

JESSICA MODELSKI, MBA

Mental Health and Substance Abuse Expert, Healthcare Trainer, Organizational Consultant

INFINITE
POTENTIAL

608.123.8262 | Nationwide | jmodelski@infinitepotential.io | [linkedin.com/company/jessica-modelski/](https://www.linkedin.com/company/jessica-modelski/)

Invest in unlocking your team's full potential.



Jessica Modelski, National Board-Certified Counselor, thought leader, and organizational trainer, is the Founder of Infinite Potential Coaching, a company that enables professionals to become the best version of themselves.

Over the past 25 years, Jessica has **guided 10,000+ clients to define their vision, collapse limiting beliefs, and achieve breakthroughs.** Harnessing multi-modal learning and implementation science, she delivers **high-impact trainings to healthcare, retail, and non-profit organizations.**

Jessica holds an MBA in Organizational Development and an MS in Counseling Psychology. She is a Motivational Interview Networking Trainer, Lecturer at the University of Wisconsin-Madison, and **Founder of Peabody Award-winning podcast, Infinite Potential Now.**

PROFESSIONAL TRAJECTORY

INFINITE POTENTIAL COACHING, Madison, WI

2010 - Present

Healthcare training and organizational consulting company that has conducted 500+ trainings, delivered 50,000+ student training hours, and developed innovative, multimodal, NBCC-approved programs for mental health counselors.

Founder | Healthcare Trainer | Clinical Supervisor | Organizational Consultant

- **Strategic Leadership & Growth.** Architected strategic roadmap, conceptualized evidenced-based courses, and piloted growth of Infinite Potential from an ambitious organization to a regionally respected training and coaching organization.
 - ✓ Trainings Delivered: 500+ | Government Clients: DHS, Wisconsin DOA, Wisconsin DCF
 - ✓ Organizational Clients: Global Volunteer Association, Panther Coffee Brewers, AHA of Wisconsin
 - ✓ Health & Social Service Clients: UW Health, Mercy Hospital, Borealis Adult Residential Program
- **Healthcare Training Development & Delivery.** Worked with 30+ healthcare entities to uncover learning needs, develop tailored courses, and deliver AODA, ASAM, and motivational interviewing programming.
- **10,000+-Caseload Clinical Supervision.** Entrusted as Independent Clinical Supervisor for 10+ organizations (e.g., Lodi Community Services, Baraboo Human Services), overseeing 200+ professionals & serving 20,000+ patients.
- **Organizational Consulting.** Designed, organized, and delivered business consulting to human service agencies on topics, including strategic planning, team development, multi-channel marketing, and implementation science.
- **Strategic Partnerships and Alliances.** Cultivated relationships across the healthcare training ecosystem, from human service agencies and regional hospitals, to the University of Wisconsin-Madison, NBCC, and WI DHS.

TRAINING CASE STUDY

Most 1 or 2-day trainings have limited capacity to sustainably impact professionals. Infinite Potential leverages a consultative, dynamic, and long-term learning framework to drive permanence of training. Here is a case study of one of our health services clients and its results.

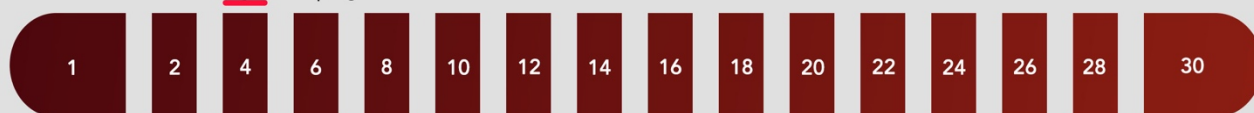
1500+
CEU TRAINING HOURS

95%+
SURVEY SCORES

95%+
POST-TEST SCORES

2 HR PRE-TRAINING

Worked with lower-level management to further gauge training needs and crystallize program structure.



INTAKE MEETING

Discovery session held with upper management to discuss program and goals

22 NBCC CEU TRAINING HOURS (6 SESSIONS)

Led 6 NBCC-approved sessions, participants received 22 CEUs towards license, and survey scores were 95%+.

MONTHLY LEADERSHIP MEETINGS

KPIs evaluated, progress discussed, and training calibrated alongside upper management to continually drive goal attainment.

MONTHLY COACHING GROUPS

Staff were split into 8 program-specific coaching groups that met monthly. Coaching incorporated into staff meetings.

PROFESSIONAL TRAJECTORY

Utilization Management Specialist, ABC TECHNOLOGIES, Madison, WI
Lecturer – Fundamental of Substance Abuse, UNIVERSITY OF WISCONSIN-MADISON, Madison, WI
AODA Outpatient Clinician and Utilization Management Specialist, UNIVERSITY OF WISCONSIN HEALTH, Madison, WI
Clinical Supervisor and Outpatient Therapist, FAMILY SERVICE, Madison, WI
Residential Treatment Center Supervisor, BOREALIS UCAN, Madison, WI
In-Home Therapist, JEWISH COMMUNITY SERVICES, Schaumburg, IL

EDUCATION

MBA in Organizational Development, KELLOGG SCHOOL OF MANAGEMENT, NORTHWESTERN UNIVERSITY, Evanston, IL
MS in Counseling Psychology, UNIVERSITY OF WISCONSIN-MADISON, Madison, WI
BA in Psychology, NEW YORK UNIVERSITY, New York, NY

CREDENTIALS

Licensed Professional Counselor (LPC), License No.: 8728, DSPS, STATE OF WISCONSIN, Madison, WI
Certified Substance Abuse Counselor (CSAC), Certification No.: 43014, NCCAP, Alexandria, VA
Independent Clinical Supervisor (ICS), License No.: 62455, DSPS, STATE OF WISCONSIN, Madison, WI
National Board-Certified Counselor (NBCC), Certification No.: 201928, NBCC, Greensboro, NC

SELECTED THOUGHT LEADERSHIP

Conference Presentations

Conference Presenter, STATE OF WISCONSIN MOTIVATIONAL INTERVIEWING CONFERENCE, Wisconsin Dells, WI
Conference Presenter, USA INTRODUCTORY CONFERENCE, MOTIVATIONAL INTERVIEWING CONFERENCE, Wisconsin Dells, WI

Infinite Potential Now! (Podcast)

Medication Assisted Treatment (with Dr. John Perez, Board Certified Psychiatrist, & Dr. Brian Locke, Board Certified Physician)
Surviving Trauma (with Cynthia Silverstein, Author, Creator, Empathy in Action Project)
Mindfulness and Rehabilitation (with Dr. Martin Rabinowitz, Clinical Psychologist)
From 0 to Total Recovery (with Gloria Patel, Recovery Coach)
Eating Disorders during Pandemic (with Jee Won Clark, PhD, MBA)
Sustainable Recovery and EMDR (with Maria del Carmen Castillo, LPC)
The Truth About Alcoholic Beverages (with Yven Morancy, Creator, Addiction Today Podcast)

Jessica assisted The Palace Health Care Center with our 5-year strategic planning process. She stepped up to the plate with a positive and proven approach that captivated the board and brought us closer together. Jessica helped us establish a blueprint that will keep TPHCC moving forward in a positive direction.



Victoria Christodoulos, Executive Director
THE PALACE HEALTH CARE CENTER

UNLOCK YOUR TEAM'S FULL POTENTIAL

TRAINING CATALOG

Clinical and Healthcare Training

- ASAM Fundamentals
- Case Management in AODA Counseling
- Clinical Assessment
- Clinical Supervision
- Domestic Violence 101
- Ethical Issues in AODA Counseling
- Introduction to Motivational Interviewing
- Medication Assisted Treatment Fundamentals
- Preventing Counselor Burnout
- Spirit of Motivational interviewing
- Substance Abuse Education
- Substance Abuse Treatment Planning
- Substance Abuse Treatment Planning Approaches

Organizational and Leadership Training

- Adapting to Workplace Change
- Assertive Communication
- Building Self Esteem through Positive Self Talk
- Communication Skills in the Workplace
- Developing Champions at Work
- Developing Decision-making Skills
- Effective Meeting Planning
- Fundamental Management Skills
- Getting the Most Out of Life
- Key Conversations
- Managing Multiple Priorities
- Motivate, Manage, and Lead
- Strategic Planning 101

NBCC Approved Substance Abuse Competency Program (5 Workshop Series)

Offered Live On-Site and Online

AODA Education • AODA Assessment • AODA Treatment Theory
AODA Treatment Planning/Dual Diagnoses • MAT, Ethics and Case Management



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TESTIMONIALS

“

Jessica has an unmatched ability to connect with a diverse group of clients. She has been able to embed her expertise in the mental health ecosystem into a real life, results-driven, program that has helped many people achieve positive changes in their lives. **She is one of the best group facilitators I have ever encountered.**

Sujin Oh, MS, LCSW, *Executive Director*
CAPSULE CORPORATION, Madison, WI

“

We had an incredible board retreat and Jessica did a great job both organizing and facilitating the meeting. Any time your team donates their precious time you want to provide them with an empowering experience. **Jessica and her team got rave reviews. My board left the retreat motivated and inspired.**

Ariel Sandoval, *Associate Vice President*
AMERICAN HEART ASSOCIATION OF WISCONSIN, Milwaukee, WI

“

Jessica worked with Panther Coffee staff on a team development project. **Jessica was highly professional and showcased her deep business acumen.** She was able to move us through a helpful process and craft exceptional recommendations. Along with providing top-tier counsel, **she involved everyone on staff and listened to all points of view.** She was also easy and fun to work with.

Carmen Weidler, *Owner*
PANTHER COFFEE, Chicago, IL

“

Jessica provided helpful information as the foundation for the series. The 'balance' between delivering information and involving participants through small groups and role plays enhanced the value of the experience. **The supervision will unequivocally enhance my ability to better assist my patients in coping with and overcoming their day-to-day challenges.**

Mike Williams, LMFT, *Founder and Psychotherapist*
FAMILY THERAPIST, Madison, WI



Thanks!

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PROJECT OVERVIEW

As an executive resume writer, I've had the privilege to interface with countless captains of industry, c-suite executives, industry thought leaders. And, I can unhesitatingly attest that Jessica is one of the most inspiring individuals, let alone clients, I have ever encountered. She has devoted her life to helping people overcome some of the most difficult barriers conceivable, from substance abuse to devastating psychological traumas. And, she helped me push the boundaries of what I thought was possible in a resume.

Over the past decade, Jessica developed a thriving healthcare and organizational consulting company, Infinite Potential. While she had an excellent traditional resume, she wanted a hybrid document that she could employ as a business development tool.

She challenged me to craft a resume that would highlight her experience, showcase her full coaching process, enumerate her course offerings, and present testimonials. A resume that had punchy visuals and text, so as to delight the reader and fuel engagement. A document that was personable and energetic—in line with her professional personality—yet professional.

Towards that end, I worked hand-in-hand with her to distill without diluting her experience, brand, impact. The first page and fourth page include headshots to personalize the resume. Given that Jessica is the face of Infinite Potential and we are giving clients a full portrait of her business, this was a great way to instantly put a face to her name. The placeholder headshots were licensed from Adobe Stock and explicitly approved for this entry by Wayhome Studio. Also, I created a training case study and visual at the bottom of page one. This allowed us to go into detail about her process, highlight core differentiators, and enable readers to visualize the full scope of an engagement. The third page operates as a course catalog with virtually all of her healthcare and organizational training offerings. And, the fourth page includes testimonials spanning her client base, i.e., large organizations, major foundations, SMBs, and small professional practices.