AUTHORITY & PLATFORM DEVELOPMENT

Your expertise, built into a platform.

Resonance turns ideas into influence, influence into relationships, and relationships into meaningful impact.

For established founders, executives, authors and public figures who know more than the world knows they know. Michael Trainer co-created Global Citizen, wrote the bestselling *Resonance*, and has spent twenty years turning ideas into movements, campaigns and convenings. Now he helps a small number of leaders each year do the same with their own.

The method

01 **Position.** Find the idea only you can own, and the people who need it most.

02 **Articulate.** A signature framework, a talk and a story people repeat.

03 **Activate.** Launch it in rooms that matter: salons, summits, campaigns, stages.

04 **Amplify.** Podcast, media and strategic partnerships that carry it further.

Ways to work together

Authority Intensive
2–3 WEEKS

Positioning, a draft signature framework and a 90-day activation plan.

Platform Accelerator
90 DAYS

Signature talk, speaker and press materials, flagship narrative, media strategy and a first activation.

Strategic Partner
3–6 MONTHS, MONTHLY

Founder-level advisory: narrative, partnerships, convening design and selective introductions.

Impact Production
SCOPED PROJECT

Campaigns, convenings, cultural activations and employee programs, concept through delivery.

Selected work

Global Citizen
Co-creator of the platform and Festival: 60,000 people in Central Park; $50B+ in commitments since.

Peak Mind
A convening and podcast launched with His Holiness the Dalai Lama.

United Against Malaria
Campaign around the Africa Cup of Nations. PR Week Global Campaign of the Year, with the Gates Foundation.

Parliament of the World's Religions
Filmed interviews with President Carter, Mary Robinson and Karen Armstrong for 5,000 attendees.

Uplift Aerospace
Marketing, concept and partnerships for the Constellation Vault program on the International Space Station.

Live Below the Line
Global campaign with Ben Affleck, Hugh Jackman and Malin Akerman.

> *"Michael's interpersonal skills are second to none. His ability to network effectively has brought some of the premier brands and artists of our era into our sphere of collaboration."*
>
> JOSH HANES · PRESIDENT & CEO, UPLIFT AEROSPACE

Start with a conversation.

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Introductions are made only where they serve both sides. No engagement guarantees bookings, introductions or media coverage. Production, vendors and travel scoped separately.