



3D Life^{Inc.}

WORK · LIFE · INTEGRATION

OUR STORY

The guest experience begins with the team behind it.

3DLife® Inc. is a Nova Scotia-based human skills development company specializing in leadership training, team communication, and professional development for growth-driven organizations - including those in tourism and hospitality. Tourism businesses run on people. When communication breaks down, when managers lack the skills to lead under pressure, or when teams feel disconnected, guests notice. So does your bottom line.

What We Believe

Practical. Every session produces tools teams can use the next day - not theory that stays in the room.

Grounded. Our work is evidence-informed, rooted in human development and self-leadership research, and 25+ years of experience in education, coaching, and organizational development.

Customized. No off-the-shelf packages. Every engagement is shaped around your people, your culture, and your specific challenges.

Human-centered. People change through practice and reflection - not information alone. That's how we design every experience.

Meet the Founder

Michelle Hurlburt, M.Ed., CCP, CFWC™

Michelle has spent 25+ years in education, leadership coaching, and organizational development - and before founding 3DLife® in 2021, she owned and operated two restaurants: a Japanese and seafood restaurant in the Philippines, and a café in Nova Scotia. She knows what it takes to lead a team through a high-pressure season, manage front-of-house communication, and build a culture that keeps good people. Her work is trusted by organizations across the province navigating leadership and team development challenges.

What 3DLife® Can Offer Tourism Organizations

- Team training and communication workshops for frontline and management staff
- Leadership development for managers navigating people, performance, and pressure
- Beyond Training™ packages - full-day sessions with multi-week follow-up support
- Organizational development through the 3DWork System™ - assessment-driven culture and leadership alignment

TIANS Member Benefit

When you're facing a people, communication, or leadership challenge, you don't need a conversation about what might help - you need one that actually does. TIANS members can book a **Partner Session** - a focused 90-minute consultation with Michelle to work through the challenge in front of you. You'll leave with a clear perspective and practical next steps you can act on right away.

Special TIANS member rate: \$300 + HST

Fully applicable toward any 3DLife® engagement booked within 12 months.

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