
MICHELE POWELL, MENTOR



Michele Powell, mentor and founder of the Bradenton Executive Center (BEC), has been helping business owners build successful businesses for over sixteen years. Fueled by her passion for helping others become financially independent, whether it is a personal client, financial professional, or small business owner, Michele's primary objective is to assist her clients in reaching **their goals and dreams**. In 2010, after years of mentoring, Michele decided to launch BEC in an effort to extend the same principles that created success for her businesses in Bradenton to other local business owners and entrepreneurs; she has, for over three years, been providing "high-style, low-business overhead" solutions for business owners in Bradenton (and others throughout the state) who need access to a professional satellite office in the area.

Michele has been a licensed insurance agent for over nineteen years. She started her career in the financial industry in May of 1989 with American Bank of Bradenton, now BMO Harris Bank. In 1993, after five years in banking, she ventured into the insurance industry with State Farm. In 1996 she began her own health insurance agency and has specialized in that market ever since.

In 2002 Michele founded MSA, a mentoring firm in all aspects of the financial service industries, and merged both of her companies together. At MSA, Michele mentors clients in the health and financial service markets utilizing copy-written strategies and alternatives that simplify both industries. Her mission is to equip clients with the tools and strategies necessary to attain financial success by getting their own "financial house" in order.

In addition to her experience in mentoring clients in both the health and financial markets, she has had numerous opportunities to mentor start-up and expanding businesses as well. Michele assists businesses in identifying their vision, mission and goal, which is a successful strategy and foundation for any business. She then continues her mentoring process by completing a comprehensive business assessment, including the evaluation of financial statements and budgets, staff and employee procedures and policies, technology and systems, public relations, exiting strategies, and standard business practices. She also assesses management styles, efficiency systems and training programs, and then coaches the business in how to adjust or expand their current systems into a successful program. Michele typically holds regular meetings and coaching sessions for a period of time, and then phases out as the business grows and stabilizes. She will always confirm that the personal goals of the owner support, complement and align with the goals of the company.

For more information on BEC's mentoring program, please call 941.752.2000 to make an appointment with Michele Powell.



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MENTORING SERVICES AVAILABLE:

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| ✓ <i>Portfolio Assessments</i> | ▪ <i>Slogans</i> |
| ✓ <i>Portfolio Organizations</i> | ✓ <i>Web Hosting & Design</i> |
| ✓ <i>Budget & Debt Training</i> | ✓ <i>Business Plans</i> |
| ✓ <i>Business Image Consulting</i> | ✓ <i>Business Systems/Operations</i> |
| ✓ <i>Business Start-up Consulting, Including:</i> | ✓ <i>Buy-Sell Agreements</i> |
| ▪ <i>Newsletter Templates</i> | ✓ <i>Other Contracts</i> |
| ▪ <i>Newsletter Eblast</i> | ✓ <i>Sales Training</i> |
| ▪ <i>Logo Conceptualization</i> | ✓ <i>IT Consulting Services</i> |
| ▪ <i>Brochures</i> | ✓ <i>Press Release Design & Placement</i> |
| ▪ <i>Business Cards</i> | |

NOTE: Michele's mentoring fees vary by service. The fees range from \$70 - \$140 per hour.