

COEUS

CREATIVE GROUP

SPEAKER AND TRAINER PROMOTION PACKAGE:



MICHELLE MCGRANN
PARTNER, TRAINER

TALENT
DEVELOPMENT
SOLUTIONS



1.0 – EXECUTIVE SUMMARY

Thank you so much for taking the time to review this speaker promotion package and for considering me as a speaker for your event. My passion for assisting people and organizations discover “AHA!” moments comes through in every session I give.

I pride myself delivering an experience that will have the attendees motivated and empowered from the moment they leave the room. I truly takes an audience-centered approach – utilizing best practices in communication and instructional design principles. I dedicate myself to providing the value that clients are seeking, taking painstaking effort to customize my approach for to achieve your goals. If you want your attendees to walk away from your event with that “WOW” factor, look no further and connect with me today!

Please take a look at the following pages to see a little more about me, my experience, and my approach to speaking. I am happy to engage in a call further discuss how I can deliver the exact performance that you are seeking to engage your audience, teams, and organizations. .

Thank you for your consideration!

Michelle McGrann, Partner, Trainer

Coeus Creative Group

C: 734-395-1836

E: michelle@coeuscreativegroup.com



SECTION 2.0 – ABOUT MICHELLE MCGRANN

2.1 – MEET MICHELLE MCGRANN

Michelle McGrann is a seasoned trainer and coach, specializing in communications and organizational management. As a founding partner of Coeus Creative Group, she has helped build a growing company, giving workshops and talks to audiences stretching around the globe. Using a blend of experience, research and behavior-based skill development, Michelle helps people and organizations discover immediately actionable strategies to accomplish their goals. Her personal and authentic speaking style motivates and empowers participants to move past self-doubt and implement the changes that they want to see.

In her 10+ years at Wayne State University, Michelle was responsible for the development and implementation of numerous multiscale programs at all levels of a Tier 1 Urban Research University, including: spearheading compliance measures for the college of engineering, creating public health marketing campaigns for the Campus Health Center, and launching university-wide quality improvement measures. Through these projects and others, she developed a better understanding of the mechanisms required for effective change management, behavioral modification, and excellence in communication practices.

Michelle has also served as both a participant and a coach for competitive speech activities. As a NDT/CEDA policy debater for Wayne State University, she won multiple awards for both competitive success and speaking skills. She coached multiple high school state champion teams, as well as nationally competitive college teams. She leverages this unique background to help her clients and audiences utilize persuasive messaging to achieve success, as well as build confidence in public speaking.

Michelle is quick to lend her knowledge and experience to mentor and guide a variety of civic and social organizations. She joined the Redford Jaycees in 2010. She has held multiple roles and was elected Local President in 2019. Michelle has also served for JCI Michigan as Training Director, Presidential Campaign Manager, and 2018 Chief of Staff. In 2020, Michelle was appointed to the international level as Chairperson of the Skills Development Committee – managing the international training and skills development courses of JCI, an international NGO. Michelle has developed and launched multiple JCI Official courses.

Michelle has a Bachelor of Arts with a major in communication studies from Wayne State University.



2.2 – PAST SESSIONS

ASPAC Conference, Kagoshima, Japan
JCI Facilitator (Train the Trainer)

European Leadership Conference, Riga, Latvia
JCI Facilitator (Train the Trainer)

European Leadership Conference, Basel, Switzerland
JCI Facilitator (Train the Trainer)

Junior Chamber International World Congress, Yokohama, Japan
JCI Explore (Leadership and Administration)

Junior Chamber International World Congress, Tallinn, Estonia
Behavioral Elements and Leadership

Transformational Leadership
Building Effective Messages for Successful Advocacy

Boost Your Business Entrepreneurship Workshop, Edinburgh, Scotland
Finding the Right Clients

American Development Council National Presidents Meeting, Brazil
Making Online Training More Engaging
Succession Planning

Mongolian Trainers Academy, Mongolia
Online Train the Trainer

Minnesota Leadership Conferences, Minnesota
Diversity and Inclusion
Teambuilding

Difficult Conversations

Keller Williams Advantage Diversity Workshop, Novi, Michigan
Diversity and Inclusion

JCI Rochester Area, Rochester, Michigan
Transformational Leadership

Clare Area Jaycees Professional Training, Clare, Michigan
Critical Thinking for Leaders
Dealing with Difficult People

Women with Poise and Power, Livonia, Michigan
Living Your Best Self Workshop Series
Living Confident: Kicking Glass &

Succeeding on Our Terms

Living Adventurous: The Delicate Art of Work-Life Balance

Living Fearless: Building Your Network and the Power of Your Girl Tribe

Living Brave: Finding and Owning Your Voice

Ford Motor Company, Dearborn, Michigan
Compelling Presentations

Project Management

JCI USA Annual Meeting, Denver, Colorado
Advocacy

JCI Michigan Training Day, Lansing, Michigan

Leadership Styles

Teambuilding

Wayne State University Institute of Gerontology, Michigan

Human Trafficking

Difficult Conversations

Health Literacy

Coeus Training Series, Livonia, Michigan

▶ Storytelling - Creating Compelling Narratives

▶ Building Effective Trainings - Best Practices in Instructional Design

Each for Equal - How our Behavior can Improve Gender Equality and Inclusion

Getting to Yes: Boosting Your Sales and Marketing with Persuasion

More Than Just a LinkedIn Profile: Building Professional Networks Online

Training Online: A Virtual Train the Trainer for Online Delivery

Transformational Leadership

Social Media: Mastering Your Content to Drive Behavior

▶ Making the Most Out of Social Media Marketing

2.3 – VIDEO SAMPLES



Project Management - A Behavioral
Intelligence Approach

<https://youtu.be/UCFNXblcJiE>



2.4 – AWARDS & CERTIFICATIONS



**2020 Outstanding Appointee – **
Junior Chamber International



Member of the Association for
Talent Development, Detroit
Chapter



Behavioral Elements
Certified Guide



5 Star Rating for Training and
Development by our Clients

2.5 – REFERENCES

Laura Reiners

Growth Works

Trainings on leadership communication, messaging, and presentation design

C: 734-751-7717

Donna MacDonald, Faculty

WSU Institute of Gerontology

Training in difficult conversations, difficult people, and culture to nurses, health care practitioners, and social workers

C: 248-719-0640

Dawn Hetzel, Executive Director

Junior Chamber International – USA

Training and development

C: 317-407-6159



COEUS

CREATIVE GROUP

Thank you so much for taking the time to review this promotional package and session proposal designed to meet your needs, wants, and goals. Through further discussions with your team and stakeholders, this will be focused to deliver upon your ideal outcomes.

Again, I would be happy to walk through it together to answer any questions and go deeper on what is needed and how this talk can support your efforts!

Sincerely,

Michelle McGrann, Partner & Master Trainer

C: 31734-395-1836

E: michelle@coeuscreativegroup.com

*WE CANNOT
WAIT TO EXCEED
YOUR EXPECTATIONS!*

WWW.COEUSCREATIVEGROUP.COM