audience

TRE serves women navigating meaningful life transitions. Its primary strategic audience is women approximately 45 and older.

TRANSITIONS SHE MAY BE NAVIGATING**WHO TRE SERVES**

- ◆ Women who have spent years carrying responsibility for others and are ready to decide what matters to them now
- ◆ Women navigating more than one transition at once
- ◆ Women who have done meaningful inner work and want a practical structure for what comes next
- ◆ Women in every kind of work and life, including leaders and professionals rethinking work, purpose and the years ahead
- ◆ Organizations, communities and employers that support women through transition

Women 45+ is the primary strategic audience, not an eligibility rule. TRE welcomes women of every age and background who are asking what comes next.

Core Media Themes

Suzanne speaks as a founder, author, business leader and woman with lived experience. She is not a clinician or therapist, and TRE does not provide medical or mental-health treatment.

Life transitions

- ◆ Navigating more than one transition at once
- ◆ Rebuilding after major change
- ◆ Caregiving and the life that follows
- ◆ Divorce, widowhood and loss
- ◆ Health changes and what they ask of us

Recovery and renewal

- ◆ Recovery as a foundation, not a finish line
- ◆ What comes after recovery
- ◆ Renewal, not reinvention: why the distinction matters
- ◆ Why insight alone is not enough

Midlife and the life ahead

- ◆ Midlife renewal
- ◆ Menopause and identity
- ◆ Women 45+ and the years ahead
- ◆ Purpose in the second half of life

Work, money and leadership

- ◆ Career and leadership transitions
- ◆ Women, money and life transitions
- ◆ Rebuild: turning insight into structure

Connection and creativity

- ◆ Relationships, boundaries and belonging
- ◆ Community, connection and belonging
- ◆ The role of creativity in renewal

The framework

- ◆ The Five Rs Framework™ and how women use it
- ◆ What comes next? The question at the center of TRE

10 • SPEAKING

Speaking & Conversations

Suzanne's talks pair a clear framework with practical next steps. Her own story supports the framework rather than carrying the talk.

The Renewal Effect™: The Life Ahead **FLAGSHIP KEYNOTE**

Suzanne's flagship keynote and the fullest introduction to The Five Rs Framework™: a practical way for women to decide what matters now and build what comes next. Supporting line: Recovery is the Foundation. Renewal is the Goal.

More Than One Transition: When Life Changes on Several Fronts

Caregiving, health, relationships, work and loss often arrive together. How to see the whole picture, choose what needs attention first and keep moving.

After Recovery: From Stability to Renewal

Recovery creates stability. This conversation explores what women need once the ground is steady: identity, connection, structure and purpose.

Rebuild: Turning Insight into Structure

Why insight alone rarely changes a life, and how decisions, routines, systems and practical structure make change last.

Women 45+: Work, Money and the Years Ahead

For women rethinking career, financial life, retirement and purpose, and for the organizations that want to support them well.

Menopause, Identity and Renewal

An educational, non-clinical conversation about how midlife health changes intersect with identity, confidence and the life ahead.

Leading Through Transition

For women's leadership programs and employers: what the Five Rs offer leaders navigating their own change, and organizations supporting women through theirs.

Creativity as a Pathway to Renewal

How making something by hand can help a woman notice what she knows, name what matters and carry it forward. Creative expression, never art therapy.

FORMATS

- ◆ 35–50 minute keynote
- ◆ 60–90 minute interactive keynote
- ◆ Keynote plus moderated conversation
- ◆ Workshop: 90 minutes to half day

Full-day programs and customized experiences available by arrangement.

WELL SUITED TO

- ◆ Recovery and community organizations
- ◆ Universities and HBCUs
- ◆ Professional associations and conferences
- ◆ Healthcare and behavioral health organizations
- ◆ Corporate women's leadership programs

11 • INTERVIEW QUESTIONS

Suggested Interview Questions

Questions journalists and podcast hosts can use as written or adapt.

- 01 What is The Renewal Effect™, and who is it for?
- 02 What question were you trying to answer when you created it?
- 03 You say recovery is the foundation and renewal is the goal. What is the difference?
- 04 Why do so many women reach a point where they ask, "What comes next?"
- 05 What happens when several life transitions arrive at once?
- 06 Walk us through The Five Rs. What does each one ask of a woman?
- 07 Do women move through the Five Rs in order, or can they start anywhere?
- 08 Why does Rebuild matter so much, and why does insight alone fall short?
- 09 How is renewal different from reinvention?
- 10 How does menopause intersect with identity and the life ahead?
- 11 Why do questions about identity, health, work, relationships and purpose often feel more pressing in midlife?
- 12 What role do relationships, boundaries and community play in renewal?
- 13 Where does creative expression fit, and what does making something reveal?
- 14 You spent two decades in corporate leadership. What did that teach you about how people navigate change?
- 15 If a woman is standing at a crossroads today, where should she start?

12 • KEY MESSAGES

Key Messages

ANCHOR

What comes next?

THE CENTRAL TRE QUESTION

Recovery is the Foundation. Renewal is the Goal.

SUPPORTING TAGLINE

CORE MESSAGES

- ◆ Renewal is not starting over. It is deciding what matters now and making choices that reflect it.
- ◆ Recovery is a foundation, not a finish line.
- ◆ Insight alone is not enough. Rebuild turns insight into structure.
- ◆ The Five Rs are connected, not rigid. Recover is foundational, not a gatekeeper.
- ◆ Renewal, not reinvention: a woman keeps what still has value and builds from there.

IN SUZANNE'S WORDS

“Honesty is a practice, not a performance.”

“It is about recognizing what still has value, reclaiming what matters, and carrying it forward.”

“The framework offers structure. The woman remains the authority on her life.”

HOW SUZANNE DESCRIBES HER WORK

I help accomplished women 45+ use The Five Rs Framework™ to decide what needs to change and build what comes next.

13 · BRAND & MEDIA ASSETS

Brand & Media Assets

AVAILABLE

- ◆ TRE monogram (PNG)
- ◆ Brand-color reference
- ◆ Approved book cover
- ◆ Media Snapshot (PDF)
- ◆ Media Kit (PDF)
- ◆ Founder bios, short and full

AVAILABLE ON REQUEST

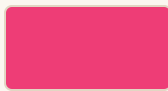
- ◆ The Five Rs Framework™ graphic (light and dark)
- ◆ Approved founder photograph

Files are available from suzanne@renewalbrandsgroup.co.

BRAND COLORS



**Deep Foundation
Teal**
#24585B · Recover



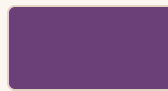
Renewal Rose
#EE3D76 · Renew



**Transformation
Gold**
#D0831E · Reconnect



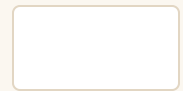
Renewal Teal
#418E91 · Rebuild



Rise Purple
#6B3F78 · Rise



Black
#000000



White
#FFFFFF

COMPANY DESCRIPTION

The Renewal Effect™ (TRE) is a women-centered platform for women navigating meaningful life transitions, including recovery, menopause, divorce, widowhood, caregiving and career change. Founded by author and business leader Suzanne E. Burks, TRE is built on The Five Rs Framework™: Recover, Renew, Reconnect, Rebuild and Rise. The forthcoming book *The Renewal Effect™: A Five-Stage Framework for Women Ready to Begin Again* is its entry point; the platform extends into assessment, guided reflection and practice, media, community, creative experiences and gatherings. The Renewal Effect™ is the flagship platform of Renewal Brands Group, LLC.

14 · CONTACT & DIGITAL

Contact

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SPEAKING INQUIRIES suzanne@renewalbrandsgroup.co

PARTNERSHIPS suzanne@renewalbrandsgroup.co

COMPANY Renewal Brands Group, LLC · Atlanta, Georgia

WEBSITE renewalbrandsgroup.co

Digital Destinations

WEBSITE renewalbrandsgroup.co
Interim public website. A dedicated TRE website will follow.

SUBSTACK therenewaleffect.substack.com
Suzanne's writing on renewal, recovery, identity and purpose

INSTAGRAM [@the_renewaleffect](https://www.instagram.com/the_renewaleffect)

YOUTUBE [@TheRenewalEffect](https://www.youtube.com/@TheRenewalEffect)

LINKEDIN Renewal Brands Group
Company page

PODCAST The Renewal Effect™ Podcast with Suzanne E. Burks
In development



Recovery is the Foundation. Renewal is the Goal.