

LEADERSHIP / MINDSET / RESILIENCE

Andrea Aviet BEM

ASCEND

by Andrea Aviet

Changing pain into
purpose.
Transforming
experience into
impact.

Founder. Author. Filmmaker.
International speaker.



MEDIA & SPEAKING PRESS KIT

Leadership, mindset, resilience and purposeful
personal and professional development.

Andrea Aviet LLC | Wyoming, United States

Media enquiries: info@andreaaviet.com

01 / BIOGRAPHY

The person behind ASCEND

Short biography

Andrea Aviet BEM is the founder of Andrea Aviet LLC and ASCEND, a Wyoming-based leadership and mindset company serving clients across the United States and internationally online. A British Empire Medal recipient, author, filmmaker and international speaker, she helps individuals, leaders and organisations strengthen confidence, resilience and purposeful self-leadership through coaching, training, online learning and speaking.

Long biography

Andrea Aviet BEM is an author, filmmaker, international speaker and the founder of Andrea Aviet LLC and ASCEND. Her work brings lived experience and a commitment to purposeful action into conversations about leadership, mindset, confidence, resilience and personal growth.

Through ASCEND, Andrea supports individuals, leaders and organisations through coaching, corporate training, speaking and online learning. Based in Wyoming, the company serves clients across the United States and internationally online, with selected in-person engagements available by arrangement.

Andrea received the British Empire Medal in the 2019 New Year Honours for services to victims of domestic abuse. She self-published *White Sorrow* and created, self-funded, produced and appeared in the short film *Don't Cry*. The film was screened at the UK Parliament during International Women's Day week in 2023, connecting storytelling with public discussion and social impact.

Her earlier advocacy is part of the journey that informs her current work: helping people consider how experience can become a foundation for resilience, direction and leadership. ASCEND extends that work into practical learning around limiting beliefs, confidence, communication, accountability and intentional action.

Official BEM profile | UK Cabinet Office

02 / LEADERSHIP & BUSINESS

ASCEND at a glance

ASCEND is a brand of Andrea Aviet LLC: a U.S.-based leadership and mindset company with global reach. Its focus is leadership, resilience, transformation, training and personal development.

Who ASCEND serves

Individuals navigating growth and transition; entrepreneurs; women in leadership; employers, HR and People leaders; and leadership teams seeking practical development.

Coaching and guided development

Personalised support for mindset, identity, confidence, decisions and self-leadership, alongside structured learning through ASCEND Academy.

Corporate training capabilities

ASCEND Leadership Program: self-awareness, clarity, confidence and purposeful influence. Mindset & Resilience Workshops: responding constructively to pressure and change. Executive Coaching: development through complexity and responsibility.

Team Performance & Communication: trust, accountability and shared direction. Bespoke Corporate Training: learning shaped around the organisation's people, priorities and context.

Delivery and engagement

Online delivery across the United States and internationally. Selected in-person events and engagements are available by arrangement. Workshops, leadership cohorts and bespoke training are scoped around the audience and intended learning goals.

Coaching and training are personal and professional development services. They are not therapy, diagnosis, medical care or crisis support. Learning goals are aims, not guaranteed outcomes.

03 / ACADEMY

Practical learning. Purposeful growth.

The Academy combines self-paced learning, guided programmes and private support. Availability below reflects the current catalogue as of September 2026; contact ASCEND for confirmed enrolment dates and terms.

ASCEND Foundations

Self-awareness, confidence, resilience, clarity and intentional action.

Confidence & Self-Leadership

Clear decisions, confident communication, boundaries and self-directed growth.

Resilient Performance

Responding to pressure, protecting capacity and adapting constructively.

Purposeful Leadership

Values, identity, communication, responsibility and measurable action.

Workplace Mindset

Ownership, adaptability, communication, accountability and team commitments.

SELF-PACED COURSES: ENROLMENT OPENING SOON

Guided and private pathways

ASCEND Signature: an eight-week guided programme; next cohort opening soon. ASCEND Private: six sessions across 12 weeks; limited availability by application. ASCEND VIP Intensive: a half-day or full-day experience, with preparation and a follow-up session; available by enquiry.

Reclaim & Rise is a separate educational pathway for adults rebuilding confidence after domestic abuse or coercive control. Enrolment opening soon.

04 / SPEAKING & TRAINING

Ideas that move people forward

Mindset and limiting beliefs

Recognising assumptions that hold people back; building self-awareness and a more constructive relationship with challenge.

Resilience and purposeful performance

Responding to pressure and change while protecting capacity and keeping meaningful goals in view.

Confidence and self-leadership

Strengthening personal responsibility, boundaries, communication and the confidence to take the next step.

Leadership development and women in leadership

Exploring values, influence, identity and purposeful action in personal, professional and organisational contexts.

Entrepreneurship and personal growth

Turning ideas into intentional action; navigating uncertainty, decisions and growth as a founder or leader.

Turning adversity into purpose

How lived experience can inform direction, creative work, leadership and social contribution.

05 / INTERVIEWS & APPEARANCES

Conversations with Andrea

Interview themes

Building ASCEND from Wyoming; resilience and mindset in modern workplaces; women in leadership and entrepreneurship; turning adversity into purpose; self-funding a film; and the relationship between storytelling and social impact.

SUGGESTED QUESTIONS

What led you to build ASCEND, and who is it designed to serve?

How do you connect resilience with practical self-leadership?

What helps people challenge limiting beliefs and move towards action?

What can leaders learn from your experience of producing Don't Cry?

How do the Academy and corporate programmes approach confidence and mindset?

Broadcast and radio background

The current Media page records appearances on BBC World Service, Radio News Hub, GB News, Good Morning Britain, Brilliance Business TV with Mark Stephen Pooler, Maidstone Mornings with Hermione Sihukai, and Dovetales Radio / DCL Ministries.

These appearances are owner-confirmed listings. Episode-level source links are not available for every entry; request recordings or supporting details for a specific appearance. Media appearances do not imply endorsement.

06 / MEDIA HIGHLIGHTS

Selected editorial & international media

Leadership and business

ASCEND's U.S. launch is documented in an EIN Presswire release. Entrepreneur's Diaries profiles Andrea's leadership, filmmaking and resilience. Youth4Good Australia features her contribution on personal growth and social impact.

[ASCEND launch release | EIN Presswire](#)

[Andrea Aviet profile | Entrepreneur's Diaries](#)

[My Past Forged My Future | Youth4Good Australia](#)

Advocacy and public conversation

The Independent and The Standard covered Andrea's call for a human chain of strength for victims of abuse in March 2022. Independent TV also featured her story for International Women's Day. Her advocacy provides context for the resilience and purpose that inform ASCEND today.

[Original report | The Standard](#)

[Original report | The Independent](#)

[International Women's Day feature | Independent TV](#)

Honours and international profiles

The Guardian's 2019 New Year Honours coverage includes Andrea. Further profile links on the Media page include Global Woman Magazine and The Right Buzz.

[New Year Honours coverage | The Guardian](#)

[Andrea Aviet profile | Global Woman Magazine](#)

EIN Presswire is a press-release distribution source. Other entries include editorial reports, interviews, profiles and contributed content; inclusion is not an endorsement.

07 / HONOURS & CREATIVE WORK

Recognition, storytelling & Parliament

British Empire Medal | 2019

The Cabinet Office confirms Andrea's British Empire Medal in the 2019 New Year Honours for services to victims of domestic abuse.

[View official Cabinet Office profile](#)

Don't Cry and White Sorrow

Andrea self-published White Sorrow and created, self-funded, produced and appeared in Don't Cry, the short film based on her book. Her creative work uses storytelling to encourage conversation and social awareness.

[Film credits | IMDb](#)

UK Parliament | March 2023

The Media page records a screening of Don't Cry and a panel during International Women's Day week. Parliament's official event-bookings data independently lists an event on behalf of Andrea Aviet, sponsored by Sarah Jones MP, on 9 March 2023 in the Attlee Suite.

[View Parliament sponsored-events record | page 10](#)

Official World Record

Official World Record has published a recognition entry for Andrea and Don't Cry, relating to her self-funded film and its parliamentary premiere.

[View the awarding organisation's record](#)

Freedom of the City of London

Andrea's biography records receipt of the Freedom in 2023. The linked City of London document lists her application in September 2022; it is an application record, not confirmation of the ceremony date.

[View City of London application record](#)

08 / FURTHER BACKGROUND

Additional coverage & credentials

The following background is carried on Andrea's current Media page. These are owner-confirmed listings; supporting material can be requested where a direct source is not supplied.

National and syndicated coverage

HuffPost, PA Media, Yahoo! News and MSN News.

UK regional and local titles

The Northern Echo; Southern Daily Echo; News & Star; The Cumberland News; Wiltshire & Gloucestershire Standard; Sutton & Croydon Guardian; and Guardian local titles.

International features

Independent.ie, Celebrity Magazine and Gulf Magazine, alongside the linked international profiles in this kit.

Additional biographical credentials

Andrea's biography also records Top 100 Influential People recognition, an appearance in 1000 Londoners, her role as a Global Goodwill Ambassador for abused women and children, and international involvement with WBAF.

For detailed reporting, request the relevant award date, role description, original publication, episode or supporting record. The kit does not assign unspecified dates, award categories or formal titles to these listings.

Editorial use: please distinguish Andrea's personal honours and advocacy history from ASCEND's current leadership, mindset, training and development services.

09 / APPROVED PHOTOGRAPHS

Press portraits



PRIMARY PORTRAIT



PROFESSIONAL



EDITORIAL

Suggested caption

Andrea Aviet BEM, founder of Andrea Aviet LLC and ASCEND, author, filmmaker and international speaker.

Image requests

These photographs are drawn from the Approved images section of Andrea's Media page. Full-resolution originals are available on request for press use. Contact the media team for the appropriate file, photographer credit and usage details.

Request original photographs

10 / CONTACT & EDITORIAL NOTES

Start a conversation

For media, podcast, speaking, training and partnership enquiries.

info@andreaaviet.com

+1 (307) 405-1086

What to include

Your outlet or organisation; proposed story, interview or event; deadline or dates; intended audience; preferred format and location; and any image or background material you need.

Business identification

Andrea Aviet LLC. ASCEND is a brand of Andrea Aviet LLC. Based in Wyoming, United States; serving clients nationwide and internationally online. Selected in-person engagements by arrangement.

Editorial source notes

Biographies, programme descriptions, contact information and approved portraits are adapted from the current ASCEND Media, Academy and Corporate Training pages. Official BEM, parliamentary event and City of London application records are linked beside the relevant claims. The parliamentary booking record corroborates an event, rather than documenting the film screening itself.

Source-linked media entries retain the project's original destinations. Some older links may be unavailable or require access. Unlinked appearances and additional credentials are identified as owner-confirmed. The film screening description follows Andrea's supplied Media page and the Official World Record entry.

Prepared 30 September 2026. Please confirm programme availability and event arrangements directly with ASCEND. Media-brand names are presented as text; no third-party logos are included.