

Michelle Cubas, CP/BVA
Enterprise Coach • Author • NSA Speaker



Michelle Cubas is an executive, enterprise coach, author, NSA speaker and founder of Positive Potentials LLC, an advanced enterprise coaching and consulting company. She is a certified Emotional Intelligence (EQ-I ®) facilitator, LifePilot trainer, plus Certified Values and Behavioral Analyst. Her written and seminar works focus on leadership impact, change mastery and company culture transitions.

Michelle's mission is to lead and coach clients to plan, focus and achieve by discovering and exercising their inner resources. Clients use her direction and tested systems to achieve their advancement.

The practice specializes in people, profits and productivity. These are the factors that impact all size companies: multi-generational/multi-cultural personnel issues, Business Literacy™, Global Readiness™ and workforce performance. Mastery of these issues impact a company's ability to work internationally.

Michelle links literacy directly to productivity and results for the entire company. Through the enterprise practice, coaching guides leaders through a fresh approach allowing them to alter their perception of what needs to be done.

Her motto is, "The one with the shortest learning curve LEADS!™" **"When people KNOW what to do and what is expected of them, they are most likely to perform."**

Concrete, solid tactics are applied to create clarity and implement strategies. Her award-winning ideas have served companies such as Toshiba Computers, Avnet Global Services Group, The City of Phoenix, First Interstate Bancorp, CorePurpose, Jeral Construction Services, The Pichon Group and DesignLink Architecture. Michelle is a regular contributor to national business publications.

Companies seek her progressive, tested human capital philosophy and hiring systems as well. She conducts and facilitates hundreds of programs, seminars and keynote presentations and has touched thousands of participants with her sincere, mentoring style. She brings advanced knowledge, expert adult teaching skills and introduces innovative business development strategies that differentiate Michelle's style from traditional ones.

Michelle is a professional writer and has co-authored two books, *Thriving in the Midst of Change* and *Magnetic Leadership*. Her next book, *The End of Dominance: The NEW Multi-Dimensional Leader Business Model*, will be scheduled for release in Summer, 2004.

Her post-graduate work was at University of Southern California (USC), Corporate Communications with undergraduate studies at Wayne State University, Bachelor of Science in English and psychology. Michelle's coach training is ongoing and through notable coaching institutions like Coachville and association affiliations like International Association of Coaches (IAC).