



# Evolve to Thrive

## COACHING AND STRATEGY

**What if this is the year you could make real,  
powerful shifts in your business?**

***I'm inviting you to make your career more meaningful and sustainable.***

Over the course of our work together, I'll work with you individually, giving you guidance, strategy, support and coaching around your unique professional challenges, like:

- Prioritizing your to-do list
- Time management & productivity systems
- Strengthening your leadership skills
- Team building & communication
- Hiring & recruiting the right people
- Managing your team for high productivity

## COACHING PACKAGES FOR YOUR UNIQUE NEEDS

*Start an individual coaching program tailored to your needs, your learning style, and your schedule. Dig deeply during the strategy phase, get support during implementation, and add on accountability for up to one year. Schedule consistent 1:1 coaching sessions, plan a work or strategy session timed to the projects that move your goals forward, and check in with "just-in-time" phone consultation when you need it most.*

### IN-DEPTH STRATEGY

*With dedicated time and focus, you can dig deeply into the biggest challenges you're facing in your business or career. Access creativity, values-driven decision making, and your goals during longer, targeted meetings with an experienced thinking partner.*





# Evolved Leadership

## COACHING SERVICES

Individual coaching should be flexible and responsive to your strengths and needs. These programs provide you with deep support and mentorship within a structure that we design together.

Each individual coaching package includes:

- An Initial 360-degree assessment - reconnect with your big vision, assess where you are now, and set goals for the future
- A custom strategic action plan to guide your efforts for implementation
- Planned private coaching meetings with what you need in each phase: dig deeply while planning and strategizing, sustain support during implementation, and stay connected for accountability
- Mentorship, "just-in-time" consultation calls, or feedback on your projects throughout the time we are working together

### **3-MONTHS**

**\$3,997**

*During this 3 months of planned private coaching, we meet frequently, in depth, to create a full strategy for your career and your business. Use this intensive program to move quickly on your goals or for a specific project for which you are ready to dedicate time and energy.*

### **6-MONTHS**

**\$6,997**

*This program includes 3 months of strategy and planning followed by consistent meetings when implementation becomes the focus. Provide yourself with time to work on your own, think through what we've uncovered, and retain accountability and mentorship.*

### **12-MONTHS**

**\$10,997**

*In this yearlong program, you can address bigger goals. Take planning and implementation to the next step, continuing with monthly planned private coaching for an additional six months, to include mentorship and support when you need it most, for a full year.*

*\*\*Monthly payment plans available for all coaching packages - Please inquire if interested.\*\**



# Evolved Leadership

## COACHING SERVICES

### **PLANNED PRIVATE COACHING MEETINGS**

In addition to the mentorship, just in time calls, and other on-going support, we will have planned calls each month to ensure you're progressing on your unique goals. Join me for recorded video sessions, receiving notes and actions steps to guide your work between calls.

#### **3 MONTHS**

Identify what will make the biggest difference in your career, clarify your big vision, test out strategies, and brainstorm alternate solutions.

Month 1:

- One 2-Hour Strategy Session, with Initial 360-degree Assessment
- One 90-minute Planned Coaching Session

Month 2:

- Two 90-minute Planned Coaching Sessions

Month 3:

- Two 60-minute Planned Coaching Sessions

#### **6 MONTHS**

As you start narrowing down your plans and solidifying your strategy, you will have more time focused on implementation. Prioritize, create actionable plans, and make sure you're following through timely.

Months 4-6:

- Two 60-minute Planned Coaching Sessions each month

#### **12 MONTHS**

Sustain gains made during implementation and troubleshoot when new information develops.

Months 7-12:

- One 60-minute Planned Coaching Session each month



# Evolved Leadership

## COACHING SERVICES

### OUR WORK TOGETHER

Our work together will be unique and tailored to your needs. We will clarify your vision, mission, and values to solidify your foundation and guide your decision-making. We will assess and shore up your systems so you're working as efficiently and effectively as you can - to create space for new projects, alternate revenue streams, and improve your quality of life.

### TYPICAL MILESTONES:

#### Month 1:

- Clarify your big vision and desired impact, setting the foundation for your business, new projects and decision-making
- Systemize your practice and streamline your schedule to shift to your ideal

#### Month 2:

- Structure your mission, including your practice and any alternate revenue streams. Identify your highest priorities and focus your attention on the highest impact tasks. Make sure that you can clearly describe who you are and what you do, creating cohesion in your work
- Work out the kinks in your systems and continue to improve productivity and quality of life

#### Month 3-6:

- Use extra time created to work on your next project including alternative revenue streams
- Use mission/vision/values as a guide for decision-making, checking back in and refining
- Create actionable plans for new projects, identifying needed resources
- Hire, delegate, and learn how you can manage your team to best effect

#### Month 6+:

- Learn leadership skills, obtaining "on-the-job" feedback and mentorship to set you up for success
- Stay focused and accountable on your goals, taking time each month to problem-solve and brainstorm, to solidify systems and progress on your new projects



# Evolved Strategy

## STRATEGY SERVICES

You're tired of putting fires out every day, you know you can be more effective in your work, and you're ready to invest in a real strategic process. Having an experienced thinking partner can help you move forward more effectively. I work with you to identify where you are, where you'd like to go next, and the steps to get there. Try standalone strategy sessions or add these to your larger coaching program.

### **OWN YOUR CAREER PATH STRATEGY SESSION \$597**

*A 360-degree assessment of your business, a 2 hour deep dive meeting one-on-one with me, and a clear, unique action plan for you to implement immediately, to start moving toward your goals. A recording of our strategy session for your reference (if you choose).*

### **HALF-DAY STRATEGY**

**\$1,497**

*An initial 30-minute conversation to plan for the planning session. An in-depth assessment, designed specifically for you, so that you can provide the context of the current situation as well as do any research needed to prepare to make the most of our strategy session. One 3-hour Strategy Session, with specific goals, leading to an action plan for you to implement right away. Documents created during the strategy session (for example, a business plan, a hiring strategy, or time management system). A debriefing 30-minute conversation after the Strategy Session to discuss the plans that were created and to identify additional next steps. Recordings of all 3 conversations, for your reference (if you'd like).*

### **FULL-DAY OR MULTI-DAY RETREAT**

**INQUIRE**

*Only available when in-person services resume. Not currently available*



**KATIE VERNOY, MS, LMFT**  
**THERAPIST | COACH | CONSULTANT**

I'm Katie Vernoy, a licensed therapist, coach, and consultant. As an entrepreneur, executive, and employee, I've navigated the ups and downs of owning my own career.

I've run my own business, designed innovative programs, built and managed large, thriving teams, and coached hundreds of professionals on how to build meaningful AND sustainable careers.

I've had my ears to the ground for a while now... and here are the most common challenges I hear from professionals like you:

"I don't even know where to start! I'm totally overwhelmed and I'm not sure I'm doing the right things!"

If you are overbooked and running on empty, you need systems to take control of your time and to-dos and the savvy to prioritize in an efficient way.

"I need to hire help, maybe even associates, but I don't know where to start!"

What you need are proper guidelines and tips so you know how to hire the right people, and the leadership skills training to help you get a happier, more productive team.

"I thought I'd enjoy my career, but it's too much work! What's next?"

If you've lost your passion, you may be tired of juggling too many hats, or truly ready for a new direction in your mission. It's time to explore!