



Executive Coaching Institute
for Minority Women

SPEAKING AND COACHING IN A GLOBAL WORLD
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What We Believe?

We believe, together through transparency, support and effective strategies minority executives can overcome and effectively address environmental, personal and professional challenges resulting in work life balance, promotions and transitioning from red and black.

*TOGETHER WE STAND NEVER
BROKEN*





OUR SERVICES

1

Executive Coaching for Executives

2

Organizational Coaching

3

Speaking Engagements

4

Facilitation for Organizational Retreats

5

Host Seminars and Workshops

6

Partnership Referral Program - New

7

Coaching for Prospective Authors

COACHING PRINCIPALS





PERSONAL COACHING PRINCIPALS OR DRIVERS



A Successful Person Never Loses...They Either Win or Learn John Calipari

Coaching Executives: The Basics



Coaching Executives: What you need to know!

WHO

WHEN

WHERE

HOW

WHY



Who are considered Executives?

- 01 > Members of C-Suite
- 02 > Directors/ Mid/High Level Managers
- 03 > CEO/CFO/Presidents



When do Executives seek coaching?



1

Early Career (Years 1-5)

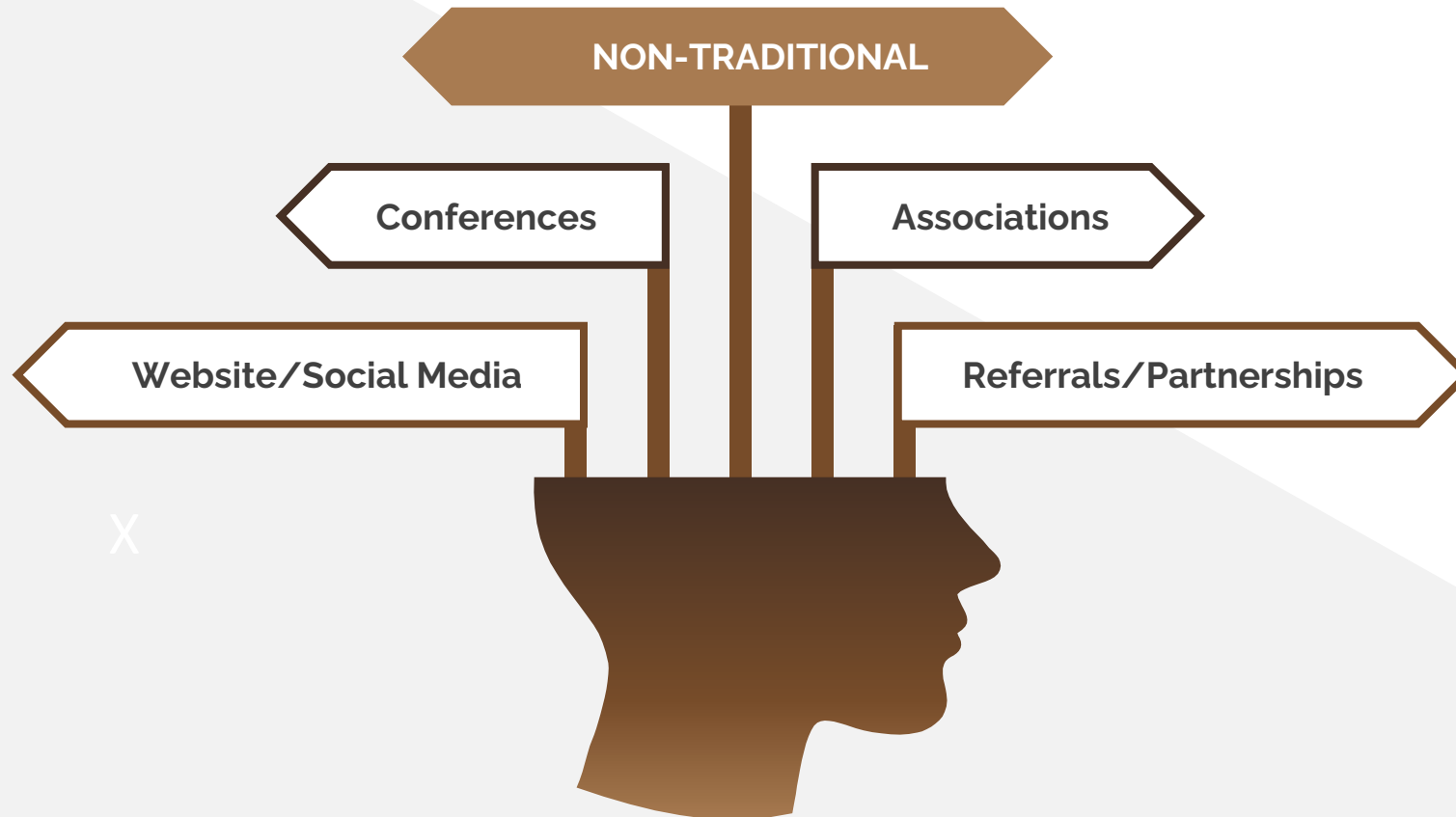
2

Mid Career (Years 6-9)

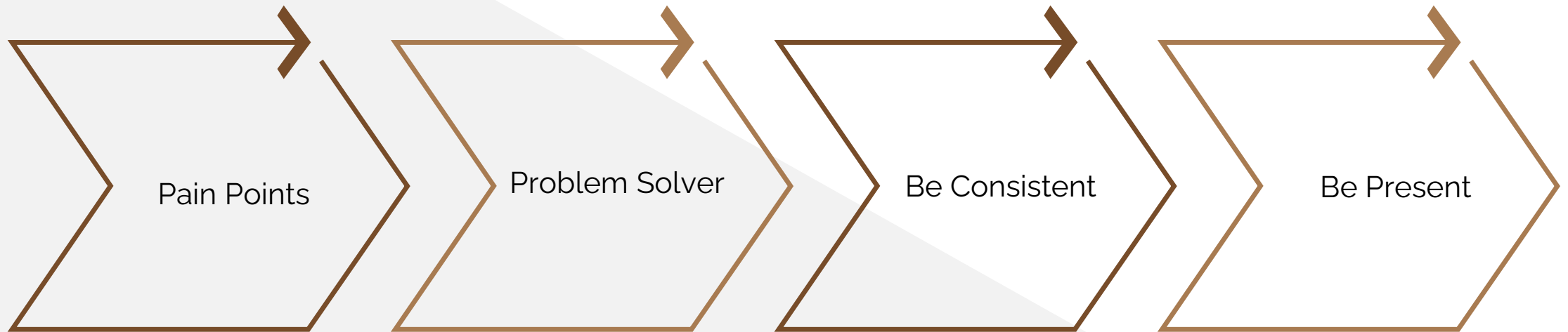
3

End of Career

Where do you find Executives?



How do you get Executive attention?



X

Why do Executive Seek Coaches?



Collaborations

- Major Projects
- Team Building
- New Projects



Transition

- Promotion
- Retirement
- Personal



Decreased Performance

- Management
- Team Members
- Subcontractors



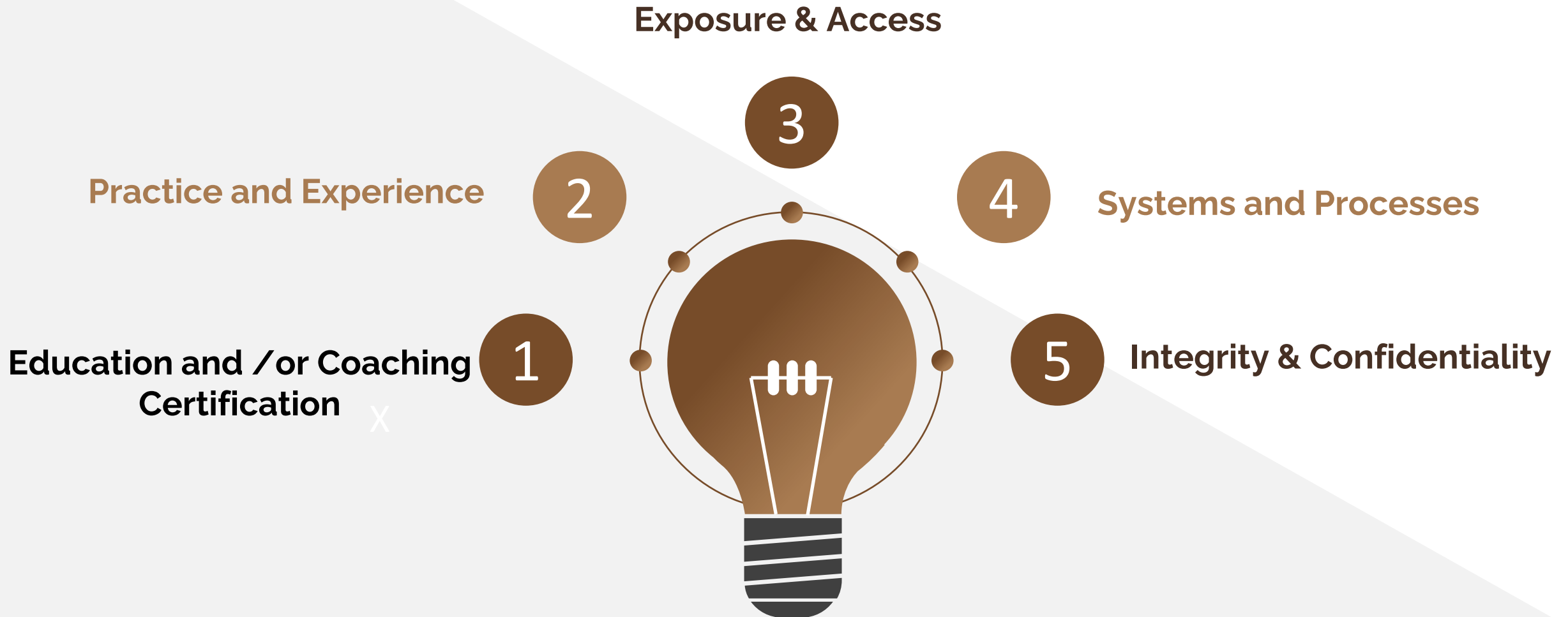
Reorganizations

- Expanding
- Downsizing

You: The Coach
What do you need?



WHAT DO YOU NEED TO BE AN EXECUTIVE COACH?



2-3 MINUTES ACTIVITY





Your Elevator Speech

1

Who are you? (name)

2

Title (life Coach, Weight Loss Coach, Grief Coach, Keto Coach)

3

Active "I" (help, train, teach, empower, enhance)

4

Who do you help? (men, women, children)

5

What do you help them do?

6

Put it all together. Say it in 6-10 secnds

7

Practice! Practice! Redefine as Needed

YOUR PRODUCTS / PROGRAMS / SERVICES

BE CLEAR & CONSISTENT

Connection Call

FREE

15 minutes max

20 -30 per day

Cont.

Life Mapping (Hook)

\$ 250/ per session

Signature: \$750/ 3 sessions/ 30
minutes

Varies

Do not exceed 4 session

Coaching

\$ 3500/Individual

\$2300 Hybrid

\$1200 Group

Duration 3 months

Speaking

\$ 1500/30 mins

\$2000/ 1 hours

\$2500/ 1.5 hours

\$3000/ 2 hours

MY PROCESS

Invite to another Session

30 minutes.
Review Program / Enroll Client.

1. Connections/Invitation

LinkedIn/Facebook/IG

2. Ask about biggest “challenge”

Problem / Pain Point/ Concern

3. How long has this been going on?

4. How has this impacted you?

Are you open to have help with ...?

Use their words!

What would you to happen or see instead?

Magical Thinking / Emotional



QUESTIONS





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