

UNFIREABLE

Unfireable

You Can Be Fired From Your Job, But You Can Never Be Fired From Your Purpose

Dr. Velma Trayham

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For Mama Lynn

My praying grandmother, who raised me, covered me, and saw greatness in me long before I could see it in myself.

May you rest in heaven knowing your prayers built this foundation.

For my mother, Elizabeth Trayham

Your courage, resilience, and love remind me every day that where we started is not where we have to finish.

And for my dear friend and board member, Joe Lubeck

Your belief in me, partnership, and commitment to impact are woven throughout the pages of this book and the work it represents.

Thank you for shaping my life, my faith, and my purpose.

Advance Praise

“Dr. Velma Trayham doesn’t just offer encouragement—she offers a lifeline during times of uncertainty. This book speaks directly to anyone who feels shaken by a changing job market or a shrinking sense of security. She reminds us that while positions can disappear, purpose does not. She also provides readers (and thousands of individuals across the country) with a steady hand for anyone determined to rise, rebuild, and protect what truly matters.”

— **Cameron Robb, Senior Economic Development Consultant, Arizona Public Service**

“‘You Can Be Fired From Your Job, But You Can Never Be Fired From Your Purpose’ is a bold and necessary message for leaders who refuse to let disruption define their destiny. Dr. Velma Trayham powerfully shows how to separate identity from title, rise with clarity after loss, and lead with authority beyond any single role—igniting executives, entrepreneurs, and mission-driven leaders to rebuild, reimagine, and move forward with unshakeable confidence. This book doesn’t just speak to transition; it fuels transformation and lasting impact.”

— **Erin Floyd, Senior Vice President, Truist Bank**

“Dr. Velma Trayham has an extraordinary gift for turning crisis into calling, and this book is a powerful roadmap for anyone ready to stop chasing titles and start walking in purpose. Her strategies are exactly what leaders, entrepreneurs, and changemakers need in this economic climate.”

— **Tye Hayes, Founder of NOVATE Business Solutions**

“This message is long overdue. In a world shaken by layoffs and uncertainty, Dr. Trayham doesn’t just inspire you—she equips you with clear, actionable steps to build a life and business anchored in purpose, not position.”

— **Marjorie Sabido, Executive Assistant, Black Chamber of Arizona**

“Dr. Trayham is a prolific leader who will help you reconnect with what you were born to do: work shaped by your passions, the problems you feel called to solve, and a purpose no job title can take away. If you’ve ever felt that quiet but persistent pull to move in a new direction, this book will give you clarity, alignment, and the courage to act during transition. I believe this book is a must-read for leaders and professionals who are ready to stop waiting and start building lasting impact.”

— **Dr. Sharon D. Smith, Vice President, Outreach, and Partnerships, Arizona State University**

“Dr. Trayham is a visionary leader. She combines purpose, passion, and faith in teaching the importance of resilience for business leaders, entrepreneurs, and those in the workforce. Her latest book is a must-read for anyone who has faced adversity—or wants to glean understanding from how others have risen from severe setbacks. The key takeaway: as long as we focus on our purpose, we will ultimately succeed in life and in business. You cannot be fired from your purpose.”

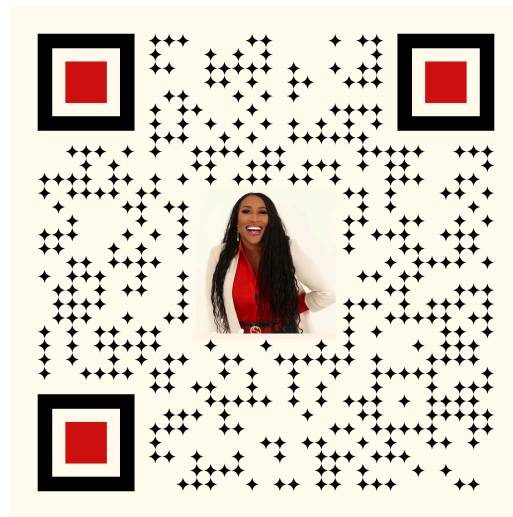
— **Jessica Pacheco, Founder & Managing Partner of Pacheco Ventures**

Read This First

Thank you for investing in this book and in your own journey of purpose. I'd love to stand in agreement with you in prayer as you walk this out.

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- Access a free prayer and additional encouragement
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- Book me for speaking engagements, trainings, and consulting on purpose-driven leadership and economic empowerment.



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DR. VELMA TRAYHAM

Foreword

By Mónica S. Villalobos, Ed.D.

There are seasons in life when everything familiar is stripped away—titles, security, certainty, and even confidence. It is in those moments, when the ground beneath us feels unsteady, that purpose speaks the loudest. Not as a whisper in comfort but as a call to courage.

I believe with my whole heart that purpose is not discovered in ease—it is revealed in adversity.

As a woman of faith, I have come to understand that God does His deepest work in us when life feels uncertain and uncomfortable. When doors close. When systems fail. When what once defined us is suddenly gone. Those moments are not detours; they are divine invitations to listen more closely, trust more deeply, and step forward more boldly.

That is exactly what Dr. Velma Trayham taps into throughout this book. By sharing her story and allowing us to peer into her wounds, she shows us a path to heal and thrive, triggering our purpose.

Unfireable is more than a message—it is a mandate. Dr. Trayham reminds us that while jobs can be lost, titles can be stripped, and platforms can shift, purpose **is permanent**. Purpose is assigned by our creator. It cannot be downsized, outsourced, or eliminated by any system on earth.

Within these pages, you will find truth told without apology, faith expressed with courage, and wisdom forged through lived experience. This is not theory. It is testimony. It is leadership shaped by loss, resilience refined by rejection, and vision clarified through discipline.

At its core, this book calls each of us to one essential charge: ***Pursue your Purpose with Passion.***

Not casually. Nor fearfully. Not when conditions are perfect. But with conviction. With urgency. With faith that refuses to shrink in the face of challenge.

You may be reading this at a crossroads, perhaps questioning your directions, grieving a loss, or wondering whether the best of your contribution is behind you. Let me assure you—it is not! Purpose doesn't expire. It evolves. And often, it emerges most clearly when life disrupts our plans so God can reveal His.

This book speaks to the overlooked, the underestimated, the laid-off, the locked-out, and the called-but-hesitant. It is for leaders who sense there must be more. It is for builders, problem-solvers, and visionaries who know that faith without action is incomplete—and action without purpose is empty.

As you turn these pages, I invite you to read, not just with your eyes, but with your spirit. Allow this book to challenge what you have settled on, awaken what you may have buried, and confirm what God has already placed within you.

Because when you understand that your purpose is bigger than your position, stronger than your circumstances, and anchored in something eternal, you become truly unfireable.

May this book stir your faith, strengthen your resolve, and remind you, especially in difficult seasons, that **your purpose is not behind you. It is calling you forward.**

And when it does, pursue it... With courage, with discipline, with passion.

— Mónica S. Villalobos, Ed.D.

President & CEO, Arizona Hispanic Chamber of Commerce

Advance Praise

By Shamia Lodge

Purpose is the one thing systems cannot repossess.

Titles can be stripped. Contracts can be canceled. Roles can be eliminated. Entire industries can be disrupted overnight. But purpose, when it is real, rooted, and lived, cannot be fired.

That truth sits at the heart of *Unfireable*.

We are living in a moment where millions of people are being forced to confront a hard question they were never encouraged to ask while things were “working”: Who am I when the system no longer needs me?

For too long, we have allowed institutions to define our worth. We have equated proximity to power with purpose and confused stability with calling. This book disrupts that lie. It does not offer comfort. It offers clarity.

Dr. Velma Trayham writes for the leaders who have been laid off, locked out, passed over, silenced, or underestimated. She writes for the builders who kept showing up even when the applause stopped. She writes for the intrapreneurs, the system shapers, the culture carriers, and the people who have always known they were meant to do more than survive inside broken structures.

What makes *Unfireable* different is that it does not separate faith from strategy or purpose from execution. It recognizes what many leadership books avoid naming: that calling is not abstract. Calling shows up in boardrooms, budgets, procurement decisions, hiring pipelines, community investment, and the courage to tell the truth when silence would be safer.

This book meets us in the tension between obedience and opportunity.

As someone who has spent my career working at the intersection of systems, leadership, and economic access, I see *Unfireable* as both a personal reckoning and a professional mandate. It reminds us that purpose is not something we discover after loss. It is what carries us through it. It is what allows us to lead change from the inside of companies, communities, and institutions, even when the cost is real.

This is not a book you read casually. It is a book you wrestle with. It asks you to stop outsourcing your identity to organizations and to start honoring the assignment that has been with you long before the title and will remain long after it.

If you are reading the book while uncertain about your future, know this: uncertainty does not cancel purpose. If you are reading this while holding influence, know this too: stewardship requires courage.

You may lose a job. You may lose access. You may lose a platform.

But if you are walking in purpose, you are not finished.

You are unfireable, and this book reminds you why.

— Shamia Lodge
Purpose-Driven Leader

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Introduction

The Current Climate: Let's Tell the Truth

We are living in unprecedented times.

In 2025, the world seems to be turned upside down and filled with chaos. Mass layoffs.

Government shutdowns. Boycotts. Sex scandals. Racial tensions are escalating. Mental health issues are at an all-time high, and AI is replacing jobs faster than we can keep up.

Over the last three years, more than 35 million Americans have experienced job displacement. In some sectors, AI and automation have completely eliminated entire departments overnight. Employees with over twenty years of service have been replaced by technology or let go without any explanation.

Economic instability is no longer a crisis; it has become a climate. Diversity and Inclusion programs are being dismantled at an alarming rate. Diversity officers are being terminated, strategic inclusion initiatives are being canceled, and companies are retreating under political pressure. The same executives who once celebrated representation are now scrambling.

The result of this is clear: we have relied on the government and external solutions for far too long. People are desperately trying to plan for their future without a roadmap. Fear is escalating, identities are shaken, and talking about faith is a touchy subject.

Your purpose is the problem that God put you on earth to solve. If you are willing to walk by faith, this may just be your most powerful season yet. You can be fired from your job, but you can never be fired from your purpose.

Pause for a moment and let that thought sink in. Let it disrupt your doubts. Let it provoke your potential.

Let it stir your spirit because the moment of opportunity is right here, right now. This isn't just the start of another book; it marks the beginning of a breakthrough for you and the start of your transformation.

It's the start of a purpose-driven assignment. It's an urgent call to the problem solvers, innovators, disruptors, and leaders who feel they have more to contribute to the world.

This message is for the overlooked, the underestimated, the underdogs, and those who have been laid off or locked out. It is for the dreamers who believe success is not for them. I want you to hear me clearly:

You are not here by accident. You were created and chosen for such a time as this.

This book is for women and men who know they are called but are afraid to take the leap. It's for people who have lost a six-figure job or a seven-figure title and don't know who they are without the corner office.

This book is for the millennials who are tired of waiting for access and are striving to walk in purpose and destiny. This book is for the Gen Z visionaries who have been told they are too young. It is for the baby boomers, who are witnessing the system shift and do not know how to pivot.

This book speaks to corporate leaders who are hiding their gifts behind companies that do not value them. It is for entrepreneurs with multiple ideas but no funding or practical next steps to address the problems they are destined to solve.

This book is for anyone who has just been fired or laid off. It's for the fearless and the frustrated, those who believe in God but are ready for strategic guidance.

If any of this describes you, then welcome.

You have found the sign you have been waiting for.

Now, let me explain why I wrote this book and why you should pay attention. I was born into poverty to a fourteen-year-old mother in Houston, Texas. I experienced poverty, rejection, depression, persecution, pain, dysfunction, and fear. I'm a product of the public school system

and a family line of drug addiction, school dropouts, and the list goes on. To add the icing on the cake, my father wasn't in my life, so I had to overcome the orphan spirit. I can talk about it because it's a lived experience.

In the ZIP code where I was born, 77004, nearly 60 percent of residents live below the poverty line, yet I left that environment and built a different future.

I started my entrepreneurial journey out of necessity. Yes, I experienced business failures, not just once but multiple times. I really had to figure life out.

To fast forward, I've become a world-renowned entrepreneur, speaker, and economic empowerment expert. I've stood on stages around the country. I've consulted and advised governments and corporations, and I've created programs to help small businesses rise above the poverty line. I've built and sold companies and helped thousands of others do the same. I've also had the privilege of praying for thousands of people, helping them walk in their true purpose and destiny.

There is so much power in prayer. For three years straight, every Friday morning, whether I was in a hotel room, an airport, or even in a foreign country, I led battle-ready prayer calls with hundreds of participants from around the world. I still do! I feel like it's part of my assignment. I am like Nehemiah on the wall for my Heavenly Father. If you don't know the story of Nehemiah in the Bible, you should definitely read it, although I'll talk about it later in this book.

I serve as the founder of multiple high-performing companies and the visionary behind the nonprofit organization Millionaire Mastermind Academy, where we've trained over eight thousand entrepreneurs in business, leadership, and mindset. I don't share this to impress you; I share it to show you what's possible. If God did it for me, He can do it for you.

You may have been fired from a job in the past, but by the time you finish reading this book, you will understand that you can never be fired from your purpose.

START CALLOUT BOX

You may have faced rejection or persecution, but once you start walking in your calling, you can never be removed from it.

END CALLOUT BOX

This book is not just my personal story; it is a blueprint for transformation. Here, you will learn how to break generational curses that manifest as fear, poverty, climbing the corporate ladder with no purpose, false burdens, and procrastination. You will discern the difference between what's right and almost right, because almost right is *wrong!*

You will learn how to build businesses and systems that outlive you, navigate betrayal, slander, and spiritual warfare in leadership, and activate your divine assignment, even if others have counted you out. You'll discover how to sow in faith, reap in purpose, and build a legacy. You will learn how to walk in excellence, not just mere survival.

I will guide you toward becoming a firebrand leader, a leader who refuses to conform to broken systems. I will show you how to create a purpose protection plan that covers your calling,

purpose, and destiny. You'll redefine wealth and influence through kingdom strategy. Along the way, you'll encounter data, hear stories, laugh, possibly cry, reflect, and get activated. Most importantly, you'll leave with a roadmap for living the rest of your life.

Now, hear me clearly: Sometimes, we don't realize we've been distracted until it's too late. The enemy's job is to kill your destiny, steal your purpose, and destroy the path God has planned for you. The enemy isn't always obvious; he often acts in subtle ways. He distracts you first, keeping you busy with things that seem beneficial but aren't purposeful.

You may find yourself doing things that don't align with your calling or purpose. Suddenly, you may wake up ten years later, feeling tired and off track, wondering, *Where did all my time go?* There are twenty-four hours in a day. Eight hours should be for sleep and eight for work. What about the other eight hours?

I like to apply this concept to years as well: twenty-four years, with eight years spent sleeping and eight working. What have you done with your time? What impact have you had on the world?

This book serves as a divine disruption, an interruption to help you step into the destiny and the purpose meant for you. It's time to stop merely surviving and start thriving.

START CALLOUT BOX

It's time to begin solving problems; the world is waiting for your purpose.

END CALLOUT BOX

Let me conclude this introduction by saying this: I understand fear, betrayal, and the pain of crying in silence while trying to walk by faith. I know the cost of carrying a calling that others may not comprehend.

I understand this: walking in purpose brings rewards, not just financially but also in terms of legacy. I want to help you discover your purpose. Let's work together and rise emotionally and positionally.

The systems in this world are flawed, but you were meant to create new ones. While you can lose your job, you can never be fired from your purpose once you truly embrace it. The world is waiting for the unique solution that only you can provide.

Now, let's turn the page and face the great news ahead because, on the other side of your challenges lies your freedom. Whoever the Son sets free is free indeed.

Chapter 1

Born into Battle: Breaking Generational Chains

I was born into a battle. This was not a physical war but a spiritual one. I came into this world fighting against generational curses, poverty, dysfunction, drug addiction, demonic restrictions, and cycles that awaited me before I ever took my first breath.

I was born to a fourteen-year-old mother in Houston, Texas, my hometown. I grew up in an environment where poverty was the norm, and escaping it felt impossible. I wasn't born with a silver spoon in my mouth; instead, I had to figure life out on my own without a proper example.

I was born on Easter, which earned me the family nickname "Bunny" or "Bunny Boo." Around nine years old, I was baptized and raised in a Baptist church. I remember singing in the choir and rehearsing my Easter speech. My grandmother, Mama Lynn, raised me, and I miss her deeply. She was a praying grandmother, and she prayed for me daily. Back then, I didn't really understand the power or significance of my grandmother's prayers.

It was a challenging upbringing. Every day was a struggle. There was little to no discussion about purpose, destiny, or the importance of solving problems; it was more about simply trying to survive. I recall times when we had to visit community centers for Christmas toys or food banks for meals.

I did not understand that I had been born into a generational curse. Generational curses are not always about finances; they manifest in our thoughts, the fears we carry, the relationships we choose, and even the low standards we accept. For generations, my family had been trapped in cycles of poverty, lack, and demonic restrictions.

Yet, in the midst of all this, my grandmother remained steadfast in her prayers. I began to notice something change within me. What I didn't realize then was that even in that environment, my grandmother was planting seeds of hope and faith.

I eventually came to understand that my ending did not have to mirror my beginning. I decided to break free of these cycles. Although my grandmother couldn't provide me with money, she gave me something far more valuable: faith. Faith is the substance of things hoped for and the evidence of things not seen.

She covered me even when I didn't know what she was protecting me from. When I think about her prayers, I realize that they created a hedge of protection around me that no betrayal, failure, disappointment, or hijacking of destiny could break.

Eventually, I had to make a decision. At some point, I had to declare that my ending would not resemble my beginning. I'll say that again: my ending would not look like my beginning.

START CALLOUT BOX

As you read this book, I want to ask you: how has your beginning influenced your perspective on your ending?

END CALLOUT BOX

I began to believe God for something different. I started reading my Bible and came to understand the significance of baptism. I started to recognize the power in my grandmother's prayers.

I stopped viewing poverty as my lot in life and began seeing purpose as my birthright. I realized that I was born to solve a problem, that my very existence had a purpose.

What many people don't understand is that we all have spiritual gifts. A spiritual gift is an inherent capacity placed within us before we were born. Unfortunately, we often aren't taught about our spiritual gifts or how to solve problems. We aren't educated on how to "think and grow rich," which happens to be the title of one of my favorite books. I started to believe God for something different and to see myself as a solution to a problem.

My mother had me when she was just fourteen years old, and my biological father wasn't a part of my life. My stepfather did what he could to support us, but his efforts were not enough. He was, unfortunately, a factor in my mother's struggles with drugs from a very young age. Imagine growing up with a mother who was only fourteen when she had you.

However, it's not how you start; it's how you finish. Let me share a valuable lesson: We don't choose how we enter this world, but we do choose how we respond to our circumstances. You may have been born into brokenness, but you are not bound to repeat it. Born into poverty? Breaking free from it starts in your mind. Poverty is a state of mind.

My sense of purpose didn't begin when I started my first business; it began on the battlefield of my early life. Even the hardest situations can shape the leader within you. Your pain is part of the process.

Whatever you may be going through right now, remember this: life is 90 percent about how we respond to things and only 10 percent about what happens to us. Reflecting on my upbringing in poverty, with a young mother and a family that had very little, I can say that I am now a daughter of the Most High God. I am beautifully and wonderfully made. I am more than a conqueror.

START CALLOUT BOX

You and I were born to solve problems, created with destiny and purpose within us.

END CALLOUT BOX

When I consider the current economic and political climate, it's clear that we are all being called to solve problems. It's not how we start but how we finish that matters. I have read the Bible, one of my favorite books, more than six times, and one verse changed everything for me. This scripture serves as a blueprint for how I live my life: "*For I know the plans I have for you," declares the Lord, "plans to prosper you and not to harm you, plans to give you hope and a future" (Jeremiah 29:11).*

When I read this scripture, it anchors me. It reminds me that God didn't make a mistake and that even if people reject me or systems ignore me, He has a plan for my life.

I want to emphasize that this verse is a declaration from the Lord: *"For I know the plans I have for you."* These are plans to prosper you, not to harm you, but to give you hope and a future.

Here's what I want you to understand: Breaking chains starts with faith. But what is faith?

Hebrews 11 says that faith is the substance of the things we hope for and the evidence of things we do not see. However, faith must be accompanied by action. James 2 says that faith without works is dead.

To witness the manifestation of greatness and the plans that promise hope and a future, we must begin with faith and then take action. I want to tell you today that you do not need permission to break free from chains, shackles, generational poverty, limitations, or demonic restrictions. All you need to do is make a decision. You are equipped to win. Everything you need is already within you.

When I reflect on the atmosphere of limitations I experienced growing up, I think about the cycles of poverty and dysfunction in my family. These issues didn't start with my grandmother; they can be traced back through her mother and her mother's mother. Generations were impacted by poverty, dysfunction, alcohol abuse, dropping out of school, and a lack of education.

Poverty and dysfunction are not solely financial issues; they also manifest in our mindsets, our patterns, and the partners we choose. Therefore, breaking generational curses begins with faith and is sustained by action.

With that in mind, consider these reflection questions: What chains have tried to follow you into adulthood? Which generational curse are you determined to break in your family?

START CALLOUT BOX

You were born into a battle, but you are equipped to win.

END CALLOUT BOX

Let's go break some chains!

Let me share my thoughts about breaking generational curses. This process involves intentionally disrupting destructive cycles, whether they are mental, emotional, spiritual, relational, or financial. These are patterns that have repeated throughout our family lines. Breaking these curses is not just about what we leave behind; it's about what we create as we move forward.

In practical terms, the first step is to recognize these patterns. This begins with an honest examination of the cycles present in our families, such as:

- Constant poverty or financial mismanagement
- Abuse or toxic relationships
- Addiction, depression, or mental health stigma
- Inconsistent parenting, or what I refer to as "orphan syndrome"

I had to break free from my own experience with "orphan syndrome." My mother had me at age fourteen, and my father was not in my life, which left me feeling like an orphan.

These patterns also include settling for less, playing small, sabotaging yourself, having a victim mentality, and fearing success or failure.

START CALLOUT BOX

One of my favorite quotes is, "You have to fail forward fast before you can reach your destiny."

END CALLOUT BOX

Another prevalent pattern associated with generational curses is church trauma, spiritual manipulation, and a sense of abandonment in faith.

Breaking these curses begins with refusing to normalize the cycles we've repeated. We need to acknowledge that what we've endured does not define us.

The second step is to rewire our thinking. We must stop saying things like "That's just how I am," and "Nobody in our family has ever been a millionaire," or "No one in my life has ever overcome poverty." It's time to reframe our mindset. We need to stop accepting things as they are and recognize that while these issues may have been normal for us, they do not determine our destiny.

The phrase "It ran in my family until it ran into me" resonates with me because our words hold power over life and death. A scripture that has helped me during this journey is Romans 12:2, which encourages us to be transformed by the renewing of our minds. Curses begin to break when our thinking shifts.

We must renounce the lies and reclaim the truth. Spiritually, breaking a curse involves repenting from agreements, whether spoken or unspoken, with sin, fear, or failure. This means renouncing generational strongholds. For example, you can declare, "I break the spirit of poverty off my life in Jesus's name" or "I break the spirit of lack off my life in Jesus's name."

Lastly, we need to replace the lies we've believed with truth from Scripture and affirm our identity.

START CALLOUT BOX

Here's an example:

I break the cycle of lack. I am a lender, not a borrower.

My family is blessed and will thrive for generations by doing what no one else has done.

Breaking generational curses means taking decisive action.

I am starting a business to solve problems. I am healing family wounds through forgiveness and embracing change.

I choose to parent with grace rather than pain. I am learning about wealth, budgeting, boundaries, and belief. Curses are broken when someone commits to making different choices consistently.

END CALLOUT BOX

Generational curses are fully broken when your children and their children walk in freedom. What does that look like? It means praying over your kids and their futures, just as my grandmother did for me.

It involves teaching them emotional intelligence and biblical truths from an early age, giving them the language for feelings and experiences. It's about helping them interpret their own truths.

Your children are created to solve problems, and by breaking a curse, you are also planting the seeds of a legacy. Breaking generational curses leads to a life free from financial poverty. This is the breakthrough action.

Declare this over yourself:

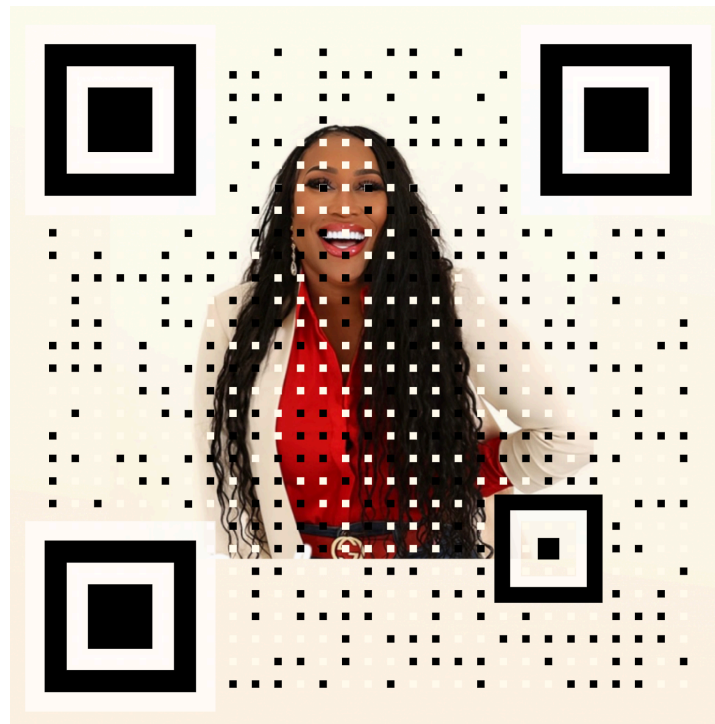
The generational cycle breaks with me. I will not repeat what I was born into. I am the first to be free, and whoever the Son sets free is free indeed. I am the interruption to dysfunction. I am the blueprint for breakthrough.

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