

# EXECUTIVE *Rising*

6 MONTHS | 1:1 COACHING

Build your dream career with these 4 pillars of executive communication

Personal  
Brand

Presence

Connection

Self  
Expression

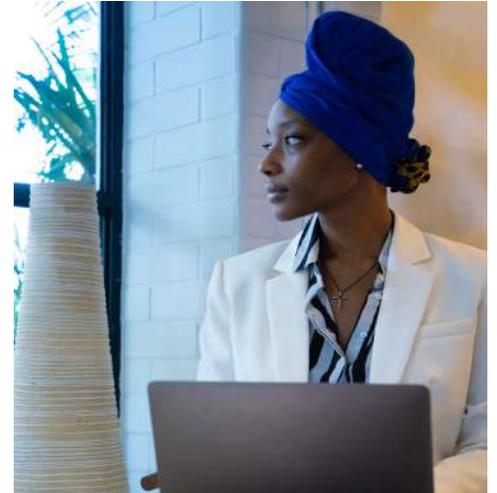


## PERSONAL BRAND

Easily convey your value to others. Understand and cultivate your purpose so you come across as authentic and confident. Chart your ideal career path and the strategic messages that will take you to the top.

### RESULTS

- ❖ Shape how you're viewed at your company and beyond
- ❖ Chart your path: Define your vision of success then reverse engineer your way there
- ❖ Grow your reputation and rise with strategic personal statements



"Michele's personal brand coaching helped me make a deeper impact on those who could move my career forward. I now have a more prestigious position and a message that emotionally resonates with the people who matter most."

— KRISTEN DRISCOLL | VP | Chicago, IL



# EXECUTIVE *Rising*



## PRESENCE

Connect to the needs and emotions of others, in the here and now, to adapt to change and unite the group. Turn the pressure and pitfalls of leadership into a commanding presence.

## RESULTS

- ❖ Inspire confidence in others
- ❖ Motivate your team to act upon your mission, with excellence
- ❖ Read, lead and guide the room to make others feel valued
- ❖ Adapt to change in uncertain times
- ❖ Include everyone in the age of diversity

"Witnessing Michele doing her magic is impressive. She brings her 15+ years of experience in front of the camera to create trust and authority with presence – quickly and (seemingly) effortlessly. The result is clear and compelling communication. Powerful."

— ANA MELIKIAN | CEO | Phoenix, AZ



# EXECUTIVE *Rising*



## CONNECTION

Build trust and relationships by listening, having empathy, and treating people how they want to be treated. Address difficult conversations using simulation: acting it out then getting real-time feedback on your approach.

## RESULTS

- ❖ Connect with intention: Systematically reach out to build trusting relationships
- ❖ Empathy: Care for the collective and cultivate safe spaces and belonging
- ❖ Raise your Emotional Intelligence to improve Key Performance Indicators
- ❖ Limit conflict, burnout and turnover with Active Listening
- ❖ Roleplay difficult and high-stakes conversations to explore different approaches in a risk-free environment



"I learned to be aware of the emotions of my audience and still have full access to my own emotions and experience. This level of presence creates real impact and connection."

— BRYNN BREUNER | CEO | Reno, NV



# EXECUTIVE *Rising*

## SELF-EXPRESSION

Influence others with cutting-edge techniques for engaging conversations and presentations. Your voice, body language and use of space can take you from boring to inspiring. Having transformed 100+ leaders, you'll come away with the latest and most effective presentation skills for leaders, customized to your strengths.

## RESULTS

- ❖ Persuasive and captivating communication
- ❖ Voice, style and body language secrets
- ❖ A new command of storytelling
- ❖ Brain-science: How people hear & remember what you say
- ❖ Inspire others to see, imagine, and act upon your vision

## BONUS

CAMERA CONNECTION: Look and sound engaging on any virtual stage



# EXECUTIVE *Rising*

## WALK AWAY WITH INSPIRING COMMUNICATION

- ❖ Less stressful, less taxing & more impactful leadership
- ❖ Compelling brand statements that elevate your career
- ❖ Concise and engaging leadership stories
- ❖ Strategic career-advancement steps
- ❖ New powers of persuasion
- ❖ Certificate in INSPIRATIONAL COMMUNICATION

## TO APPLY

Please email  
[mm@michelemoreno.co](mailto:mm@michelemoreno.co)  
or visit  
[bit.ly/chatwithMichele](https://bit.ly/chatwithMichele)  
to setup a virtual  
interview



## ABOUT YOUR EXECUTIVE COACH

After graduating Stanford University with honors, Michele learned to craft world-class messages writing for Tom Peters and in 2 best-selling books by Guy Kawasaki. But her dream of being an entertainer called.

After a freak-out on National TV (in front of millions), she learned from every Hollywood hard knock and earned high-stakes credits: Acting on hit shows like FX's *The Shield*, ABC's *Boston Legal* and NBC's *Parenthood*, and singing backup for the legendary Ray Charles.

Now she helps business leaders become clear, concise and compelling, has been featured at 50+ business events, and has personally coached 100+ leaders in virtual presence and executive communication.

