



Micha GOEBIG

COACH | SPEAKER | ENTREPRENEUR

THE CONFIDENCE & LEADERSHIP EXPERT FOR WOMEN IN MALE-DOMINATED INDUSTRIES

The founder & CEO of GO BIG COACHING, confidence & leadership expert Micha Goebig helps women in tech, mobility and other male-dominated industries lead with confidence.

To take their careers to the next level (and beyond!), she guides her clients through her 5-step framework to 10X their confidence and visibility at work as well as unlearning what holds them back, such as self-doubt, impostor syndrome, perfectionism & people-pleasing.

Micha is a certified coach, speaker, published author, member of Forbes Coaches Council and presentation lead at TEDxSeattle and TEDxSeattleWomen.

Before training as a coach, she founded and still owns a boutique agency – GO BIG COMMUNICATIONS – that specializes in corporate communications for the German luxury car industry.

Micha holds a master's degree from the University of Munich, taught at several colleges in the USA and Germany, published two novels (one with Goldmann RandomHouse) as well as multiple stories and essays, and trained with one of Germany's leading executive coaches as well as Rich Litvin and others in the USA.

Talk & Workshop Topics

10X Your Confidence & Visibility at Work

Lead with Confidence

- in highly innovation-driven environments
- when nobody looks and sounds like you
- as a non-technical woman in tech

UNLEARN Series:

- Self-Doubt
- Impostor Syndrome
- Perfectionism
- People-Pleasing

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Social Media



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Testimonials

"Micha is an incredible leadership coach and speaker. She has provided really useful and practical insights to the women of The Koa Club and LWT on topics such as Overcoming Imposter Syndrome. She is so knowledgeable and authentic in her talk, and always relates well to the audience. Best of all, Micha exudes genuine warmth and is someone you would always want in your corner to help you unlearn bad habits which are affecting your professional growth and to remind you to be fearless in all your pursuits."

-Susan Seah, Partner CounselGS; Founder & CEO
The Koa Club; Leadership Chair Seattle LWT

"Micha produced a 4-part series for The Riveter digital community. They were by far 4 of our most well-attended and well-received webinars to date. Her insight was informed, practical, and warm. If you want to see real change in your life, work and how to be kinder to yourself, I definitely recommend reaching out to her!"

- Michelle Le, The Riveter

I had the pleasure of working with Micha & planning out an event where she spoke on an all-too-real problem, Imposter Syndrome. She spoke in front of a group of approximately 50 students, all of whom were looking to change their careers, and managed to reach every single one of them.

- Sian Culligan, Code Fellows

Client List (not exhaustive)

Microsoft; Amazon AWS;
Qualtrics; Twitter; Teachable;
Hubspot; General Assembly;
Code Fellows; City of Seattle,
King County, State of
Washington; Seattle
University; Leading Women in
Tech (LWT); Women
Automotive Network; Women
in Environment; The Koa Club;
The Riveter; The Elevate
Group; etc.

BMW Group; Volkswagen
Group/ Audi; The Porsche
Circle; Kion Group; Deutsche
Post DHL; Deutsche Bahn;
Deutsche Bank; German Film
Museum (DFF); etc.

Recent Conferences

Women Automotive Network Spring Meetup 2022 (speaker and panel moderator) and Winter Meetup 2022 (MC);
PASS Data Summit 2022 (in-person speaker);
Women in CyberSecurity 2022 Annual Summit (in-person speaker);
2021 and 2022 Women in Cloud Annual Summit (remote speaker);
2021 Wisconsin IT Conference (keynote speaker).