

## **Michelle Gines**

*Publisher and Business Consultant, Change Catalyst & ReImagine Strategist*

### **WHO'S THAT GIRL?**

- Podcast Host, ReImagineYOU Lab Podcast
- Author of 12 titles focused on business, self-help and relationships including latest, *Girl, Make Up Your Mind A Beauty Infused Guide to Personal Growth*
- CEO/Founder of Award-Winning Publishing & Consulting Firm, Purpose Publishing
- *The Girl Who Shows You How to Live the Life of Your Dreams*
- Marketing and Communications Storyteller
- Go to Resource & Solution Finder
- Creating Digital Strategies for omnichannel growth online and offline for small business
- Teach SMEs how to Transform their experience, education and expertise into Books, Digital Assets, Courses and/or Coaching Programs
- Developer of Online Courses and Digital Coaching Programs
- Builder/Leader of cross-functional teams of Subject Matter Experts
- Certified Christian Business & Life Coach for Women
- Author, 12 titles focused on business, self-help and relationships
- Motivational and Inspirational Speaker
- Teacher (Business Concepts ground in Biblical Principles)
- Licensed and Ordained, Marriage Pastor and Relationship Coach

Michelle Gines offers a comprehensive range of training and consulting services tailored to individuals and organizations seeking transformative solutions in the realms of marketing, communications, digital strategies, and personal development. With over 25 years of profound expertise, Michelle is a visionary leader dedicated to empowering others to unlock their full potential and achieve extraordinary results.

Michelle is committed to collaborating with clients to find truly generative solutions that are paradigm-shifting, transformational, measurable, and sustainable. Whether working with individuals or organizations, she leverages her expertise, creativity, and strategic thinking to co-create solutions that address the unique needs and challenges of each client.

### **AREAS OF EXPERTISE**

- Personal Growth and Self-Development, Leveraging Change for Self & Team Optimization,

- Teaching & Training (fortune 25+ and small business, leaders and operations teams),
- Leadership, Digital Strategies and Business Development, and Managing Young Leaders,
- Public Speaking (i.e. keynotes, workshops),
- Content Expertise | leveraging change, optimizing personal growth (work), apriori theory (self-actualization, T.E.A. Techniques for Living Well, and Silent Success)
- Consulting experience with corporate entities, small business owners, and professionals.
- Digital Automations (technical and non-technical explainer)
  - Expertise with digital content automation, tools and platform development including funnels, membership and program operations.
  - Techstack Proficiency including large platforms (i.e. Salesforce, Adobe AEM) and Small Platform (High Level, HubSpot)

## **KEYNOTES | FROM THE STAGE**

Michelle delivers captivating keynotes and workshops that inspire, educate, and empower audiences to embrace change, unlock their potential, and achieve extraordinary results. Whether in person or virtually, her dynamic presentations combine compelling storytelling, practical advice, and contagious enthusiasm to captivate and motivate audiences. Topics range from personal growth and empowerment to digital strategies and organizational leadership, offering valuable insights and actionable takeaways for participants at all levels.

### **Digital Transformation and Leadership in the Ever-Evolving Landscape:**

- Explore the latest trends and strategies in digital transformation across various industries, including healthcare, insurance, and non-profit.
- Discuss the role of leadership in driving successful digital initiatives and navigating change in the fast-paced digital landscape.

### **Who Would Benefit from this session:**

Executives, business leaders, and managers across industries who are leading or involved in digital transformation initiatives.

**What They'll Gain:** Participants will gain insights into the latest trends and strategies in digital transformation, learn how to navigate change effectively, and understand the critical role of leadership in driving successful digital initiatives.

### **Purpose-Driven Marketing and Communications:**

- Dive into the importance of purpose-driven marketing and communications strategies in today's competitive market.
- Share insights on how to align marketing efforts with organizational values and mission to drive meaningful impact and engagement.

**Who Benefits from this Session:** Marketing professionals, communication specialists, and business leaders looking to develop purpose-driven strategies that align with organizational values.

**What They'll Gain:** Participants will learn how to craft and communicate purpose-driven messages that resonate with their target audience, foster meaningful connections, and drive engagement and loyalty.

**Personal Growth and Empowerment:**

- Draw from your experience as a prolific author to inspire audiences on their journey towards personal growth and empowerment.
- Provide practical tips and strategies for individuals seeking to unlock their potential and lead a life of purpose and fulfillment.

**Who Benefits from this Session:** Individuals seeking personal growth, empowerment, and fulfillment in their personal and professional lives.

**What They'll Gain:** Participants will gain practical tips and strategies for unlocking their potential, navigating challenges, and leading a life of purpose and fulfillment. They'll leave feeling inspired and equipped to take action towards their goals

**Re-ImagineYOU: Reinventing Yourself for Success and Fulfillment:**

- Guide audiences through the process of reimagining themselves and navigating change with confidence and resilience.
- Share personal stories and insights on how to embrace change as a catalyst for growth and create a life marked by profound impact and inspiration.

**Who Benefits from this Session:** Individuals undergoing transition or seeking to reinvent themselves personally or professionally.

**What They'll Gain:** Participants will gain insights into the process of self-reinvention, learn how to embrace change as a catalyst for growth, and develop strategies for creating a life marked by impact and inspiration.

**Leadership and Transformation: Unlocking Potential and Achieving Extraordinary Results:**

- Share your expertise as a trusted business and life coach to empower leaders and organizations to unlock their potential and achieve extraordinary results.
- Discuss practical strategies for leading through change, fostering innovation, and building high-performing teams in today's dynamic business environment.

**Who Benefits from this Session:** Leaders, managers, and aspiring leaders looking to unlock their potential, drive transformation, and achieve extraordinary results.

**What They'll Gain:** Participants will learn practical strategies for leading through change, fostering innovation, and building high-performing teams. They'll leave with a renewed sense of purpose, confidence, and capability to lead effectively in today's dynamic business environment.

## **WORKSHOP OFFERINGS | BUSINESS & LEADER EXPERIENCES**

### **Girl, Make Up Your Mind** (Poised for Women Leaders, Groups and Business Owners)

In this empowering workshop and keynote presentation, you're invited to discover the transformative power of makeup items and uncover valuable life lessons hidden within your makeup bag. Drawing from her book, "Girl, Make Up Your Mind: A Beauty Infused Guide to Personal Growth 7 Lessons from Your Makeup Bag," Michelle shares insights, anecdotes, and practical wisdom gleaned from the world of beauty and cosmetics.

Through seven engaging lessons, participants will explore how the rituals of makeup application mirror essential principles for personal growth, self-confidence, and empowerment. From embracing authenticity to mastering resilience, each lesson offers a unique perspective on navigating life's challenges and embracing one's inner beauty.

#### **During the workshop, participants will:**

- **Discover the Beauty Within:** Explore the concept of inner beauty and the importance of self-love and acceptance.
- **Define Your Signature Look:** Learn how to express individuality and confidence through personal style and self-expression.
- **Blend and Balance:** Explore the art of balance in life and relationships, and how to blend different aspects of oneself harmoniously.
- **Highlight Your Strengths:** Identify and celebrate personal strengths and talents, and learn how to showcase them with confidence.
- **Conceal and Correct:** Explore strategies for overcoming setbacks and challenges with grace and resilience.
- **Illuminate Your Path:** Clarify goals and aspirations and learn how to create a vision for the future that shines brightly.
- **Set Your Makeup:** Develop practical strategies for setting boundaries, priorities, and goals to create a life of balance and fulfillment.

Through interactive discussions, hands-on activities, and insightful reflections, participants will gain practical tools and inspiration to apply these lessons to their own lives. Whether you're a makeup enthusiast or simply seeking personal growth and empowerment, "Girl, Make Up Your Mind" offers a unique and engaging approach to unlocking your full potential and embracing your inner beauty.

Join Michelle Gines for an unforgettable journey of self-discovery, empowerment, and transformation. It's time to "make up your mind" and step into the radiant, confident, and empowered woman you were always meant to be.

## **"Unlock & Unleash: Utilizing Skills Through the Apriori Theory"**

Objective: This workshop aims to empower participants to recognize and utilize the skills and talents already within them by applying the principles of the Apriori Theory. Through interactive sessions, self-reflection exercises, and practical activities, participants will gain insights into their inherent abilities and learn how to leverage them for personal and professional growth.

### **Session 1: Introduction to the Apriori Theory**

- Overview of the Apriori Theory and its relevance to personal development
- Understanding the concept of innate skills and talents
- Discussion on the importance of self-awareness and recognizing one's potential

### **Session 2: Self-Discovery and Assessment**

- Self-reflection exercises to identify personal strengths, skills, and passions
- Utilizing tools such as personality assessments, values clarification, and skills inventories
- Group discussions and sharing of insights and discoveries

### **Session 3: Unleashing Your Potential**

- Strategies for tapping into and harnessing innate skills and talents
- Overcoming self-limiting beliefs and barriers to personal growth
- Goal-setting techniques to align personal strengths with aspirations

### **Session 4: Skill Development and Enhancement**

- Identifying areas for skill development and growth
- Creating a personalized action plan for skill enhancement
- Exploring resources and opportunities for continuous learning and development

### **Session 5: Application and Integration**

- Practical exercises and activities to apply newly recognized skills and talents
- Role-playing scenarios to practice utilizing skills in real-life situations
- Group feedback and support for ongoing development

### **Session 6: Reflection and Next Steps**

- Individual reflection on workshop insights and experiences
- Setting intentions for integrating newfound skills into daily life and future endeavors
- Creating a plan for ongoing self-assessment and skill utilization

### **Conclusion:**

- Recap of key learnings and takeaways from the workshop
- Encouragement to continue exploring and utilizing innate skills and talents
- Commitment to ongoing personal growth and development

### **Key Learning Objectives**

1. **Self-Discovery:** Participants will gain a deeper understanding of their innate skills, talents, and passions through self-reflection exercises and assessments. This self-awareness is essential for personal growth and development.
2. **Confidence Building:** By recognizing and acknowledging their inherent abilities, participants will experience a boost in self-confidence and self-esteem. They will feel empowered to pursue their goals and aspirations with greater conviction.
3. **Skill Utilization:** The workshop equips participants with practical strategies for utilizing their skills and talents effectively in various aspects of their lives, including career, relationships, and personal pursuits.
4. **Goal Alignment:** Participants will learn how to align their personal strengths with their goals and aspirations, enabling them to pursue paths that are fulfilling and meaningful to them.
5. **Overcoming Barriers:** The workshop helps participants identify and overcome self-limiting beliefs and barriers to personal growth. By reframing their mindset and embracing their potential, participants can overcome obstacles and achieve greater success.
6. **Continuous Growth:** Through goal-setting techniques and action planning, participants will develop a roadmap for ongoing skill development and enhancement. The workshop encourages a mindset of continuous learning and growth.
7. **Community and Support:** Participants will have the opportunity to connect with like-minded individuals and share experiences, insights, and challenges. The workshop provides a supportive environment for personal exploration and growth.
8. **Practical Application:** The workshop includes practical exercises and activities to apply newly recognized skills and talents in real-life situations. Participants will gain hands-on experience and confidence in utilizing their abilities effectively.
9. **Clarity and Direction:** By gaining clarity on their strengths, passions, and goals, participants can make informed decisions and chart a course for their future with confidence and purpose.
10. **Inspiration and Motivation:** The workshop inspires participants to tap into their full potential and pursue their dreams with passion and determination. Participants leave feeling inspired and motivated to take action towards their goals and aspirations.

## **CORPORATE WORKSHOPS**

### **Leading Digital Teams: Motivating Young Professionals for Success**

Are you struggling to lead and motivate young professionals in the digital realm? Join us for a dynamic workshop led by digital strategies leader [Your Name], designed to equip managers and leaders with the skills and strategies needed to effectively lead and inspire digital teams of young professionals. Whether you're a seasoned manager or an older worker looking to bridge the generation gap, this workshop will provide you with practical insights, actionable techniques, and expert guidance to unlock the full potential of your digital teams and create a culture of excellence and innovation.

## **Modules:**

### **1. Understanding the Digital Landscape:**

- Gain insights into the unique characteristics and preferences of digital-native young professionals.
- Explore the latest trends, technologies, and tools shaping the digital industry and the future of work.
- Understand the challenges and opportunities of leading digital teams in today's fast-paced and ever-evolving digital landscape.

### **2. Motivating and Engaging Young Professionals:**

- Learn effective strategies for motivating and engaging young professionals in the digital workplace.
- Explore the importance of purpose, autonomy, and growth opportunities in fostering intrinsic motivation and job satisfaction.
- Discover techniques for providing feedback, recognition, and mentorship to support the development and success of young team members.

### **3. Building a High-Performance Culture:**

- Cultivate a culture of excellence, collaboration, and innovation within your digital team.
- Explore strategies for setting clear expectations, establishing goals, and fostering accountability.
- Develop communication skills to facilitate open dialogue, feedback, and knowledge sharing among team members.

### **4. Managing Multigenerational Teams:**

- Understand the dynamics of multigenerational teams and how to bridge the generation gap in the digital workplace.
- Explore strategies for fostering understanding, empathy, and collaboration between older and younger workers.
- Learn how to leverage the unique strengths and perspectives of each generation to drive team performance and innovation.

### **5. Leading by Example:**

- Develop leadership qualities and attributes that inspire trust, respect, and loyalty among team members.
- Lead by example and demonstrate the values, behaviors, and work ethic expected of high-performing digital professionals.
- Learn how to adapt your leadership style to meet the needs and preferences of younger team members while maintaining authenticity and credibility.

**Benefits for Attendees:**

Gain a deeper understanding of the digital landscape and the unique needs of young professionals.

Learn practical strategies for motivating, engaging, and developing young talent in the digital workplace.

Develop leadership skills to foster a culture of excellence, collaboration, and innovation within your digital team.

Build bridges across generational differences and create a cohesive and high-performing multigenerational team.

Receive expert guidance and support from a seasoned digital strategies leader.

Leave empowered and inspired to lead with confidence and effectiveness in the digital age.