

Cheri Michel

Cheri Michel is a change agent, facilitator, program designer, and a talented linguistic and somatic coach. She has created, developed, and directly delivered innovative training programs to more than 25,000 people on four continents.



To each engagement Cheri brings a robust blend of business experience, creativity, and vision that harnesses the power of leaders and teams and balances technical and human dimensions to expand and strengthen real business results.

She works with a broad range of people, talents and abilities, equally comfortable and effective with Fortune 100 executive teams as she is with mid-level managers and production-level teams. Her unique design model delivers customized solutions that are specifically tailored to meet each client's objectives.

As a managing partner at Sportsmind, Inc., Cheri directed the Training/Facilitation Division and was in charge of all training design, facilitation, and "train the trainers" activities. It was during this time that she developed an in-depth core program for Capital One Finance that was delivered to more than 6,000 employees. The program included a five-day off-site intensive followed by an ongoing series of two-day conferences and individual and team coaching over the span of a year. She later designed, developed, and beta-tested a customized values training program for 8,000 participants which received the highest rating ever given from Capital One employees for an external training program. She also directed Sportsmind Inc.'s international engagements in the UK, France, and South Africa.

The recipient of The Seattle Times Entrepreneurial Award, Cheri began her career as founder and director of Body Force, a nationally-recognized Health & Fitness Center that pioneered what is now a universal, comprehensive approach to health. Body Force included nutritional counseling along with body and mind exercise programs tailored to individual fitness levels.

Cheri's current and past clients include AT&T, American Airlines, Revlon, American Express, Nordstrom, Capitol One, LSG/Sky Chefs, Northern Telecom, Nike, Frontier Communications, Progressive Insurance, Ubisoft, Microsoft, the University of Washington, and Westin International Hotels.