



**SPEAKER GUIDE**

**MICHELLE B GRIFFIN**

**MBG**  
MICHELLE B. GRIFFIN

AS SEEN IN **Forbes Entrepreneur Inc.** Authority Magazine **LinkedIn News** **AMERICAN EXPRESS**

**Michelle B. Griffin** is a personal branding speaker, PR strategist, and LinkedIn® visibility expert who helps ambitious professionals break out of obscurity and into next-level opportunities—so they can confidently answer “What do you do?” and position themselves as industry standouts.

As the Founder of Own Your Lane® Leadership Branding & Communications, Michelle partners with experts, entrepreneurs, and organizations to build standout LinkedIn presences and personal brands that set them apart. Through keynotes, workshops, and hands-on training, she equips professionals with the clarity, confidence, and visibility strategies to become noticed, known, and chosen.

With 20+ years in communications and marketing and a master’s in PR, Michelle has worked with Fortune 500s to startups to build high-impact brands. As an association executive director, she has led membership growth, expanded industry influence, and driven record-breaking conference attendance—giving her firsthand expertise in leadership branding, audience engagement, and executive positioning.

A soon-to-be TEDx speaker, Michelle is a recognized authority in personal branding, featured in Forbes, Entrepreneur, Inc., and Authority Magazines. She is frequently invited to speak at industry panels, podcasts, and global events, sharing insights on visibility, thought leadership, and personal brand positioning.

She is the author of Position Yourself and The LinkedIn® Branding Book, co-host of The LinkedIn® Branding Show, and host of The Own Your Lane® Personal Branding Podcast, where she shares strategies for standing out, making meaningful connections, and accelerating career and business success.

When she's not helping others get visible, you'll find her outdoors in sunny Florida, walking to fun '80s tunes, connecting with new people, and finding inspiration in everyday moments.

Visit: [MichelleBGriffin.com](https://MichelleBGriffin.com) | [OwnYourLane.io](https://OwnYourLane.io)



TRUSTED BY



**MichelleBGriffin.com**



## Working With Michelle

Clients and audiences love Michelle

From corporate professionals to college students, Michelle uses her **3E approach—Empower, Educate, Equip**—for lasting connection and implementation. She creates a memorable and engaging experience well before and beyond her time on stage. It's one thing to be inspired, but it's the actionable takeaways that teach and transform for long-term growth.

Michelle is accessible before the event for videos, podcasts, and interviews, and she also interacts with attendees after her program. She keeps the conversation going through email and social media to ensure event organizers deliver a program that keeps their audience inspired and motivated for their next level.

TRUSTED BY

FSU | FLORIDA STATE UNIVERSITY

logitech

ENTRECON

Northwestern  
Kellogg

ITEN  
WIRED

FLORIDA  
SENIOR LIVING  
PROFESSIONAL DEVELOPMENT

itgulfcoast

PURSUE  
YOUR PASSION

LI ROCKS  
CONFERENCE

HOW WOMEN  
LEAD.

NETWORK  
AFTER WORK

Entrepreneur

THE AUSTRALIAN  
BUSINESS JOURNAL

Inc.

Authority  
Magazine

LinkedIn  
News

AMERICAN  
EXPRESS

CXO  
INSIGHTS, IDEAS, INSPIRATIONS

University  
of Phoenix

“

“It was such a pleasure having you as part of our program. We loved your session and found it so informative - especially the approachable way of engaging your LinkedIn profile presentation.

Thanks for your contribution!!”

**Jennie Daellenbach, Associate Director,  
Northwestern University, Kellogg School of Management**

“

“You have a gift, Michelle.

You educate professionals on personal branding better than anyone I know.”

**Bernie Borges, VP Global Content Marketing, iQor**

“

"Michelle B. Griffin is a rockstar. The visibility program she presented for How Women Lead immediately helped me upgrade my LinkedIn presence. We highly recommended Michelle and her company for founders and brands, looking to expand their message on LinkedIn!"

**Coco Sellman, Founder & CEO, A Force For Good**



# Let's Partner Together

**Through keynotes, workshops, and hands-on training, I make the LinkedIn personal branding journey simple, fun, and results-driven for:**

*Associations & Industry Events – Engaging LinkedIn branding & visibility sessions*

*Corporate Teams – LinkedIn personal branding workshops for networking & business development*

*Founders, Entrepreneurs & Experts – Simplified training that turns LinkedIn into an opportunity magnet*

*Event Partnerships – Conference ambassador & LinkedIn® Profile Polish Pop-Up for trade shows.*

## **LinkedIn® For Leaders: How to Grow Your Personal Brand and Business on LinkedIn (Workshop or Keynote)**

LinkedIn is where business conversations happen and industry opportunities are found. This interactive session teaches professionals how to confidently get started, strengthen their personal brand profile, elevate their presence and position their expertise with content to build trusted and relatable relationships that drive opportunities and business growth.

## **The Cost of Staying Hidden - Why Visibility Creates Opportunity & How to Step Up Now (Motivational Keynote)**

Why waiting to be “ready” is holding you back—and how to step up now. No more staying silent, small or stuck. This motivational keynote shares the empowering stories, stats and the simple strategy to overcome fear, self-doubt, and inaction.

## **Own Your Lane® - The 4-Step Recognition Roadmap (Workshop or Keynote)**

Your personal brand is your most powerful professional asset. This high-impact session walks audiences through the 4-step Own Your Lane® personal branding roadmap to grow visibility, credibility, and industry influence.



# Michelle B Griffin, Speaker, Author, Podcaster, Advisor

With a mantra of "Put Yourself Out There to Own Your Lane and Own Your Future," Michelle believes professional visibility is a powerful form of economic leverage and business growth, leading to industry opportunities, increased impact, and profit for professionals and organizations.

As a PR, personal branding, and LinkedIn visibility speaker and educator, Michelle empowers and equips professionals—especially women in business—to confidently set themselves apart and step into the spotlight. Through her books, custom programs, and the Own Your Lane™ personal branding framework, she helps them seize next-level opportunities in a crowded field for next-level opportunities.

## Insider Knowledge to Wow Audiences

As a former conference executive marketing director for two decades, Michelle has hired dozens of top industry speakers, booked top-name keynotes, and selected thousands of breakout session presenters. She knows what works (and what doesn't) to keep an audience engaged, motivated, and inspired to take action.

With a mantra of "Banish Boring," Michelle's programs are designed with human connection and captivation in mind. Each of her presentations and workshops offers the trifecta of personable, professional, and educational learning to ensure your audience stays on track and takes action long after the presentation.

Michelle is adaptive and responsive to the unique needs of each event and in-person experience and works with companies, planners, and organizers with an audience-first approach.

TRUSTED BY



## Connect With Michelle



### Speaker Inquiries and Bookings

Let's chat about how I can support you and your event/team/group. I'd love to learn more about your goals and how I can partner with you.

Please get in touch [here](#) or via [LinkedIn DM](#).

**[MichelleBGriffin.com](https://michellebgriffin.com)**

**[Michelle@MichelleBGriffin.com](mailto:Michelle@MichelleBGriffin.com)**

