

MICHELE THORNTON GHEE



ConqHtering the Difference

Female Empowerment

Thought Leadership

Time Utilization

Relationship Building

Customer Service

The Art of Story Telling

D&I Innovation

About MICHELE

Ghee is a transformational thought leader with 25 years of experience. She currently serves as the President and CEO of Stratechic LLC. **"Women are one of corporate America's most under-utilized resources. Our company helps you leverage that resource so "She" can use her skills to impact the culture positively and grow the bottom line."**

Ghee has worked for some of the most influential companies in the world including WME, CNN, A&E, The History Channel, and BET Networks. Her impact on the business has been uncanny.

While at BET, Michele was the architect of the first and only network for black women: BETHer. She designed, built, ran, and monetized the network to immediate profitability.

Ghee also had an unprecedented impact at CNN by creating the first and only diversity department at CNN: CNN Advantage. She has been a maverick in the media industry when it comes to weaving diversity and inclusion into the fabric of a company's DNA, immediately impacting the bottom line.

Ghee began her journey in Oakland, CA working in her dad's community restaurant at the age of 12. "My dad taught me the importance of service. To greet each person by name and remember important dates." Ghee attributes much of her success to the learnings she gained watching her dad.





Thornton Ghee has authored 3 books:

Stratechic: Life and Career Winning Strategies for Women

Stratechic 2.0: Her Plan, Her Power, Her Purpose

Success on Your Terms



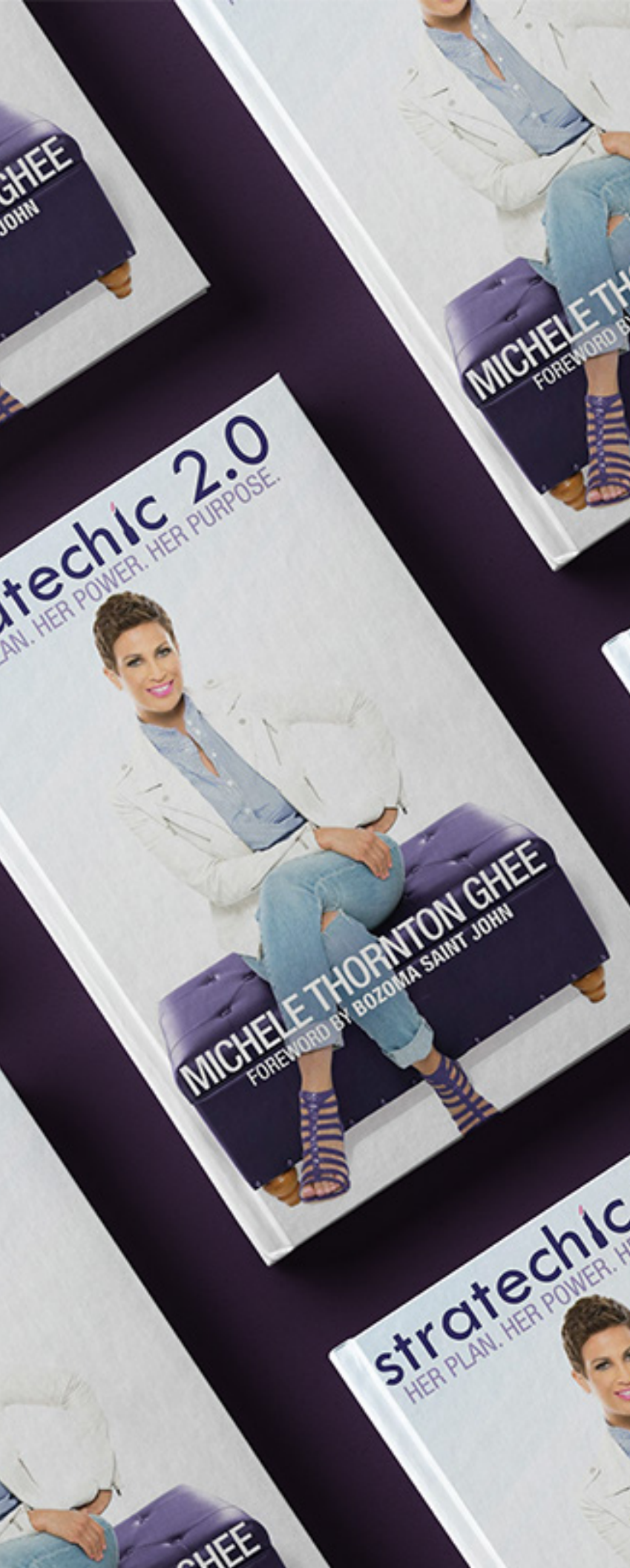
Ghee is an expert in the following areas: female empowerment, thought leadership, building sustainable culture, diversity & inclusion innovation, leveraging difference, customer service, revenue generation, the art of storytelling, and relationship building.

Ghee received certifications in Women's Leadership from Harvard University and Diversity and Inclusion certification from Cornell University.

Ghee is a sought after trainer and keynote speaker represented by the Washington Speakers Bureau.

Ghee graduated from college at 31 and was later honored with an Honorary Doctorate of Humane Letters from her alma mater, Golden Gate University.

She resides in New Jersey and is a proud wife of Tony Ghee and mother of Taylor and Jordan Ghee.



Michele has her pulse on Women. As a woman of color in corporate America over the past three decades, she has had to learn how to not just thrive but survive. In her book, Michele Thornton Ghee urges women to get strategic—actually, she calls it “Stratechic.” She believes women are innate strategists that use most of their time and focus on taking care of others. **Ghee encourages women to use a portion of that energy towards developing a personal life plan.** We also know that when women are optimizing their talents, then everyone and everything around her profits.

With her proven 10-step framework, Thornton Ghee helps every woman be more Stratechic and reclaim the power they naturally possess to live the life they deserve! Michele was encouraged to launch Stratechic in January 2016 by ground-breaking female rapper, MC Lyte, and renowned author, Lynn Richardson, at their inaugural Women’s W.E.A.L.T.H Conference. Michele sits on their advisory board for Hip Hop Sister’s foundation and they felt she would have an amazing opportunity to introduce the Stratechic concept to influential women from around the world. It was the right decision.

Over 6000 copies of Stratechic and Stratechic 2.0 have been sold, and Michele has been invited to keynote numerous conferences and events. The most notable are: SHI International Keynote Address, Essence Music Festival, Women and Communication Annual Conference, Women in the Channel Keynote, The Urban League Annual Conference, and The United States Small Business Conference to name a few. Ghee also led a 3 part series for women of color leaders in conjunction with the State of Black Arizona.

In today’s search for work + life harmony, Stratechic 2.0 picks up where many books end. It is an in-depth look at how to strategically grow and achieve in all facets of life. **From the first page to the last, readers aren’t simply told what to do, they are given useful tools on why, how, and when to accomplish each goal.** Throughout the book, Michele reminds the reader to always set expectations—of yourself and others.

KEYNOTES & TRAINING

Female Empowerment • Thought Leadership • Time Utilization • Customer Service
Relationship Building • Art of Story Telling • D&I Innovation

Thought Leadership

I've read numerous articles on leadership and they all say similar things: decisiveness, awareness, focus, accountability, empathy, confidence, optimism, honesty, inspiration.

What I believe and offer via my discussions and workshops, is that **real leadership embodies self-awareness, visibility, and authenticity**. You must be present to lead, and that means both physically and mentally. Leaders must be authentic. No one wants to follow someone who is not truthful about who they are and the journey that got them here. I've learned how to effectively influence others by assessing the current environment with data and insights, being vulnerable, and sharing my truth openly and honestly.

"You can't be a leader if you're not generating, creating, or embedding a vision for other people."

DIFFERENCE DRIVES RESULTS

Conquer your greatest resource: Difference. The Peterson Institute for International Economics completed a survey of 21,980 firms from 91 countries and found that having women at the C-Suite level significantly increases net margins. **"A profitable firm at which 30 percent of leaders are women could expect to add more than 1 percentage point to its net margin compared with an otherwise similar firm with no female leaders,"** the report notes. "By way of comparison, the typical profitable firm in our sample had a net profit margin of 6.4 percent, so **a 1 percentage point increase represents a 15 percent boost to profitability.**"

It's amazing that the data supports diversity, yet very few companies activate its power. It starts with leadership and then heads directly to the front line managers. People receive 11 million bits of data at any given time yet process their impression with only 4 bits of data based on past experiences. That's how dangerous biases are created and kill the culture.

I help leadership, employees and overall companies assess their current environment, build a plan to leverage D&I, implement the appropriate strategies, measure the outcome and then help them evolve the protocols to infiltrate the DNA of the company. The world will no longer accept words and no action. You want a successful company- allow women and other marginalized groups to grow personally. They will pour all of those personal attributes into others, and your bottom line will expand. It's one of diversity's greatest gifts. It's one of Her greatest gifts.

KEYNOTES & TRAINING



CUSTOMER SERVICE

One of my superpowers is customer service. Women have been given an innate ability to ask questions, listen, and serve, not just in customer service but service in general. **Servitude is a resource we all possess yet a few exercise.** I learned growing up in Oakland, watching my dad as an expert car salesman, and, more importantly, as an entrepreneur in a neighborhood soul food restaurant. Working there when I was 12 years old, I watched my dad greet every single person my name when they entered the restaurant. He knew their favorite meal, birthday's, wives, kids, and interests. This taught me a valuable lesson, Maya Angelou stated, "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

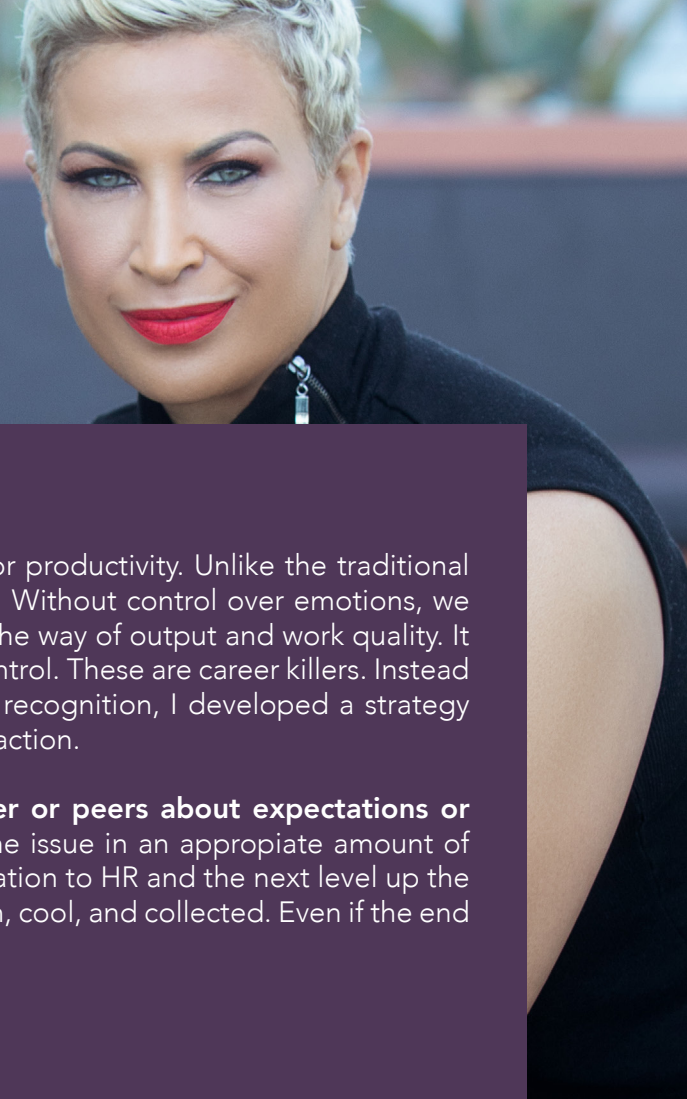
During college, I worked for the Grand Hyatt, and we were not allowed to say the word "NO." My training continued at Pacific Bell. I was charged with providing excellent service to my clients every day. Last but not least, I've served my community by sitting on boards, mentoring young people, and seeding into my community. The combination of my experience has taught me that you should serve more than customers, but every single person you encounter.

RELATIONSHIP BUILDING

Everyone talks about creating or building relationships, not realizing that the beginning is the easy part. **Maintaining relationships is where the real benefit exists.** I have spent 25 years learning the art of not only building relationships, but more importantly, maintaining them to the point of action.

What's involved: creating a relationship map, setting time limits on the action, following up authentically, utilizing the people in your circle to optimize the opportunity, and clearly delivering your narrative to maximize the possibilities. This is a powerful conversation that requires real-time work and ongoing maintenance.

I teach people the art of people: how to approach them, how to make them listen, and how to keep the conversation going that lasts a lifetime. There is an art and science to great relationships that then turn into deliverable results for all involved.



"Taking time back has allowed me to not only grow my personal brand but generate a 20% return in corporate America."

CAPACITY

In the time of isolation and virtual living, capacity is critical for productivity. Unlike the traditional viewpoint, **I demand that people build emotional capacity.** Without control over emotions, we cannot operate at optimal levels. We allow feelings to get in the way of output and work quality. It allows organizations to label us as sensitive, angry, or out of control. These are career killers. Instead of getting emotional about not getting promoted or proper recognition, I developed a strategy that involves harnessing those emotions and putting them to action.

The process starts with communicating with your manager or peers about expectations or frustrations in writing. If there still is no action to resolve the issue in an appropriate amount of time, you have the right and responsibility to escalate the situation to HR and the next level up the food chain. eThrough the entire process, you must remain calm, cool, and collected. Even if the end result is you leaving the organization.

TIME UTILIZATION

Time is one of your greatest resources: Use it wisely. Time management is the most under-utilized asset in your toolbox. Time is not infinite. With 22 Million people out of work, the current workforce has more demand and pressures than ever.

There are meetings around the clock, parents are now school teachers and daycare providers, and cooking and cleaning have taken on a whole new dimension. There is also the stress, anxiety and the need to stay busy. All of these extra physical and mental activities take time from our productivity, but more importantly, effectiveness. I've given more time to unworthy people, situations, and things than I care to think about because it would be wasting time! How do you manage your time? What happens when you optimize time? When you manage your time against things that matter and cut out the clutter, you feel at peace and create an environment where there is room for success. This is more important than ever in the time of virtual living.

Managing time involves a process which includes creating a time grid where you plot all of your activities on a typical day. Then you decide how to remove waste through the creation of an "Elimination List." **What will you do with the extra time that you've reclaimed?** I spent that hour each day building and expanding critical internal and external relationships, I rebranded Centric TV into the first and only network for Black Women-BETHer, created a diversity division at CNN called CNN Advantage and wrote three books. Taking time back has allowed me to not only grow my personal brand but generate a 20% return in corporate America.

KEYNOTES & TRAINING

TESTIMONIALS

"Thank you for inspiring my daughter on Saturday at Rutgers. You appear to have lit a spark that has been silently waiting to bust out. On many occasions I have tried to introduce her and or connect her with women business mentors for career inspiration. Maybe it was my generational lack of millennial understanding but you and Ecita appeared to be the right combination to thrust Sharde forward. Thanks again. Greatly appreciate your presentation and your gift. - Maurice E. Singleton III

*"Michelle, I always knew you were awesome, but your presentation was inspired, inspiring-remarkable.
- Mary Nittolo, CCO/President at the STUDIO*

"She gets it. Michele knows that in order to win in business and in life in general you need to have a blueprint to your success and that's exactly what she does in Stratechic. She lays out the road map for you – from women who are CEOs of their household to women who are CEOs in the boardroom." - Maria Casanova, Senior Partner at Maximum Learning

*Awesome seeing you at the NBMBA Conference! You inspire me, and I cannot wait to read your book. As I mentioned, I am starting my own Beauty Company and will reach out to you for media plan once the skincare line launches. In the meantime, I have started a weekly blog site goodbeaute.com I would love to interview you about your book and how you stay so fabulous!"
- Kimberly Hairston-Hicks*

It was a pleasure meeting you at the I'm my Sister's Keeper workshop. I started reading my signed book on the flight back home (from the Black MBA Conference). THANK YOU... you just INSPIRED and CHANGED my view on a lot of things. Truly an honor. Time for me to be STRATECHIC!" - Marella Simpson, MBA

"Stratechic is an altruistic contribution to our community. A community whose voice isn't always heard; whose voice isn't always respected; whose rights aren't always defended, Michele recognizes those things and devised a plan to help women tap into their inner greatness and overcome those obstacles." - Tiffany R Warren, SVP, Chief Diversity Officer, Omnicom/ Founder and President, ADCOLOR®

*"I've been in business for over thirty years, and for once, I'm pleased to know there's a book written by, for, and about us: successful women who seek a plan specifically yet globally designed to propel us to greatness. Stratechic is definitely on my nightstand as reference and daily go-to guide."
- Mc Lyte, Lyricist, Songwriter, Producer*

"What I love about Stratechic is that it cuts straight to the point. In a world where our minds are constantly bombarded to the point of information overload, Michele dices up a wealth of knowledge into bite-sized yet fully satisfying tips." - Dawn Thompson, President at Marketing Agent & Knowledge Coach, LLC

*"Stratechic is a fun, informative and easy read. I also find myself referring back to it for motivation before a big pitch or meeting. My favorite #StratechicTip is to never allow anyone to distract me from my mission to reach my full potential and a bad attitude is ultimately a distraction from what is rightfully mine"
- Nicci Gilbert Daniels, Singer, Producer*

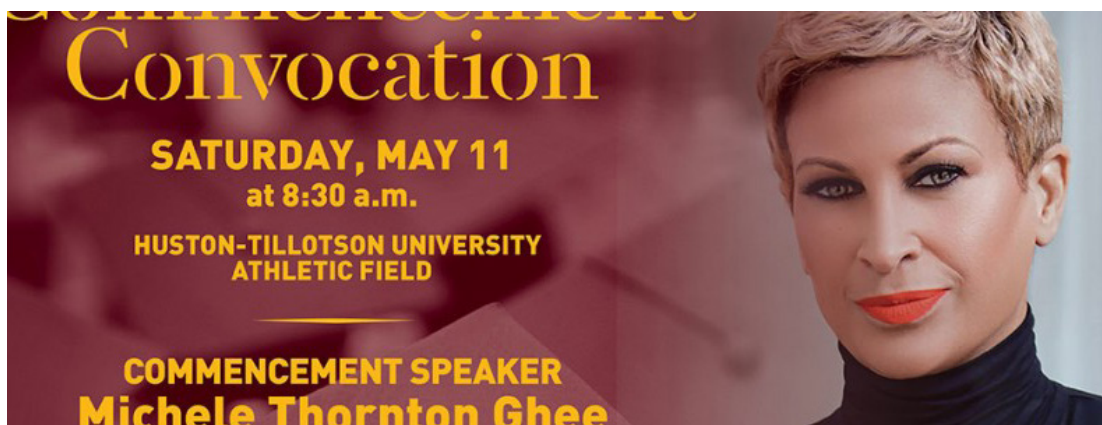
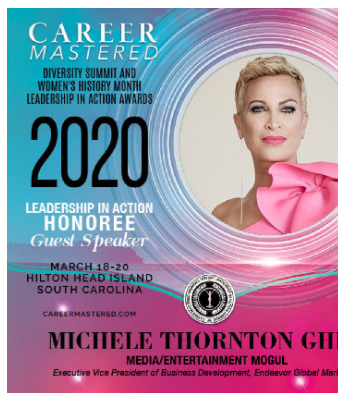
"Yes, I'm in the book. Yes, she is my friend! But even if she wasn't, I would still read it because Michele speaks to women at every stage in their journey. It's an encouragement to me to walk and live in the blessings and to tap into my God-given talents" - Bozoma Saint John, UBER

*"Stratechic is a must read for any woman who wants to win, rock and rule!"
- Dee Marshall, Certified Coach, International Speaker & TV Lifestyle Expert.*

*"Fabulous! Stratechic is simply fabulous! Michele delivers poignant strategies in impeccable style."
-Tai Beauchamp, Tai Life*

"Stratechic is the woman's anthem for independence. Through shocking experiences, loving testimonies, and precise prose, Michele Thornton guides the reader through a ten-step plan that will change her life for the better. It's revelation, it's planning, it's... Stratechic!" - Lynn Richardson, Celebrity financial advisor

RECOGNITION



RECOGNITION

Executive Michele Thornton Ghee: 'Diversity Is Who You Are, Inclusion Is What You Do'

"People hire people they feel the most comfortable with that are most like them, but that's not sustainable," said Michele Thornton Ghee, an author, speaker, and sales leader. Diversity, followed by inclusion, is good for business, she told a packed audience at Women Of The channel 2019.

By Gina Narcisi May 22, 2019, 03:52 PM EDT



Diversity and inclusion are directly tied to a healthier bottom line. That's because differences in culture can breed innovation, and innovation means a more competitive and profitable company, said Michele Thornton Ghee, a "champion of people" who's also an author, speaker, and current executive vice president of business development for Endeavor Global Marketing, a firm whose customers include such popular brands as Microsoft, Marriott, and Rolex.

"We have power and we don't use it. When [women] walk through a door, a company is 35 percent more successful," Ghee told attendees during her keynote at The Channel Company's Women of the Channel Leadership Summit West 2019.

But the diversity conversation, which includes race, religion, sexuality, and even location, along with gender, has to begin at the leadership level, she said. Leaders have to be committed to giving different kinds of people a seat at the table. "You're not diverse if you're all from the same place," she said. "People hire people they feel the most comfortable with that are most like them, but that's not sustainable."

As the only African American woman leading a national television sales team, Ghee has seen first-hand how important it is to have different eyes on a project or business goal. She served as the vice president of BET Networks for seven years, CNN's director of multicultural sales for more than six years, and an account manager for The Weather Channel, among other roles in the cable industry.

But while diversity is who you are, inclusion is what you do. Ghee said the next step after diversity is recognizing the differences and strengths of its staff, because diversity by itself isn't sustainable.

Having many different voices not just within the company that are all allowed and encouraged to be heard has been a big benefit to En Pointe IT Solutions, an El Segundo, California-based solution provider. The company today has a staff that is largely made up of women, LGBT, and people of color, said Kris Rogers, president of En Pointe IT Solutions.

"When you bring in people they have different backgrounds, from their race, to their gender, age, and where they were raised, you have this fascinating balance," Rogers said. "For us, it's been a very constructive dynamic."

While Ghee felt like she was alone on an island at many companies she's worked for, she countered that feeling by hiring women and people of different backgrounds and worked hard to make sure her staff didn't feel the same way. Women in leadership roles especially have a unique and important opportunity to "extend an olive branch" to their sisterhood, Ghee said. There's no need for women to feel threatened by more women joining the team, she added.

"You can't have what's meant for me," she said. "We can't let anyone feel like there's only room for one."

Diversity and inclusion is also linked to employee retention, Ghee said. "When the room looks different, people want to stay." Tech companies, which need to innovate at a rapid pace, especially require increased diversity and inclusion, Ghee said. "Include everyone that is talented and worthy," she said. "That should be the norm."



TWEET ME

"There are still not enough decision makers in the industry that look like the changing face of America," says @BETHerTV's Michele Thornton Ghee. Learn how an empowerment mindset is creating opportunity at BET Her <http://bit.ly/2SPHnyQ> accumsan lacus vel facilisis.

Forbes

SWAY'S
UNIVERSE

"One professional who leveraged her personal brand to secure her next full-time opportunity was Michele Thornton Ghee, executive vice president of business development for Endeavor Global Marketing."

- Forbes

MICHELE THORTON GHEE:

DIVERSITY & INCLUSION VISIONARY & THOUGHT LEADER

"I was able to launch my career by going some place that was out of my comfort zone and didn't look like me so that I could be different. But I still ended up here at the position and level I wanted to."

-Quote by Michele for [HuffPost](#)

"The world is moving too fast for us to work with our heads down in silos. The individuals you work with and how you work with your team is key. A good leader understands their team and knows how each member contributes to the overall goal."

-Quote by Michele [RollingOut](#)

"The work that the people of Adcolor have put in to clear a path for POC's is undeniable," she wrote. "I'm one of them. Then I hired people who look like me. Oh and now I have a firm that demands equity in the marketplace."

-Quote by Michele [Ad Age](#)

"When the room looks different, people want to stay. Include everyone that is talented and worthy, That should be the norm that should be the norm."

-Quote by Michele [CRN](#)



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