

## **Michael Stratford Unleashes the Innovative Approach to Creating Personal and Business Transformation**

**The Provocateur of Transformation, Speaker, Master Certified Coach and Author**



Known as the Provocateur of Transformation, **Michael Stratford is a personal growth expert with such an innovative and unique approach, he is known for unleashing personal and business transformations.**

Michael is an **engaging speaker and workshop presenter** with a light and playful approach matched with his creativity, mastery of language, curiosity, and business acuity.

Through his keen insights, masterful coaching and experiential training approach, he quickly reveals a **depth of knowledge and understanding on a wide range of human and organizational issues.**

It is no exaggeration to say that people love engaging with Michael in workshops and **gain practical tools and approaches that they can immediately use.** He has the ability to design material that is exactly what the client is looking for, drawn from his extensive experience working with organizational issues, as well as his experience as a masterful coach, an actor and a well-seasoned speaker.

Michael is well-known as a **pioneer and leader in the field of coaching, coach training and development.** As a Master Credentialed Coach, he has trained more than 6,000 coaches worldwide, developed curriculum for four coach training organizations and trained their trainers.

Michael has **worked with individuals and groups on leadership development** at Cisco Systems, Ford Motor Company, General Motors, GE, The Whirlpool Corporation, Wells Fargo, and Blizzard Entertainment. He has designed in-house workshops for companies including QuickLogic, Leading Initiatives Worldwide, and Wells Fargo. He often teaches at Brandman/Chapman College in Orange County, California, having co-created their "Coaching Skills for Business Leaders" Program.

Michael graduated from the University of California, Irvine. In college, he majored in Mathematics and Theatre. He was **one of the first coaches ever to be awarded the Master Certified Coach (MCC) credential by the International Coach Federation.** He has written four books on coaching including Masterful Questions, Directed Evolution: Taking Charge of Change, Hungers: the Hidden Motivators and The Game of Coaching. He is currently writing Quintessential Leadership: 5 Timeless Practices for Leaders.