

# STAND OUT and belong

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## Strategic Action Planning Session

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For most people, moving into action feels good. The problem is that action, without the larger context, can discourage and confuse. For example, the person who jumps into social media, without knowing what they want to use it for, or how it fits into an overall plan to reach their audience, can feel like they are spinning their wheels, going from one platform to the next without clear results.

To achieve any large goal, it's necessary to focus your energy on the right things, in the right order. This means understanding where you want to go, what's in your way, as well as what you have to leverage. By the end of this session, you'll have clear priorities and a roadmap for moving forward toward your dreams.

In this planning session, we'll take a comprehensive look at:

1. Where you are today
2. Your goals and dreams
3. Critical factors in closing the gap between where you are and where you want to be

### How It Works

- I'll ask you to provide additional information before we meet, in the form of a questionnaire, and several assessments. This information will give me insight into three areas that are the cornerstones for success, based on my work with hundreds of clients: **Self-Mastery, Your Story, and Your Tribe.**

- We'll meet over the phone for 2.5 hours. I'll document our discussions with **an audio recording** and **a mindmap**. You'll be able to see the mindmap as it is being created, through screen sharing. Afterward, you'll get a link to the audio recording as well as a PDF of the mindmap.

### What You'll Receive

- Clear priorities on what areas to tackle first. You'll also know what not to do.
- An understanding of your strengths and how to apply them to reach your goals
- A list of what's getting in the way of reaching your goals
- A first look at the key elements of your story: Theme, Backstory, and Aspiration
- A list of recommended books and other resources
- A set of options for moving forward, including a "do-it-yourself" option and an option of being expertly guided

### Investment

The fee for the Strategic Action Planning session is \$950, payable when the session is scheduled. I accept Visa, Mastercard, American Express, and checks.

### Guarantee

If for any reason, you are unsatisfied with the Strategic Action Planning Session and believe you have not received full value as represented, I'll refund your money, provided you have been actively engaged in the process of learning, exploring, and applying what you learned.

## What Others Are Saying

“The Strategic Action Planning Session was tremendously eye-opening. It took me well beyond a simple understanding of my skills, strengths and talents -- much of that information I already knew. The Session helped me understand the key issues influencing the quality of my life:

1. Who am I today and why?
2. Who do I aspire to become?
3. What actions must I take to secure that desired future?

Carol encouraged me to step outside of my self-imposed box of limited thinking and to think big. Our Session enabled me to be bold in leveraging my strengths for personal and professional achievement, to “let my light shine.” I also learned the power of self-awareness as the indispensable tool for managing the Gremlins in my life that had often stopped me in the past. Carol recommended additional tools I could use to continue my personal growth.

My journey to a new level of enlightenment was not an easy one. And I could not have done it on my own. Because of my collaboration with Carol, I can say my life today is on a trajectory I could not have imagined even a year ago. “

Kevin Williams

Marketing Communications Professional, Educator



“The idea of seeking help from a career coach was intimidating. I worried that I'd been doing so many things wrong all these years.

The prep work before the Strategic Action Planning Session was interesting in itself – but how Carol wove together the pieces of information I provided was even more interesting and tremendously helpful.

Carol’s ability to listen and lead you to conclusions and new ideas is tremendously empowering. She helped me understand what my particular strengths are and how to parlay them into actions that will help me with my business.

Carol helped me see ways of reshaping what I do to better align my skills with my work. It was eye-opening and energizing (and made me wonder why I hadn't sought her help sooner!)”

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