

Influential Women Spotlights Shae Pratcher: Mindset Strategist, Award-Winning Author, Founder Of Showering Seeds Growth

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Transforming Lived Experience Into a
Mission of Healing, Leadership,
Intentional Growth, and Lasting
Legacy

Shae Pratcher, CEO and Founder of Showering Seeds of Growth, is a multi-award-winning author, mindset strategist, and creator of The C.L.A.R.I.F.Y. System™. With more than 20 years of experience in customer service and over a decade of leadership and management experience, Shae has built a career around client success, communication, intentional decision-making, and meaningful impact. Her work today reflects a deeply personal commitment to helping individuals recognize their potential, challenge limiting beliefs, and make intentional choices that support growth.



Shae attended Liberty University with a background in Business Administration and Management, building a professional foundation that complements her extensive experience in leadership and personal development. For more than 12 years, she has worked within the personal development and leadership space, transforming lessons from her own journey into a mission focused on helping others heal, grow, and lead with greater emotional awareness and intention.

Her path to this work was shaped by profound personal experiences. After enduring childhood trauma and the loss of her firstborn son in 2009, Shae spent years in what she describes as silent survival. Over time, however, she made a deliberate choice to pursue healing, growth, and purpose. Through therapy and intentional heart work, she began redefining the direction of her life and developing a deeper understanding of how her experiences shaped her beliefs,

decisions, and relationships.

That process ultimately strengthened her ability to show up more fully for her husband, children, and herself. Rather than allowing difficult experiences to define the limits of her future, Shae chose to use them as part of the foundation for a different kind of legacy.

Today, that philosophy is central to her work.

Building a Framework for Intentional Leadership

Shae is the author of three published books, with her first book receiving nine awards. She is also the creator of The C.L.A.R.I.F.Y. System™, a practical framework designed to help individuals and leaders recognize triggers, regulate under pressure, and respond with intention.

As her work continues to evolve, Shae is increasingly focused on speaking engagements and leadership training centered around The C.L.A.R.I.F.Y. System™. Through these efforts, she aims to provide individuals and organizations with practical tools for navigating emotional responses, strengthening self-awareness, and making more intentional decisions.

A central belief behind her approach is simple: “we behave the way we believe.”

For Shae, mindset is not simply about positive thinking. She believes deeply held beliefs can influence how people perceive themselves, how they respond to challenges, and the choices they make. If someone believes they are a loser, unworthy, or that what they have is as good as it gets, that belief can quietly shape their behavior and limit what they believe is possible.



One of the biggest challenges in personal development, she explains, is helping people complete an intentional mindset reset. It requires more than acquiring new information and means unlearning beliefs people have carried for years and questioning what they think they already know.

That process can be uncomfortable, but Shae has witnessed the transformation that can happen when people begin releasing those internal limitations.

She shares her own story as a source of encouragement while emphasizing that no two journeys are exactly alike. Her experiences may inspire others, but each person ultimately has to do their own work to confront limiting beliefs, make different choices, and create meaningful change.

Choosing to Become the Blueprint

When reflecting on what she attributes her success to, Shae points to one defining principle: breaking free and not being afraid of being the blueprint.

Growing up, she did not always have the examples she needed. She recognizes that her parents and grandparents did the best they could with what they had, but she also understood that she had the opportunity to make different choices.

Breaking free from generational cycles so her children can have better and more is a major source of motivation for Shae. For her, it is ultimately about legacy.

She has learned to be intentional about investing in herself and continually pushing beyond what she already knows. She views every action taken today as a seed that will eventually produce a harvest.

"Everything I do today, all the seeds that I plant today, are going to manifest and harvest tomorrow," reflects the philosophy that guides much of her personal and professional life.

Rather than trying to blend in or follow a path that has already been established, Shae has embraced the possibility of being different. She believes success can come from having the courage to create a path rather than simply following one.

That is also the message she shares with young women entering her industry: do not be afraid to be the blueprint.

For Shae, being the blueprint means being comfortable standing out, making intentional choices, and refusing to allow the absence of an existing example to become an excuse for not creating something new. She believes women can become the example they once needed, creating opportunities and possibilities for those who come after them.

The Power of Choosing for Yourself

One of the most influential lessons in Shae's personal journey came from her therapist in 2021, who told her that everybody has a right to choose.

The statement profoundly changed how she viewed her own life.

Because of her history with her father and the fact that her mother remained with him, Shae had spent years carrying pain and confusion surrounding circumstances she wanted to understand, fix, and make sense of. Her therapist validated her feelings while helping her recognize an important distinction: her mother's decision was her mother's choice.

Shae did not have to agree with it or understand it for it to be true. More importantly, she realized that she also had a right to choose.

If something is not best for her, she does not have to remain in it. She does not need everyone to like her decisions, approve of them, or even understand them.

That realization became a significant turning point and contributed to her decision to pursue her own coaching & consulting business. It reinforced her belief that personal growth requires individuals to recognize their agency and become intentional about the decisions that shape their lives.

Creating Impact Through Service

Shae's commitment to growth extends beyond her coaching and leadership work. Alongside her husband, she operates Seeds of Growth Inc., a nonprofit community garden initiative in Tennessee that partners with the local food bank.

Last year, the organization donated 501 pounds of produce to Loaves and Fishes in Clarksville. This year, Shae and her husband had established and has achieved their goal of donating 1,000 pounds of produce, continuing their commitment to serving the community through food, education, and collaboration.

Their impact also reaches a global audience through their gardening education platform on TikTok, which has grown a community of more than 69,000 followers. Through the platform, they combine practical gardening education with a broader message of self-sufficiency, service, and community impact.

For Shae, these initiatives represent another form of planting seeds. Whether through leadership development, personal growth, coaching, or community service, she believes intentional actions can create benefits that extend far beyond the present moment.

Leading With Integrity

At the center of everything Shae does is one core value: integrity.

She considers integrity the most important value in both her professional and personal life. To her, integrity is about how a person shows up when others are watching and when no one is watching.

Shae does not view personal and professional values as separate identities. She believes she is one person, and the values, standards, and beliefs she brings into her personal life should remain consistent in her professional life.

When those principles are compromised, she believes it is necessary to pause and ask whether she is still aligned with who she is and what she stands for.

For Shae, impact and purpose matter more than taking shortcuts simply to get something done. Her commitment to integrity is another expression of her willingness to be the blueprint and stand up when something is not right to remain grounded in her values even when doing so may be difficult.

Through Showering Seeds of Growth, her books, The C.L.A.R.I.F.Y. System™, leadership training, speaking engagements, and community initiatives, Shae Pratcher continues to turn personal experience into purposeful action. Her journey reflects a commitment to breaking cycles, embracing intentional growth, and creating a legacy that extends beyond herself.

By choosing to become the blueprint, Shae is demonstrating that transformation can begin with a single decision: the decision to choose differently, plant intentionally, and trust that the seeds planted today can shape the harvest of tomorrow.

Learn More about Shae Pratcher:

Through her Influential Women profile, or through her websites,
<https://authorshaepratcher.podia.com/> & <https://www.showeringseedsofgrowth.com/>

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