

Hearing From the Cheetahs

By Michelle LaBrosse, PMP®, Chief Cheetah and Founder of Cheetah Learning, and Kristen Medina, PMP®, Co-Author

As I watched the line of excited Project Managers grow longer to visit the Cheetah Learning booth, I was happy that this year we decided to come back to the PMI Global Congress – it was so much fun! (For those of you who don't know, PMI holds a "Global Congress" event every year in fantastic locations around the world to foster the professional development of PMs). After our four-year sabbatical tending to home fires, Cheetah Learning decided to get out from behind our computers and attend the PMI Global Congress in New Orleans, and boy I'm glad we did.

As the day went on, I remembered the biggest casualty of attending these events: my feet were absolutely killing me! This is the biggest problem one faces when you normally sit comfortably at a computer all day running a virtual empire. When you completely change your routine by going to a conference that entails standing and talking for eight hours straight to hundreds of people who love your company - while great for the soul - it is really rough on the body. Despite the sore feet and my slightly hoarse throat, I absolutely loved my time at this event. Meeting past, present, and potential future Cheetah students was invigorating - it reminded me of what it means to "Be A Cheetah". A "Cheetah" is a term that we use to describe someone who aggressively goes after their goals and succeeds, with no excuses. Anyone can learn how to "Be a Cheetah" with the right skills and mindset.

As we progressed through the Congress, I noticed four main commonalities of the "Cheetahs" who I met:

1. Learn How To Learn: One of the best skills you can learn in life is how to learn new skills and concepts quickly. Considering that only a small percent of what you learned in traditional schooling is actually relevant in your day-to-day life, the real value of your education was in learning just *how* to learn. When talking with folks who had been through Cheetah's Exam Prep® for the PMP®, it was inspiring to hear how they used the accelerated learning techniques taught in the exam prep class in every area of their lives to learn faster.

2. Maintain a Strong Commitment to Lifelong Learning: If you're not living, you're dying. If you're not learning, you're obsolete. The most successful people that I have met have been those that don't stand still when it comes to their skills sets, but are always striving to reach that next goal, whether it be a certification, skill set, or higher position in their organization. Not only are lifelong learners more successful, but they feel more alive and invigorated by their lives and careers because they have control of their destiny and are being challenged. So many Cheetah students come back for more courses because they like how much the courses push them to stretch their minds and master new capabilities.

3. Commitment to Whole-Body Learning: When people come to a Cheetah class, they dive right in to a very effective learning experience that involves every element of their body. Because we have had over 50,000 students and most of our new students are coming to us through word-of-mouth, there is a high trust factor for these new experiences for

most students. The next thing you know, they are doing yoga stretches during their breaks, listening to our binaural beat recording with their headsets (this helps them get the PMP definition ingrained in their subconscious), and modifying their diets to include lots of protein and exclude caffeine. While some are skeptical at first, once they adopt the Cheetah way they soon experience the benefits of these accelerated learning approaches – and when they pass the exam, they are then eager to adopt these whole-body learning practices in other areas of their life.

4. Routinely Express Gratitude: Your perception is your reality. Cheetahs know this and use it to their advantage by creating the best reality possible for themselves. A big component of living in a reality that you are happy with is having the ability to express gratitude on a day-to-day basis. When you take a moment every day to notice everything that has gone right or what you are lucky to have, you give more energy to the positive things in your life and less to the negative. As past Cheetah students came up to the booth to express their gratitude to me, I could only think of how grateful I was for each of them for sharing their experiences with me.

Now I am back behind my computer, but I haven't forgotten the fabulous "Cheetahs" that are out there making the world a better place, and I am grateful that I get to play a small role in their paths to success. Thank you Cheetahs!

About the Author:



Michelle LaBrosse, PMP, is an entrepreneurial powerhouse with a penchant for making success easy, fun, and fast. She is the founder of [Cheetah Learning](#), the [author](#) of the [Cheetah Success Series](#), and a prolific [blogger](#) whose mission is to bring Project Management to the masses.

Cheetah Learning is a virtual company with 100 employees, contractors, and licensees worldwide. To date, more than 50,000 people have become "Cheetahs" using Cheetah Learning's innovative Project Management and accelerated learning techniques.

Recently honored by the Project Management Institute (PMI®), Cheetah Learning was named Professional Development Provider of the Year at the 2008 PMI® Global Congress. A dynamic keynote speaker and industry thought leader, Michelle is recognized by PMI as one of the 25 Most Influential Women in Project Management in the world.

Michelle's articles have appeared in more than 100 publications and websites around the world. Her monthly column, the [Know How Network](#), is carried by over 400 publications.

She is a graduate of the Harvard Business School's Owner/President Management (OPM) program and holds engineering degrees from Syracuse University and the University of Dayton.