

MICHELE  
THORNTON  
GHEE  
**STRATECHIC**



**LEADERSHIP**

**EMPOWERMENT**

**RELATIONSHIP BUILDING**

**STRATEGY**

**TIME UTILIZATION**

**CAPACITY**

**DIVERSITY AND INCLUSION**

*"I don't know everything - the good news is I've learned that I don't have to in order to get what I want."*



@Stratechic



@Stratechic



@Michele.Thornton

# ABOUT MICHELE

Michele Thornton Ghee is a transformational visionary with 20 years of experience in corporate America and has managed over a billion dollars in revenue for some of the biggest media companies in the world. Thornton Ghee currently serves as the SVP of Media Sales for BET HER (formerly Centric TV), where she and her team are charged with growing the revenue base for the network. She joined BET Her, a Viacom-BET Networks Company, in July of 2012. BET Her is a 24-hour African American lifestyle network designed for Black Women and is the only network that programs for black women 24 hours a day, 7 days a week.



Thornton Ghee loves her creative side. She was instrumental in the rebranding of Centric as 'The First Network Designed for Black Women and then again into BET Her.

Thornton Ghee has worked for some of the most powerful media brands including CNN, A&E and The History Channel and The Weather Channel. She began her career at SBC Communications in Oakland, California (and yes, she is a huge Raiders fan). Over her 20 year career, Thornton Ghee's passion for excellence has allowed her to master the following critical skills: leadership, diversity and inclusion, strategy, transformation (personal and professional), revenue generation, team work, work life balance, and relationship building. She has spent the last several years speaking across the country and sharing her knowledge.

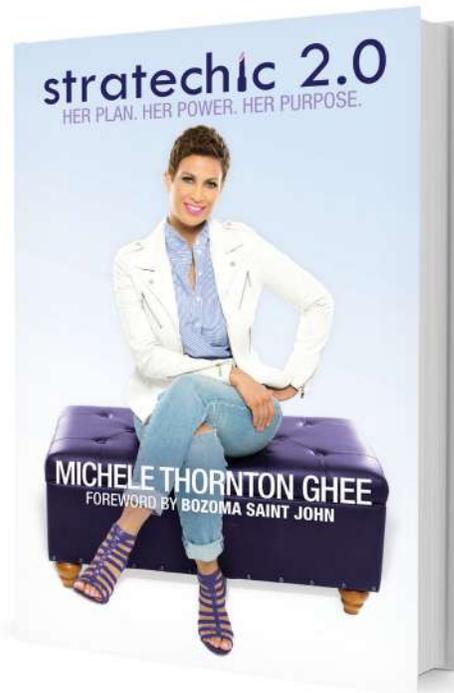
Thornton Ghee has received honors from numerous organizations including; The ADCOLOR Change Agent Award, The American Advertising Federation Mosaic Role Model of the Year Award, the Jesse Banks Humanitarian Award and the Black Girl Magic Award from Ohio State University. Most recently, she was named as a Multichannel News 2018 Woman to Watch. Thornton Ghee served as the chair of the Mosaic Executive Council from 2011-2013 and continues to play an active role in the media and advertising community while advocating for diversity in the communications industry.

Thornton Ghee has authored two books: *Stratechic: Life and Career Winning Strategies for Women* and *Stratechic 2.0: Her Plan, Her Power, Her Purpose*.

After Thornton Ghee made a promise to her father, Walt Thornton, on his death that she would make him proud of her, she received her Bachelor of Arts from Golden Gate University at the age of 30. In May 2017, she was honored with an Honorary Doctorate of Humane Letters from her Alma Mater. She resides in New Jersey and is the proud wife of Antony Ghee and mother of Taylor and Jordan Ghee. Walt is and the rest of the community is truly proud of Michele Thornton Ghee.

*A plan without execution is just a dream. When you wake up, you will be in the same place.*

# STRATECHIC



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 taking care of others. Thornton Ghee encourages women to use a portion of that energy towards developing a personal life plan. With her proven 10-step framework, Thornton Ghee helps every woman be more **Stratechic** and reclaim the power they naturally possess! 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 150 influential women from around the world. It was the right decision.

Since that introduction, over 4000 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: The Motivated Moms Tour, Essence Music Festival, Women and Communication Annual Conference, The Urban League Annual Conference, and The United States Small Business Conference.

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 and how to accomplish each goal. Throughout the book, Michele reminds the reader to always set expectations—of yourself and others. Because of its widespread acclaim, **Stratechic 2.0** was updated to include sections on Millennials, Men, Moms, and Money. The concepts covered are not just for women, but for everyone that strives to accomplish goals and grow their capacity.

# STRATECHIC 2.0 OVERVIEW

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Acknowledgments

Preface

Introduction

Greatest Thing That's Ever Happened to Me

Women & Strategy

Lessons from the 4th Grade

### **S.T.R.A.T.E.C.H.I.C. PILLARS**

Self-Awareness Is Bigger Than Knowing Yourself

Transformation Starts with Your Circle

Relationship Building: Preparation & Follow-Up

Ask for What You've Earned

Turn Up Your Social Game

Execute Your Plan

Capacity Matters in Good and Bad Times

Help Others

Invest In Yourself First

Craft and Communicate Your Story

### **BONUS CHAPTERS**

Stratechic Men

Stratechic Moms

Stratechic Money

Stratechic Millennials

The Knowledge and Benefit of Kindness

Women & Strategy Research Results

Paperback available at [www.stratechic.com](http://www.stratechic.com)

eBook available on Amazon

[MicheleThornton@stratechic.com](mailto:MicheleThornton@stratechic.com)

For booking, contact Yvonne McNair at Captivate Marketing Group

Email: [Yvonne@captivatemarketinggroup.com](mailto:Yvonne@captivatemarketinggroup.com)

Phone: 312-285-4639

# KEYNOTES & TRAININGS

*Michele Thornton Chee is a dynamic speaker and trainer who teaches empowerment, business leadership, strategy, and capacity-building through keynotes and classroom trainings.*

## **Leadership: Leadership is Visible**

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 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 sharing my truth.

## **Empowerment: Standing in Your Voice**

This is a topic that is very near and dear to my heart because power is not given, it is taken. I waited in line many years for someone to promote me, recognize me, or elevate my profile because of the contributions I made to an organization. I met every revenue goal, rebranded companies, and created new revenue streams, and what I received in the end, was my paycheck. I had gone well above my job description. So what changed? Why is this conversation important? I activated my self-awareness and realized that if I wrote a book about my journey from being a lateral employee to a leader in an organization that I would make it impossible for people to ignore me and my contributions. This conversation is important for both individual contributors and for corporations. If corporations do not value the employees that are the drivers of new and innovative solutions, they miss out on growth opportunities. This is where diversity and inclusion become critical. Often, difference is not rewarded but ignored. Whether that is a conscious decision or unconscious bias, it has the same impact and outcome. I help individuals and corporations create an environment which empowers all people and culture to contribute to the bottom line.

## **Relationship Building: Relationships Re-imagined**

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 20 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.

### **Strategy: ROI of Reinvention**

I'm a strategist. I wrote a book on strategy. I teach strategy. I understand that strategy is the first step to executing successfully.

What's involved: identifying the goal, activating self-awareness around obstacles and opportunities, mapping out advocates who are critical to success, and time-stamping the project. I will share real-life examples when strategy was applied and the positive outcomes from following the process.

### **Time Utilization: Time. Money. Energy: The Power of Your Resources**

Time is the most under-utilized asset in our toolbox. Time is not infinite. 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 we manage our time? What happens when we optimize time? When we manage our time against things that matter and cut out the clutter, we feel at peace and can create an environment where there is room for success. This process involves creating a time grid where we plot all of our activities on a typical day. Then we decide how to remove waste through the creation of a "Waste Regeneration List." What will we do with the hour that we've gained? I decided to write a book and expand my brand. At work, I reclaimed wasted time and created a system where I spend that hour each day building and expanding critical internal and external relationships. Taking time back has allowed me to not only grow my personal brand but generate a 10% return on revenue at work.

### **Capacity: Working Smarter**

This is one of my most critical keynotes. 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, then documenting the conversation with action steps, emailing the conversation back so all are on the same page and time-stamping next steps with precision follow-up on each line item. If there still is no movement in the expected amount of time, you have the right to require a bigger conversation because the organization is showing you their intentions. Through the entire process, you must remain calm, cool, and collected. Even if the end result is you leaving the organization.

### **Diversity and Inclusion**

I have been a proponent of diversity and inclusion throughout my career. As the only African American woman to head a national television sales team, I have learned the importance of living life authentically. I will share best practices around inclusion, how authenticity drives ROI, why capacity matters when conflicts arise, and the impact of exclusion.

*You want a successful company- allow women to grow personally and she will pour all of that personal growth into your bottom line. It's one her greatest gifts.*

# 2018 SPEAKING ENGAGEMENTS

Black Enterprise Women of Power	Orlando, FL	March 7-10
National Coalition of 100 Black Women	Nashville, TN	March 24
Black Women in Media Awards	New York, NY	March 29
Hispanicize	Miami, FL	April 17-19
Essence Music Festival	New Orleans, LA	July 6-8
National Urban League Conference	Columbus, OH	August 1-4
NBMBAA Conference	Detroit, MI	September 24-29

## NOTABLE PAST SPEAKING ENGAGEMENTS

National Black MBA Association (NBMBAA) Conference	1000 Attendees
Omnicom Media Group International Women's Day, New York	400 Attendees
The W.E.A.L.T.H. Experience, Florida	200 Attendees
Walker's Legacy Power50 Brunch, Washington, DC	200 Attendees
Win, Rock and Rule Women's Empowerment, New Jersey	200 Attendees
USBC School of Chamber & Business Management, Washington DC	300 Attendees
Great Girlfriends Conference, New York	200 Attendees
Essence Music Festival, Louisiana	1000 Attendees
Motivated Moms Tour	1000 Attendees
Urban League Panel Discussion	175 Attendees
Women in Channel, Washington DC	195 Attendees
Stratechic PowHer Playbook, Texas	125 Attendees
Women Veterans Conference, Keynote Speaker	500 Attendees
100 Black Women Conferences (3 Conferences)	3000 Attendees
Amazing Women Weekend, Texas	1500 Attendees

# 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

THE HUFFINGTON POST  
INFORM • INSPIRE • ENTERTAIN • EMPOWER

## From Average Jane To Female Boss, Michele Thornton has the Blueprint to Transform Any Woman from Wannabe to SVP in Her New Book *Stratechic* 08/23/2016 11:27 am ET

It's hard to believe the SVP of BET and Centric's Sales department, Michele Thornton, wasn't always on the path to Oprah status. If you have the pleasure of meeting her, you can detect her keen exactitude immediately. She rattles off statistics and little known facts like she has a cheat sheet hidden somewhere. "Did you know that 90% of CEO's judge you by the way you shake their hand?" she asks me.

"No I didn't know that," and suddenly I was trying to remember how did I just shake Michele Thornton's hand. "Yours was great... sincere," she tells me as if reading my thoughts. She also has a way of making you feel perfectly at ease—a skill that comes in handy as SVP of sales. You may think that it's just her natural disposition—and it is somewhat, but it's also her 'stratechic' super powers.

Best believe that she's talking and listening, and reading you. "As a sales person you can't win unless you understand who you are sitting in front of in a very short time and understand if they have something for you or not," affirms Thornton. But in her new book, Thornton will tell you that these stratechic abilities aren't super powers at all. In fact, according to the head stratechic every woman has what it takes.

*"To be a woman is a powerful thing. And we are born strategist. We strategize about everyone else but ourselves. But if we begin to focus on ourselves everyone around us benefits."*



SNAY'S UNIVERSE NEWS MUSIC ON-AIR LIFESTYLE SHOP CONTACT

## First Aid With Kelly Kinkaid: Michele Thornton Speaks on Importance of Focus and Self-Awareness & Breaks Down Her New Book "Stratechic"



Capping off Month and Women's History Month last week, our very own Kelly Kinkaid invited a very special guest for her First Aid segment, Senior Vice President at Centric TV, Michele Thornton who climbed the ranks with her strategic thought process.

After another mother from her daughter's school sent Thornton a text message about her parenting 'strategy,' the idea for a new book was born. Setting aside one hour each night, Thornton was able to piece together "Stratechic: Life & Career Winning Strategies for Women." Putting an emphasis on focus, attention and self-awareness, Thornton stresses that everyone, even men, should write out their goals and balance the things they truly want to accomplish.

With a true passion for success and helping others, Thornton's message is powerful and refreshing. You can keep up with Michele Thornton on Twitter @ThorntonMichele and purchase a copy of "Stratechic" via Amazon.



## A Look Inside MC Lyte's Wealth Experience Event

By Crystal H. Jackson  
May 26, 2016

MC Lyte's Hip Hop Sisters Foundation kicked off 2016 with the W.E.A.L.T.H. Experience, an empowerment conference for women in Miami. Come inside the weekend of rejuvenation and transformation.



The Wealth Experience

Hip-hop Sisters Foundation founder Lene "MC Lyte" Moore and president Lynn Richardson welcome attendees to the W.E.A.L.T.H. Experience, a strategic women's conference. Senior vice president and *Stratechic* author Michele Thornton.



## WONDER WOMAN

MICHELE THORNTON CONSTANTLY SPINS IN A CIRCLE OF SUCCESS, AND HER ULTIMATE ENEMY IS ANYONE WHO DOESN'T THINK THEY CAN DO THE SAME.

BY SACHSEL B. JESTER

**IF YOU WERE TO CLICK OVER TO DICTIONARY.COM** and search for the definition of "witty," you'd find "laughy" among the interpretations. With that, if you asked me to define wit, I'd have you to research Michele Thornton. Head of television sales for Centric TV and BET Soul, she isn't using the word in a derogatory sense. "I'm using it with the same precision that Ted D. Mays Jr. would use to give the answer, 'Does my hairdresser ever yell?' and come with 'C'mon! I laugh like I've got gold mines digger in my own back yard.' And a golden laugh like Oakland, California, when someone after realizing her she was enough to be great while simultaneously making someone else great."

Scrawled in life now from 10 years ago with about 30 extra pounds on her, Michele Thornton, now a wife and mother of two, was forced to fully acknowledge her reflection after being denied money from a person she calls "Herself/and," trying to work as a housekeeper and making her God wasn't pleased with her life in general.

adding to her disdain, she had her father to console, resulting in her song of sobriety becoming a hymn to make her proud in silence. "Now, as I sit here to face what life has in store for me in the middle of these Square, nestled in her bed and fabric circumstances, I'm hanging on every word as she details her necessities to self-empowerment, ownership and integrity across, as detailed in her book *Stratechic: Life & Career Winning Strategies for Women*. "Preparation is when hard work and passion meet. God will be on your side, and in that position, there can absolutely be no stopping me." She says.

"The undoubtedly, focus to believe this means you recognize the power she's gained professionally, from working for CNN, FOX, CNN-Asia networks, CNN.com, ABC, the History Channel and the Weather Channel and being a major catalyst in the rebranding of Centric, "the first network designed for black women." "No one woman should know of the power, right?"

"When I talk about power," she begins, "it's something of the strength and ability that flows in being of my skin when I can live someone else's life like me. The fact that I can change the trajectory of someone who hasn't been given opportunities because of the way they look, their race or what they believe." She ends with, "Whatever basket the world wants to set, I can knock those down, because now I have power to do it, will you?"

Our meeting comes to an end as her phone begins to ring loudly. She's in demand and doesn't have much time to spend in addition to any number of her life. "It's all about maintaining focus and knowing that nothing you want to be there for the taking." She says as she looks out the door. "I get what I want because I ask, and I don't give up." She looks me. "When you walk away from giving up," she tells. Before I can answer, she cut, but I feel like I've seen the world. I've got a new outlook, and it's all amazing!

ESSENCE A Look Inside MC Lyte's Star-Studded 2017 Wealth Exp.



Speakers for the weekend included Nicci Gilbert, Yo-Yo, MC Lyte, W.E.A.L.T.H. Experience cofounder Lynn Richardson, Miss Ciddie, Michele Thornton and Tai Beauchamp.

Rollingout

## Powertalk: Michele Thornton talks leadership, teamwork and networking



This book has to be the most important book for women in business. It's not just a book, it's a blueprint for success. Michele Thornton is a woman who has built a successful career for herself and is now helping other women do the same. Her book, *Stratechic: Life & Career Winning Strategies for Women*, is a must-read for any woman who wants to succeed in business. Michele Thornton is a woman who has built a successful career for herself and is now helping other women do the same. Her book, *Stratechic: Life & Career Winning Strategies for Women*, is a must-read for any woman who wants to succeed in business.

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Email: [MicheleThornton@stratechic.com](mailto:MicheleThornton@stratechic.com)



@Michele.Thornton



@Stratechic



@Stratechic

[www.stratechic.com](http://www.stratechic.com)

For booking, contact Yvonne McNair at Captivate Marketing Group

Speaker's Fee: \$5,000-\$10,000

Email: [yvonne@captivatemarketinggroup.com](mailto:yvonne@captivatemarketinggroup.com)

Phone: 312-285-4639