

Luckisha Joyce Williams-Townsend

Educational Instruction
Chief Executive Officer &
Founder of Increase Your Knowledge
Columbus, OH

My people are destroyed for lack of knowledge...

Luckisha Joyce Williams-Townsend started teaching CPR and First Aid in 1985 at Ohio State University's College of Dentistry. Co-workers liked her teaching style and wanted her to teach more classes.

"I always felt that CPR and First Aid should be taught in a fun way, where everyone in your class feels like you are just talking to them, while gaining the skills needed if an emergency situation arose. My sister Charlene bought me my first manikins, so I could go to people's homes and teach them individually."

She went on to receive a license in Radiology and has been a Dental Assistant for the past 28 years, having worked 23 of them at Ohio State University's College of Dentistry. Luckisha has also been a CPR instructor for the past 19 years. However, this is a very large industry with bigger companies or ones that are part of a hospital, so the competition can be overwhelming.

"I operate at a small level in my industry and teach individual classes out of my home, so people at first leery about that until they get there and then don't want to leave. While I do teach bigger groups in one class when I go out, I can't give that personal touch in those classes. That's why people like the smaller class. But since I work full-time as well I understand that most people don't want to take time off from work to get their training, that's why I offer evening and weekend classes 6 days per week. It gives people options."



Suzi Orman has said that if you don't value what you do, no one else will either.

You can't let anyone lessen your value. My best friend and life coach always reminds me that I can do anything I put mind to. As an African-American female business owner, I wanted to make a difference in my community and the lives of others and didn't let anyone or anything (even myself) stand in my way."

Luckisha has also been an ordained minister at All Nations Church since 2001.

"I have been involved with several church health fairs and have sponsored a table for the area pastors hosted by 104.9 WRFD (a local Christian radio station) and have even been on the air when they have prayer for the community. I also did the health & fitness expo in Columbus, OH in 2011 and 2012."

Today, she is the CEO and Founder of Increase Your Knowledge, where she teaches the classes, schedules appointments, etc.

"I make sure to give each client a thank you card, so they know I appreciate them for allowing us to be their source for basic life support training."

As a divorced mom with two sons (Joseph - 20 and Isaac - 17), Luckisha would like for people to not just remember her...

"I want them to miss my presence, because I have done what God has put me on this earth to do."

Contact

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