

Segar Client Reviews:

“Dr. Segar’s proposition outlines a path to achieve successful engagement and sustainable behavior change. What begins as a surprising and counter-intuitive message evolves into an ‘aha moment’ and practical solutions for the audience to put into practice... The framework Dr. Segar has designed is seeding innovative communications among global companies in workplace wellness initiatives, with further application to consumer behavior, patient-centered care and mobile applications in the Health 2.0 space. Most importantly, her ideas for how to apply the research were simple, easy to understand, and implement. She is the first keynote speaker in our 30-year history we’ve ever invited back to give a second keynote at the Leadership Summit. This is a tribute to her outstanding presentation skills and innovative idea.” –**LuAnn Heinen, VP, National Business Group on Health, Director, Institute on Health, Productivity & Human Capital**

“It was a terrific experience to host Dr. Michelle Segar in Lisbon for a series of lectures, trainings, and discussions around behavior change and how to more effectively engage clients and patients in regular physical activity. Her ideas, based on sound research and also on a rich applied experience from her own coaching of individuals, are innovative and very important. Everyone who listened to her left excited to get to work! I was particularly encouraged and inspired by Dr. Segar’s passion and her ability to translate complex concepts into simple ideas. -**Pedro Teixeira, Professor, Departamento de Desporto e Saúde, Faculdade de Motricidade Humana, Universidade Técnica de Lisboa, Portugal**

“After attending Dr. Segar’s “Reframing Health as Well-being” Training, I have changed how I think about my work with patients as an occupational therapist and even my personal life. Her research-based yet practical approach to self-care, a new internal dialog, and habit formation has helped me reframe the conversation with my patients to break the cycles of failure they have been on, and has been enabling us to move in a new direction .” -**Katherine Konosky M.S., O.T.R./L. University of Michigan Health System**

I had the pleasure hosting Michelle at our annual conference for the fitness industry in Australia - FILEX in April 2017. We were lucky enough to secure her to deliver a keynote presentation at our Business Summit, on the topic of 'Selling exercise so people want to buy it'. Michelle delivered an extraordinary keynote which was very well received by our delegates. **Ryan Hogan, CEO, Australian Fitness Network**

I brought Michelle in to speak to our broader Benefits Leadership team and conduct a hands-on workshop with my communication team. Both meetings were excellent and helped to change how people thought about communications. I even started to review communications by "Segarizing" them. **Scott Pullen, Walmart Senior Benefits Manager**

We recently hired Dr. Segar to speak at our annual conference in Lake Placid, NY. Not only did her talk immediately fill up (and we had to book a bigger room), our attendees raved about her presentation. After the conference we even brought her into our office to meet with some of our product owners to help provide additional perspective as they develop new products. I would strongly recommend her to any group who wants to experience her passionate message about what’s behind staying motivated. **Laura Langhout, Corporate Meeting Planner, Anytime Fitness**

"People are still talking about the "Moving Toward Happiness" presentation and "Reframing Health as Well-being" behavioral training that Dr. Segar provided for the city of Lincoln. Not only were the presentations fresh, informative, and thought provoking but the participants were left with a message and methods that they could take home and use immediately with their clients/patients and in their own personal lives. Aging Partners staff will convey Dr. Segar's innovative and important messages when working with participants and conducting community programs." **-Aging Partners, Deb Peck**

"I saw Dr. Michelle Segar's talk at the Art and Science of Health Promotion conference in San Diego. Not since my first round of survey undergraduate courses have I had so many "A-Hah!" moments during a lecture. Segar's research regarding how to link motivators for physical activity to dedication to an active lifestyle is ground-breaking. Segar's research points the health promotion industry in an exciting new direction. **-Sara Martin, Employee Wellness Coordinator, BlueCross BlueShield of Tennessee**

"It was a pleasure having you speak at the Spirit of Women's 12th Annual National Executive Meeting in Washington, D.C. Your presentation topic was a highlight of our curriculum. The practical message you provided is of incredible value for our member hospitals."
-Tanya Abreu, President and National Program Director, Spirit of Women

"Michelle was an enthusiastic and dynamic speaker! She helped us make the link between the "why" and the "how" of the behavior change process and explained how this framework could help us guide our patients to develop an intrinsic and sustainable desire to exercise to improve their heart health. We have carried her message of how to create sustainable behavior through to our patients."
**-Patricia J Dolhun, MD, Medical Director,
Women's Heart Secrets Program, Columbia-St. Mary's Hospitals**