



## **Shanan Cunningham**

### ***Why Is This So Hard For You?***

Shanan has spent her life learning. Growing up in a family who valued honesty and curiosity, she did well in school and then had no idea what to do with a BA in psychology. After a couple years of trying different service positions, she landed at a large insurance company where she struggled with the golden handcuffs for 16 years. The end of her corporate career was surrounded by The Perfect Storm of stress in her life. Harassment at work, a relationship ending, and a father diagnosed with palliative liver cancer all contributed to mental health issues. This was also the beginning of her entrepreneurial journey.

Shanan believes discovery is the true essence of learning. Using her understanding of human behaviour she created Embrace Network – a community of heart-centred entrepreneurs who connect, learn, and grow together. Her favourite thing to witness is having people say “We need to chat” knowing that a beautiful connection has been made. This is why she brings people together in a variety of ways, to support each other, learn together, and make the world a better place – isn’t that everyone’s goal?