



MEDIA SNAPSHOT

The Renewal Effect™

Suzanne E. Burks

FOUNDER & CREATOR, THE RENEWAL EFFECT™



WHAT TRE IS

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. It begins with one question: *What comes next?* From a forthcoming book, TRE extends into assessment, guided practice, media, community and creative experiences.

SUZANNE E. BURKS

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.

SPEAKING & MEDIA TOPICS

- ◆ The Renewal Effect™: The Life Ahead
- ◆ More Than One Transition: When Life Changes on Several Fronts
- ◆ After Recovery: From Stability to Renewal
- ◆ Rebuild: Turning Insight into Structure
- ◆ Women 45+: Work, Money and the Years Ahead
- ◆ Menopause, Identity and Renewal

AUDIENCE

Women navigating meaningful life transitions, particularly women 45+: recovery, menopause, divorce, widowhood, caregiving, career change, retirement, health changes, loss and shifts in purpose. Women 45+ is the primary audience, not an eligibility rule.

THE FIVE RS FRAMEWORK™

- Recover**
Restoration, stability, capacity and support
- Renew**
Identity, alignment and self-trust
- Reconnect**
Relationships, belonging, boundaries and support
- Rebuild**
Decisions, structure and practical change
- Rise**
Purpose, expression, joy and the life ahead

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

CONTACT

- EMAIL** suzanne@renewalbrandsgroup.co
- WEBSITE** renewalbrandsgroup.co

DIGITAL

- Substack: therenewaleffect.substack.com
- Instagram: @the_renewaleffect
- YouTube: @TheRenewalEffect
- LinkedIn: Renewal Brands Group
- Podcast: in development