

Michelle Everill

Coach & Advisor · Psychology of AI Transformation · Identity & Purpose · Navigating Hardship

SIGNATURE TALK

“The Hurricane Concept”

Finding Your Eye of the Storm in an Age of AI, Uncertainty, Disappointment, & Identity Crisis

ABOUT MICHELLE

Michelle Everill is a behavioral scientist, coach, and former VP, Global Trial Optimization in pharmaceutical R&D — where she led the convergence of innovation, data, technology, and AI for clinical trial strategy and operations. Her path from a difficult childhood in Utah to the executive suite, and then through profound personal loss and identity reinvention, gives her a rare, lived understanding of what it means to navigate radical uncertainty.

“The eye of the storm already exists inside you.
You just have to remember how to find it.”

Drawing on degrees in economics, behavioral science, and health, and a self-taught fluency in AI, data, and systems thinking, Michelle helps audiences reconnect to their highest self — so they can lead with clarity instead of react with fear.

TALK ARC · 45–75 MIN

01 You are already in the storm Naming AI anxiety, identity disruption, and the grief no one prepared you for.	02 The Hurricane Concept Your Ship, Captain, Sails, Crew, Rudder, and Current — and how the Eye lives inside you.	03 Return to the Captain Set the direction. Empower the Crew. Three moves you can use tonight.	04 The wake you leave How navigating well creates calmer water for every person around you.
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AUDIENCE OUTCOMES

— A framework for staying grounded when everything feels uncertain	— Language for the identity crisis AI is quietly creating
— Tools to make decisions from values, not fear	— Calm as a learnable skill — not a personality trait
— A new relationship with uncertainty itself	

CREDENTIALS	IDEAL FOR	FORMATS	SPEAKING FEES
— Former VP, Global Trial Optimization — Innovation, Data, Tech & AI — Degrees: Economics, Behavioral Science & Health — Applied AI, data & systems expertise — Author, The Hurricane Concept (forthcoming) — Michelle Everill Coaching, LLC	— Universities & student programs — Corporate AI transformation — Innovation & entrepreneurship — Mental health & wellness events — Leadership development	— Keynote — 45–75 min — Workshop — 90 min–full day — Fireside Chat — 30–45 min — Panel — moderated or guest — Virtual — all formats	UNIVERSITY / NONPROFIT \$5,000–\$10,000 CORPORATE / CONFERENCE \$10,000–\$15,000

WHAT PARTICIPANTS SAY

“I attempt to explain this course briefly and concisely to people, but I struggle to convey its profound impact on me. I now possess enhanced skills and a deeper understanding of myself that empowers me to communicate my true intentions with confidence.” ROBYN BECKER, PROGRAM PARTICIPANT	“I went into it super curious and eager to learn. I came out thinking, wow. It all ties into a personal transformation, and it plugged in pieces I hadn’t even thought about. I love it.” MELINDA EMIG, PROGRAM PARTICIPANT	“The framework organized my thoughts. It was never organized in a way that could calm my emotion and take myself to the next stage. Now I have something I can reference. I feel more confident.” YUAN CHENG, PROGRAM PARTICIPANT
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