

MEDIA KIT

Michelle Cederberg, CSP

Health and Productivity Expert

Change Agent, Truth Teller

Empowering today's dreamers, leaders
and go-getters to create the life and
career they want

Dare to live it big





**Michelle
Cederberg**
speaker • coach • consultant

THE MICHELLE CEDERBERG ADVANTAGE

Let's face it, health isn't always a sexy topic, but every year, companies across North America lose billions of dollars due to burnout, stress, and mental health issues that cause employee productivity and positivity to plummet. You can't ignore the problem, and you definitely can't afford another band-aid-solution, workplace wellness speaker.

Health and Productivity Expert Michelle Cederberg approaches every audience with a mission to engage, entertain and enlighten. Her programs are interactive, high-energy, and a lot of fun. And research suggests that humor produces psychological and physiological benefits that help people learn better and retain longer after the event.

Michelle shares cutting-edge research and innovative strategies that are surprisingly simple to implement, and unexpectedly rich in inspiration and appeal. She's authored two books that support her ideas and methods.

Michelle is a student of all she teaches. Her in-the-field career and coaching experiences inform what she shares from the platform, so you get ahead of the trends and get to solutions faster. As a health and lifestyle advocate, she practices what she preaches. That means you get information and ideas that are tried and true, with practical methods for implementation.



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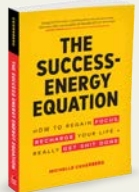
ABOUT MICHELLE CEDERBERG

For over 17 years, Health and Productivity Expert Michelle Cederberg has captivated audiences across North America with her empowering and humorous messages about how to set chase-worthy goals, get energized for success, and live a bigger life.

An in-demand speaker, author, coach and consultant, she believes that personal and professional success is directly influenced by how well we harness the physical, mental and emotional capacity we each have within us. She helps people boost that capacity, so they gain clarity, build confidence, and get the discipline to create the life and career they want. And she's taken the virtual world by storm as well!

She holds a Masters in Kinesiology, a BA in Psychology, a specialization in Health and Exercise Psychology, is a Certified Speaking Professional, a Certified Exercise Physiologist, and a High-Performance Coach. She truly combines mind, body and practicality to empower change.

**Michelle is the author of three books. Her latest book
The Success-Energy Equation, debuted as a bestseller.**





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MICHELLE LOVES TO WORK WITH ...

EXECUTIVES AND MANAGERS IN FAST MOVING INDUSTRIES

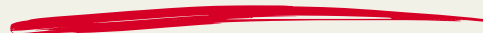
You love your job and you do it well, but you're busy and at risk of being stressed out, maxed out and burned out. You need tools to maintain high performance and the capacity to hit it out of the park with everything you do. Michelle's straight-shooter style cuts straight to the punch with ideas and strategies that even busy people can get behind.

ANY AUDIENCE WHOSE PRIMARY JOB IS TO TAKE CARE OF OTHERS

If you're in education, healthcare, human resources, payroll, administration, health and safety, emergency services, recreation – any career where your goal is to take care of everyone else and everything else before yourself – Michelle's sessions provide information and motivation to help you refocus and recharge.

GOVERNMENT GROUPS, BUSINESS TEAMS, GROWING ORGANIZATIONS

If you're looking for ways to improve productivity, team performance, employee happiness, work/life capacity, and your business bottom line, Michelle's sessions are backed by research, her methods are developed through years of hands-on experience, and her approach is inclusive and engaging.



COMMON QUESTIONS

Q. Where does Michelle travel from?

A. Calgary, Alberta, CANADA, and sometimes Montana!

Q. What does Michelle need on event day?

A. She prides herself on being easy to work with. A lav or headset mic, a projector and screen, and a table for her books and she's ready to go.

Q. Is Michelle available for more than just her keynote?

A. Absolutely! Michelle likes to provide value for investment. She's happy to join your pre-event meet and greet, sit on a panel (or facilitate one), do a book signing, or even a pre-break stretch session for attendees.

Q. Does Michelle ever emcee events?

A. Yes, for an extra fee, Michelle can add fun and energy to your program, reduce your stress, and elevate the experience for you and your audience.

Q. How can we extend the impact of Michelle's message post-event?

A. Michelle is a Certified Professional Coach and can provide 1:1 and small group coaching as an add-on. Ask her about bulk-order book discounts too!



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WHAT CLIENTS ARE SAYING ABOUT MICHELLE

Ana Fuller, Local Government Management Association of British Columbia

Michelle's straight-shooter style and humor built rapport with our attendees right out of the gate, and folks were laughing while learning. Her high energy delivery, research-backed takeaways, and practical examples were exactly what we wanted to close our conference. If you want a speaker who educates, entertains, and inspires, don't hesitate to hire Michelle.

Aasim Hashim, Real Matters

Michelle's keynote to our organization helped employees identify and prioritize what was important to them professionally and personally in a pandemic world, and provided simple, research-backed strategies to help our team create new habits for success. Presenting virtually is never easy, but Michelle was able to connect and engage our group incredibly well with her energy and fun.

Trisha Harp, Steelcase

I had the pleasure of working with Michelle on our yearly event for designers and design leaders. She was so easy to work with and took the time to meet with me to understand our needs. While we wished we could have had Michelle speak in person, she made the virtual interaction top notch, like we were right there with her! Michelle sent a personal signed copy of her wonderful book to each of our designers all across the U.S. as a gift from our company. I would gladly have Michelle back for a future event as an inspiring, fun and engaging keynote, and would highly recommend her to others.

Michelle Watt & Anne-Sophie Branjon, Shell Retail Canada

Michelle did a fantastic job getting the attention of our group with her lively and energized presentation. Our post-event survey showed that >90% of the team were very satisfied by her presentation. Michelle really exceeded previous guest speakers we used in the past and Shell Retail would highly endorse her for any audience.

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POPULAR PROGRAMS

1) The Success-Energy Equation:

How to Regain Focus, Recharge Your Life + Really Get Sh!t Done

Based on Michelle's new book. Discover four science-backed variables that lead to higher levels of goal success and well-being and how to make them work for you.

2) Energized for Excellence:

How to Own Your Excellence and Take it to the Next Level

Get clear on what excellence means to you in your career and life, and how you can take it to the next level.

3) Confidence, Capacity and your Competitive Edge:

The Leader's Guide to Peak Performance... in Everything

Learn how a focus on health can deliver the ultimate competitive edge for business success at every level of your organization.

4) Exposing the Myth of Life Balance 2.0:

Reinventing Life Balance in our New World of Work

Determine what life balance looks like for you today, as we settle into a post-pandemic world of work and learn how to thrive amidst the disruption.

5) Stress Defense: Combat Tips to Move you From Stress to Success

Learn the impact of stress on body and mind, why it's a bigger problem than many think (especially these days), and what you can do to move from stress to success.

A photograph of Michelle Cederberg on a stage. She is a woman with blonde hair and glasses, wearing a black floral top and red pants. She is smiling and gesturing with her hands. Behind her is a large screen showing a close-up of her face. The text 'Michelle Cederberg' is overlaid on the bottom left of the image, with 'KUS' in a red box next to her name. Below her name, it says 'speaker • coach • consultant'.

Michelle Cederberg
speaker • coach • consultant

A photograph of Michelle Cederberg, a woman with blonde hair, wearing a dark blue sleeveless dress and glasses, speaking at a conference. She is gesturing with her right hand towards the audience. The background shows a blurred audience seated at tables.

LET'S WORK TOGETHER

Yes, Michelle Cederberg is inspired by the power of the human spirit!

She's spent most of my life in the realm of human performance – as a competitive kayaker, as an outdoor enthusiast; mountain biker, rock climber and snowboarder. She's been a fitness instructor and personal trainer and psychology major turned Kinesiology Master. She's worked as a college instructor, health educator, and personal trainer fascinated by what makes people tick – inside and out.

Now, as a high performance coach and professional speaker she educates busy, driven professionals about purpose, productivity and the pursuit of better.

If anything drives her it's this: *to empower every person who dreams of more to go for it, every leader who dares to make a difference to trust they're able, and every go-getter with a vision for success to say, "Yeah, I can!"*

We only get one chance at this thing called life. *Dare to live it big*

If you're interested in booking Michelle, reach out to our team at Conversion-omics

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