



Michelle Cubas CP/BVA

Enterprise Coach • Author • NSA Speaker

Michelle is a visionary enterprise coach, business author and national public speaker. Her advanced business practice focuses on contemporary business issues like the “*Currency of the New Economy*™” and its impact. Michelle calls it Business Literacy™. This literacy builds an inclusive scaffolding—a way to communicate, to operate and to apply intelligence at every level of a business. As a National Speakers Association Member, she speaks publicly on these topics as **Multi-Dimensional Leadership**™.

In the process, Business Literacy coaching peels away years of ineffective behavior and habits and forges new pathways to professional and personal effectiveness. Her methods produce results and effective actions that relate to management styles, multi-generational communications, and the renewed role of personal responsibility and self-reliance in today’s global, volatile business climate.

Michelle consults with fledgling and international corporations, inspires business leaders to manage by values-driven principles, and serves on the American Marketing Association Board, as City of Phoenix Marketing consultant, and Downtown Scottsdale Partnership executive committee. She lives and practices in Scottsdale, Arizona and travels internationally.

As an enterprise coach hired by corporations and business owners, Michelle’s expertise brings a real-world, real-time perspective, operations and know-how applications:

- Michelle’s collaborative Global Readiness™ Approach delivers business protocol and multi-generational awareness to companies serving a global audience. Translation services are available.
- Multi-generational marketing and sales communications are delivered with Michelle’s open style and mentoring approach. She works collaboratively with her coaching, keynote and seminar clients for an optimal, practical learning experience and outcome.
- Recognizing that not everyone is a polished public speaker, Michelle launched ***Pen Ultimate Publishing Services*** to offer a powerful platform to business people who want to position and publish their methods, philosophies and expertise to a broader audience beyond their companies. The resulting expertise can be translated into other languages as well. She calls it, “***Giving your business messages a voice***™.” Her *Media Management* services afford her clients access to media and the finesse to get to the “**top of the list.**”

Michelle Cubas is a certified facilitator on the leading edge metric of **emotional intelligence**, the Bar-On EQ-i®, metric and is a certified behavior analyst on several maximizing tools, and ‘know-how’ resources to measure success patterns, productivity and effectiveness.

Michelle’s Community involvement includes:

- American Marketing Association Board Member, Phoenix Chapter
- Arizona Small Business Association
- City of Phoenix Management & Technical Assistance Program Consultant, four years
- Camp CEO-Community Partner
- Scottsdale Chamber of Commerce

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