

Michelle *Everill*

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

SIGNATURE TALK

“The Hurricane Concept”

Finding Your Eye of the Storm in an Age of AI, Uncertainty & 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 — not someday when things settle down.
- 04 **The wake you leave**
How navigating well creates calmer water for every person around you.

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

CREDENTIALS

- 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

IDEAL FOR

- Universities & student programs
- Corporate AI transformation
- Innovation & entrepreneurship
- Mental health & wellness events
- Leadership development

FORMATS

Keynote	45–75 min
Workshop	90 min–full day
Fireside Chat	30–45 min
Panel	moderated or guest
Virtual	all formats

SPEAKING FEES

UNIVERSITY / NONPROFIT

\$5,000–\$10,000

CORPORATE / CONFERENCE

\$10,000–\$15,000

WHAT PARTICIPANTS SAY

“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.”

PROGRAM PARTICIPANT

“I try to explain it to people — briefly, quickly — and I just can’t get across how powerful it was for me. There are so many people I know that I wish had done this.”

PROGRAM PARTICIPANT

“I went into it super curious and eager to learn. I came out going, wow. It all ties into a personal transformation, and it plugged in pieces I hadn’t even thought about. I love it.”

PROGRAM PARTICIPANT