



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

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.

COACHING TAILORED TO YOUR UNIQUE NEEDS

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





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COACHING SERVICES

Individual coaching should be flexible and responsive to your strengths and needs. I offer coaching sessions, packages, and structured programs to suit your particular needs.

INDIVIDUAL COACHING SESSIONS AND PACKAGES

I offer individual coaching sessions as well as special pricing on packages of sessions. You can schedule 60 or 90 minute meetings on your own time, after we've completed an initial strategy session. Current pricing is \$275 for 60-minutes and \$400 for 90-minutes. You will receive 10% off for packages of 3 or more sessions.

STRUCTURED COACHING PROGRAMS

I also have 6 and 12 month coaching programs to provide you with structured support.

These individual coaching programs include:

- An Initial 360-degree business or career assessment
- 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

6 MONTH PROGRAM

\$2,997 up front or \$550/month

This program includes intensive strategy and planning followed by consistent monthly 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 MONTH PROGRAM

\$5,997 up front or \$525/month

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. We'll also come together for a half-day strategy session to dig more deeply into a specific project or area of your business or career.



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COACHING SERVICES

PLANNED PRIVATE COACHING MEETINGS DURING COACHING PROGRAMS

During the 6 and 12 month coaching programs, 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.

6 MONTH PROGRAM

Identify what will make the biggest difference in your career, clarify your big vision, test out strategies, and brainstorm alternate solutions. 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. We have 8 sessions typically scheduled as follows:

Month 1:

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

Month 2:

- Two 60-minute Planned Coaching Sessions

Month 3-6:

- One 60-minute Planned Coaching Session each month

12 MONTH PROGRAM

Sustain gains made during implementation and troubleshoot when new information develops. We have 14 sessions, continuing beyond the 6 month program with monthly meetings. We will also add a half-day strategy session timed to create the biggest impact on your goals and progress.

Months 7-12:

- One 60-minute Planned Coaching Session each month

ADD-ON MENTORSHIP RETAINER

\$500/month

Throughout our time together, you can add additional access to me for mentorship, "just-in-time" consultation calls, weekly accountability check-ins, or in-depth feedback on your projects. This extra support between meetings provides more clarity and peace of mind.





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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, refocusing your career and setting the foundation for your business, new projects, and decision-making.
- Systemize your work and streamline your schedule to shift to your ideal

Month 2:

- Structure your mission, including business or career ideas. 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 or alternative revenue stream
- 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 and you're ready to invest in a real strategic process. Having an experienced thinking partner can make a difference between standing still or moving forward. Try standalone strategy sessions or add these to your larger coaching program. **There is reduced pricing when you add on strategy sessions or retreats to 6 or 12 month coaching packages.*

OWN YOUR CAREER PATH STRATEGY SESSION

\$597

- A 360-degree assessment of your career or business
- 2 hour deep dive meeting one-on-one with me
- A clear, unique action plan you can implement immediately
- A recording of our strategy session for your reference

HALF OR FULL-DAY STRATEGY

\$1,250 HALF* / \$2,500 FULL*

- Initial conversation to plan for the strategy session
- In-depth assessment, designed specifically for you, for our context and planning
- One 3-hour (half day) or 6-hour (full day) Strategy Session, with specific goals, leading to action plans 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 conversation to identify additional next steps
- Recordings of all 3 conversations (virtual meetings via video), for your reference

FULL-DAY OR MULTI-DAY RETREAT

\$3,500* / day

Take your strategy session in person to a luxury retreat. Receive everything in the full day strategy session above, plus:

- A unique experience tailor-made for you, including deep work on your business as well as relaxation and creativity in a beautiful location
- Enjoy a tasty lunch, celebratory drink, and time away from the daily grind

(Travel and accommodations not included.)





KATIE VERNOY, MS, LMFT
THERAPIST | COACH | CONSULTANT
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I'm Katie Vernoy, a licensed therapist, coach, and consultant. As a 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!