

Set The *Stage* with Michelle Villalobos

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Turn Gatherings Into Gateways For Lasting Change

Michelle Villalobos designs and facilitates transformational experiences that cultivate coherence, connection, and community during your event – and beyond.

Energy Precedes Outcomes

Before the keynotes. Before the breakouts.
Before the networking...

Michelle Villalobos engineers a transformational field that shifts your audience from **passive participants to empowered co-creators**.

She does this by first setting the emotional and energetic tone of the event, then inviting the audience into an “Agreement Field” – a shared commitment to engage wholeheartedly, embody their highest selves, and uphold the standards that will allow transformation to unfold.



The best events change hearts, minds, and *futures*.



The *Power* of Event Culture

- Energize attendees and get “good vibes” flowing.
- Ignite curiosity, engagement, and connection.
- Open minds and hearts to fresh perspectives and deep insights.
- Amplify elevated emotions for transformation and lasting impact.
- Activate personal responsibility and inspired action.
- Boost collaboration, reduce friction, and foster a healthy, safe, and uplifting environment.
- Maximize attendee “Return On Time” by generating buy-in, participation, and action-taking.





Activate Your Audience

Setting The Agreement *Field*

Where Event Transformation Begins

The Challenge: Even the best content, lineup, and logistics can fall flat if participants aren't fully engaged. Also, the "magic" doesn't just "happen," at events – and if it does, it doesn't last.

The Truth: "Information is not transformation." Audiences aren't there to *watch* – they're there to *experience*.

The Shift: Michelle co-creates an "Agreement Field" that engages each person's highest self, activates heart-mind coherence, fosters shared intention, and establishes a field of connection and collective activation.

The Payoff: Participants lean in, listen deeply, and catalyze breakthroughs – for themselves and for those they interact with. When your attendees are inspired to engage in these ways, **they become part of the magic of the event.**

How It Works: Michelle meets with you to **help you identify the agreements, standards of behavior, and expectations that align with your culture and event objectives.** Then she weaves together an opening session with exercises and activities that bring the Agreement Field to life.

The session culminates in "But I Want to Fly," a 5-minute spoken-word piece **encoded with the frequencies of courage, creativity, self-care, love, commitment, and vision.**



These aren't just poetic themes – **they're energetic codes** embedded in the language, rhythm, story, and delivery of the piece.

More than a performance, **it's a potent transmission that bypasses resistance,** unlocks hearts, and awakens the parts of your audience most ready to show up and shine.



About *Michelle*

Michelle Villalobos, MBA, is an **expert in the art, science, and business of transformational gathering.** Over the past 17 years, she has personally led over 150 multi-day retreats, conferences, and intensives for thousands of leaders – and consulted on hundreds more.

As a **Certified Speaking Professional™ (CSP®),** Michelle blends embodied leadership, skilled facilitation, and business acumen to activate **alignment, action, and lasting impact.**

Michelle has also coached hundreds of event leaders to maximize event profit and impact by crafting offers, scripting invitations, and devising strategies for enrollment into **back-end continuity and community programs.**

"Michelle stole the show. She's engaging, funny, embraces a growth mindset and is brutally honest. She spoke to my head through my heart, which is a rare talent, and challenged my brain to figure out how to fall back in love with my work."



Nora Burns, HR-Undercover.com
Past President, National Speakers Association (NSA) CO

Services & Support

Every engagement is customized.

Whether it's a keynote, a coherence activation, a connection ritual, elevated facilitation, post-event enrollment strategy, or some combination of several of these, Michelle selects and sequences modalities that align with your theme, audience, and objectives.

- **Conference & Event Openings:** Custom keynotes and opening sessions that energize, align, and activate.
- **Breakout Sessions:** Engaging workshops that foster insight, integration, and embodied transformation.
- **Panels/Interviews:** Michelle helps your guests shine.

- **Emcee (AKA: "Mistress of Culture):** Michelle hosts with presence, grace, and flow – weaving coherence across sessions, setting and holding the Agreement Field, and cultivating an uplifting and inspirational vibe.
- **Event Profit Consulting:** Optimize your event ROI with offer design and sequencing, conversion strategy, and event sales flow.
- **Enrollment:** For mission-aligned events, Michelle can design and deliver strategic offers (or coach someone on your team to do it) and support sales efforts onsite.



"I always resisted making offers at my events. I hated the idea of being one of "those" people making sleazy, cheesy pitches from the stage. Michelle helped me elegantly design and gracefully deliver an invitation at my events to call those in who are ready to enroll – without pressuring or turning off everyone else."

– LeeAnn Marie Webster Creator of No Regrets, No Limits Weekend



Keynote Experiences Signature sessions that can stand alone or be woven into a custom program.

Set The Stage For Transformation: Lay the energetic foundation for your entire event with an experience that fosters presence, activates coherence, and drives connection. Michelle co-creates a potent "Agreement Field" that sets standards, invites personal responsibility, and ignites a culture of collective transformation.

Choose Your Own Adventure: A playful yet profound session designed to shift audiences into an empowered state. Through a series of interactive prompts and perspective-shifting exercises, Michelle helps audiences activate the power of choosing context to create meaning, reframe challenges, and step into greater self-leadership.

But I Want To Fly! A poetic, high-impact transmission that unlocks courage, creativity, and heart-mind coherence. In this session your audience will release fear and regret, reclaim power, and connect with new possibilities – which inspires and energizes them for all that follows at your event.

Awaken Inspired Self-Leadership: This session ignites leadership from the inside → out. Through storytelling, interactive exercises, and energetic transmission, Michelle guides participants into an energy-rich state that makes them more resourceful, generous, and contribution-oriented.



"Michelle, thank you so much for keynoting our NAWBO Chicago Conference! The surveys show you were clearly a HIT! Thank you again for your spirit and your message, it was awesome!"

Melissa Lagowski
Owner, Big Buzz Idea Group

Talkadot Audience Feedback Scores

From over 500 audience members polled at multiple events:

