

Bio: Michelle Lane CPCC, CLCP

*Strategist, Facilitator, Coach
Founder, Vibrant Leaders*

Profile

Michelle is a strategist, planner, facilitator, communicator, certified professional coach and leadership circle practitioner with more than 35 years' leadership and consulting experience in a range of industry sectors, and companies big and small. She currently leads her own coaching and consulting business dedicated to leadership and organizational development, growth and success -- for leaders, entrepreneurs and leadership teams.

Fast Facts

- 35 plus years' experience as a leader and consultant
- Consulted in many different industries, with companies from start-up to complex; served in senior leadership and strategic roles in private, public and not-for-profit organizations
- Known for inspiring organizational growth, initiating strategic direction, delivering innovative solutions, facilitating learning and new ways of working, and developing or strengthening corporate identities, brands and reputations
- Especially deep understanding of leading and initiating change, as well as navigating complex environments and multi-stakeholder situations
- Extensive senior leadership experience in the post-secondary education sector
- Professionally certified coach and leadership circle practitioner
- Board member: International Coaching Federation (Atlantic); Scotiabank Blue Nose Marathon

Experience and Results

Vibrant Leaders, Halifax, NS

2015 -

Strategy, Facilitation and Coaching for Leaders and Organizations

Operates her own leadership coaching and consulting business* dedicated to the growth and success of individual leaders and the companies they lead. Services include one-to-one leadership coaching and mentoring, strategic development consulting, and learning. Confidential engagements with a strong focus on results; collaborative approach tailored to the unique needs of each client.

* Previously called Michelle Lane Leadership Coaching.

Nova Scotia Community College, Halifax, NS

2001 – 2014

Vice President of Advancement

2006 – 2014

Responsible for the leadership and success of College-wide advancement functions (including NSCC's brand and reputation), as well as collaborating with executive colleagues to define and achieve the goals of the strategic plan and recommend budgeting, planning and long-term direction of the college. **A few outcomes:**

- Led the visioning, strategy and leadership engagement process for the College's first model of integrated annual planning
- Worked closely with executive colleagues to co-design and facilitate the evolution of the College's senior leadership team to a collaborative, shared leadership model

- Developed innovative and strategic initiatives to build and leverage NSCC as a contemporary college
- Fostered learning for all employees as a faculty member in the College's education diploma program

Managing Director of NSCC Foundation

2003 – 2012

Responsible for leading the NSCC Foundation through its formative years, developing and evolving board governance and operating fundamentals and securing early stage donor support. **A few outcomes:**

- Increased revenue generation through notable capital gifts, strategic initiatives and the growth of annual fundraising, as well as the first \$1,000,000 corporate gift
- Collaborated with members of the Board and the College's finance team to establish the inaugural endowment fund framework and the selection of an independent investment management firm

Director of Marketing and Communications

2001 – 2005

Responsible for establishing the College's first marketing and communications department, implementing innovative, research-based strategies to facilitate dramatic enrolment growth. **A few outcomes:**

- Led the strategy and execution of all aspects of the College's brand transformation from a stigmatized vocational high school to that of a contemporary, first-choice post-secondary institution
- Championed and facilitated the adoption of consultative and collaborative communications practices across the College in support of stronger employee engagement, more effective media and stakeholder relations, and compelling third party involvement in building the College's reputation and brand

Prior Experience

Knowledge House Inc. (KHI), Halifax, NS

1999 – 2001

Vice President, Marketing and Communications

Developed and led KHI's marketing and communications strategy and team, from the company's start-up phase and development of corporate identity, through initial product development and early stage market trials.

Dalhousie University, Halifax, NS

1996 – 1999

Director of Public Relations

Spearheaded a more strategic approach to institutional communications and stakeholder relations during a critical time for the organization, addressing strained internal and external relationships, a protracted faculty strike, an institutional merger and vocal neighborhood issues.

Corporate Communications Limited (CCL), Halifax, NS

1980 - 1996

Consultant

Advised and supported CEO's, entrepreneurs, senior leaders and marketing teams in meeting their strategic corporate positioning, marketing and communications needs.

Formal Education and Professional Certifications

Certified Leadership Circle Practitioner, The Leadership Circle, Toronto

2016

Certified Professional Co-Active Coach, The Coaches Training Institute, California

2015-2016

Co-Active Coach Training, The Coaches Training Institute, Toronto and Boston

2015

Bachelor of Public Relations, Mount Saint Vincent University, Halifax, NS

1978 - 1982

Contact

Michelle Lane 902 414 1318 mlane@vibrantleaders.ca