

# Poised Leaders

## A Women's Leadership Journey to Cultivate Fortitude and Forge your Path

Part of the "Working Like A Woman" series



**i** *This is a 10-month Executive Coaching journey to cultivate an influential presence, bolster your poise, and improve your leadership of self and others.*

We aim to fill your soul, your mind, and your network with powerful tools for lasting success. You will be challenged and supported throughout the process; you will be comfortably uncomfortable as you seek to step into a poised leadership capacity.

*This is not another social club; this is REAL work happening alongside other women who are on a similar path of professional development.*

**i** ➤ *Who the program is designed for:*

Professional women who are management, senior/executive level, or business owners. You are looking to grow your success and leadership to the next level.

➤ *You're on the right path if these statements resonate with you:*

You are looking for a partner or coach to help you *achieve the success* you dream of.

Your *personal confidence* may waiver at times.

You feel like something is missing in your *professional development plan*.

You are ready to commit to defining intentional *goals*, doing the *work*, and enjoying the *success*.

You are tired of 'general' *networking*, online interactions, and groups with no *accountability*.

You want a *network of other professional women* whom you can trust and rely on to help you on your journey.

What got you "here", isn't *getting you "there"*.

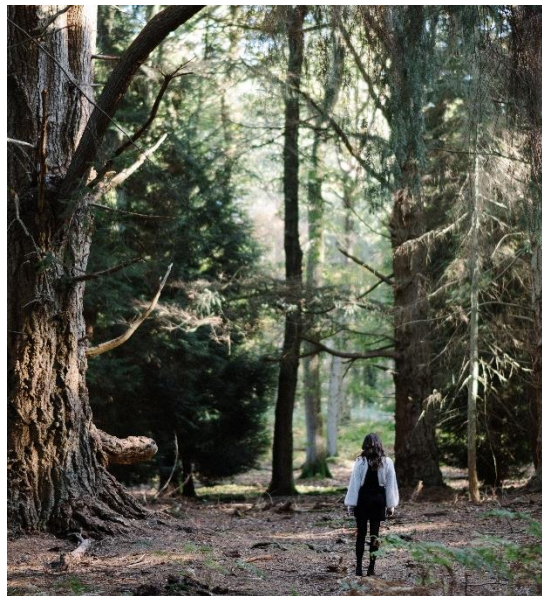
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## OVERVIEW

This experience will be comprised of group interactions, group coaching, in-person and on-demand sessions, individual work, private coaching, and a final group retreat.

Being a nimble boutique consulting firm allows us to intentionally keep the group to a maximum of 8 participants to ensure a personal and robust experience for all. The limited size allows you to personally get to know the others in the cohort and develop true relationships that will support your growth long after the program concludes.



We recommend that participants live within ~2 hours of Richmond so that they may easily participate in the group. The majority of sessions will be in-person for greater impact. Once registered, you will receive a complete syllabus that outlines the final schedule of the program. Expect to spend ~1.5 hours per month in a group setting. The program begins in December 2019 and runs through October 2020.

Stacy Wood will be your executive coach on this journey; she is a sought-after coach known for connecting with her clients in an honest and supportive manner that allows her clients to challenge themselves. She works with amazing and successful executive women who want to push their limits in order to live authentically at their personal best.

**To apply or inquire: email [stacy@ttwoods.com](mailto:stacy@ttwoods.com) with the subject: 2020 Poise**

*“Stacy creates an atmosphere of comfort while discussing uncomfortable topics. She said to me, ‘you seem to be comfortably uncomfortable.’ If you desire change and need a nudge or even a kick in the right direction, she’s the force to make it happen! My life will never be the same as a result of our work together.” -Deborah*

## The Objective

**i** *The program is designed to support professional women in a variety of areas to improve their leadership skills.*

- Need #1: Develop a stronger sense of self-confidence in your abilities
- Need #2: Develop clear and intentional goals, with a plan for implementation
- Need #3: Develop a network of trusted peers within the community

*"I've come so far;*

*and now realize I am stronger than I thought I was since beginning coaching with Stacy."*

## The Outcomes

**i** *By participating in this well-crafted coaching program, participants will meet several professional development objectives.*

- Goal #1: Participants will experience the power of Executive Coaching to support them in **meeting their goals** by staying accountable.
- Goal #2: Participants will develop a deeper sense of confidence which creates stronger professional poise, allowing them to **more effectively communicate** with their teams.
- Goal #3: Participants will have a **strong network of peers** from which to garner support for their continued professional development after the program is complete.

*"After working with Stacy for just 4 weeks, my life has dramatically changed for the better. She zeroed in on what we needed to focus on and put a plan in place that has resulted in immediate results. She's fair, focused, determined and kind. I feel confident that I can trust her direction."*

*-Deborah*

## The Business Case for Investing in Executive Coaching

**i** *Investing in Executive Coaching through this group-design is a savvy way to receive the many benefits of coaching with the added benefit of network-development.*

- Financial ROI:

- A survey of 100 executives found that coaching provided an **average return on investment of almost six times the cost** of the coaching. (Manchester Inc)
- Companies including Booz Allen Hamilton received an **average return of \$7.90** for every \$1 invested in executive coaching. (MetrixGlobal LLC)

- Supporting Women through Coaching

- “This **female confidence challenge** ... found that women worry more about being disliked, appearing unattractive, outshining others, or grabbing too much attention. What doomed [women] was not their actual ability, but rather the decision not to try.” (Forbes: The confidence gap in men and women, 2018)
- “Leaders need to take a hard look at what gets in the way of promoting women in their organizations. And, as our data on confidence shows, there’s a **need for organizations to give more encouragement to women**. Leaders can assure them of their competence and encourage them to seek promotions earlier in their **CAREERS.**” (HBR: Women score higher than me in leadership skills, 2019)

- Diverse Pipeline Benefits:

- “When asked what training and development skills were needed to help move more women into leadership roles in the future, professional working women cited leadership training (57%), **confidence building** (56%), decision-making (48%), **networking** (47%), and critical thinking (46%) most often” (KPMG Women’s Leadership Study, a survey of 3,014 U.S. women)
- “When it comes to gender diversity, **more companies need to put these practices in place**. Only about half of employees think that their company sees gender diversity as a priority and is doing what it takes to make progress—and 20% of employees think their company’s commitment to gender diversity feels like lip service.” (Women in the Workplace study, 2018)
- “Confidence is an attribute woman themselves identify as the key to leadership success. Throughout their professional careers, women struggle with what they characterize as a lack of it. **67% of women said they need more support building confidence to feel like they can be leaders.**” (KPMG Women’s Leadership Study, a survey of 3,014 U.S. women)

## THE EXECUTIVE COACHING PROGRAM IN DETAIL

**i** This program is designed to continually challenge, encourage, and develop the participants. You can expect to experience:

- 5 group coaching sessions
- 4 private coaching sessions
- 3 on-demand sessions
- 2 days at the Oasis Retreat
- 1 final call to pull it all together

### Outline of the Program

\*Key dates are detailed below, but subject to slight changes once the final cohort is selected and syllabus is released.

Description	Date	Duration
Kick-Off Cocktail Hour	Dec 2019, evening	2 hours
Private Coaching #1	Jan 2020	30 minutes
Find your Voice (Group)	Jan 2020, morning	90 minutes
Passions & Skills (On Demand)	Feb 2020	60 minutes
Defining Success and Intentions (Group)	March 2020, morning	90 minutes
Private Coaching #2	April 2020	45 minutes
Communicate with Presence (Group)	May 2020, morning	90 minutes
Vulnerability (On Demand)	June 2020	60 minutes
Leadership is a Mindset (On Demand)	July 2020	60 minutes
Private Coaching #3	Aug 2020	45 minutes
Tribe (Group)	Sept 2020, morning	90 minutes
Oasis Retreat – Reap what you sow	Oct 2020, Friday-Saturday	2 days
Private Coaching #4	Oct 2020	30 minutes

### Individual Coaching

A key of this program involves 4 private coaching sessions so that you and Stacy can connect on a deeper level to address your personal growth. Each session will be telephonic unless otherwise arranged.



## Oasis Retreat

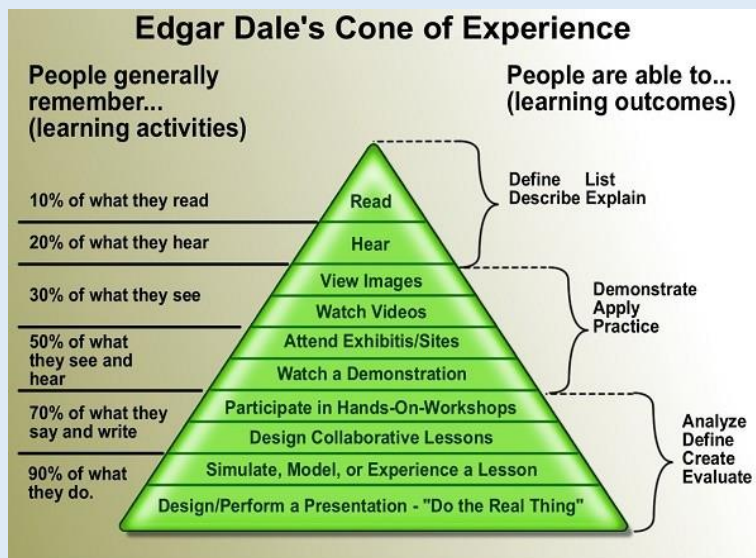
- i** During this signature closing element of the coaching program, Stacy will bring all participants together for a final intensive and life changing retreat.



The destination will be within driving distance of Richmond and is a fabulous remote-yet-well-appointed facility, with a focus on being close to nature and removed from “busy life”. The food will be curated for our program and plentiful (all meals and snacks included).

During the retreat we will nourish our bodies, our souls, and our minds. There will be light physical activity (such as easy hiking or light yoga), multiple coaching sessions, group meals, individual quiet time, and team activities. This retreat is designed to bring the pieces of this journey together for a lasting impact on each individual’s personal/professional development.

Research has shown experiential learning, as experience in this retreat, is the most powerful approach to learning and implementing new behaviors.



Source: Edgar Dale (1969)

# PRICING

The pricing for this robust executive coaching program is all inclusive; the only additional fees would be for travel expenses to and from the retreat, or any additional amenities that you require beyond what is provided. Total cost is \$5,500.



**We encourage you to support your employee’s professional development through corporate sponsorship of this executive coaching program.** Should you need to share the cost between company and employee, terms may be arranged.

<b>Poised as a Leader Executive Coaching Program</b>	
Networking Cocktail Hour	<i>Included</i>
Face to Face Group Coaching	<i>Included</i>
On-Demand Coaching	<i>Included</i>
All materials: workbooks, welcome gifts, supplies, etc.	<i>Included</i>
1:1 Coaching Calls	<i>Included</i>
Oasis Retreat: 2-day off-site, all-inclusive retreat	<i>Included</i>
<b>Total Program Cost</b>	<b>\$5,500</b>
<b>Payment Plan Options if needed</b>	
2 payments: due December and March	\$2,750 each
Quarterly payments: due December, February, May, and August	\$1,390 each
10 Monthly payments: December – September	\$560 per month



## WHO SHOULD PARTICIPATE:



When considering applying to this program, we recommend that you align with a few key criteria in order to maximize your benefit:

**i** *“Plant a seed. Grow a tree. Cross the ravine. Navigate the path. This is the pace on the journey of life.” ~Stacy*

- Participants are females working in a professional capacity.
- Most participants will be Gen X, however some Millennials with vigorous work experience will also be participating.
- Participants may be entrepreneurs, corporate-based employees, or individuals looking to change their career path.
- Many women in this series are seeking advanced leadership roles and/or are currently in a leadership capacity looking to improve or build upon their skills. However, individual contributors are also encouraged to attend.
- Participants are committed to the program and will do everything in their power to attend all scheduled events.
- The women in this group are seeking change and are open to new ideas; they are ready to be honest and value the confidentiality of the group.
- We welcome a true mix of women; being true to yourself is of the utmost importance.

***“I am SO thankful for you as my coach; you have changed my life!” -Katie***

## WHY THIS PROGRAM

**i** *When picking an executive coaching program, one should choose a program that supports their goals, feels authentic to them, and offers value. In addition to helping individuals achieve their professional and personal goals during this journey, we will also focus on building a network of leaders for participants to have connections that last long after the program ends.*

Stacy has designed a unique, engaging, effective, and comprehensive program to ensure success of her participants! By bringing together traditional executive coaching and a powerful retreat experience, this group of likeminded women will be getting the best of all worlds at an exceptional value.

**Expect to do some hard work, build a great network, and feel the lasting change that comes from this coaching experience!**

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*Not sure if Stacy is the right coach for you?*

*Call to schedule an introductory meeting at no charge: 804-516-1911*

Here is what some of Stacy's female clients say about her in both private and group coaching sessions:

- "The coaching sessions are working; I can see the changes happening; that is why I keep coming!" -Anonymous
- " You're simply amazing at what you do; coaching is your gift." -Wendy
- "Stacy's direct and compassionate coaching approach helped me explore and define my need for a more balanced life. She coached me to consider stepping outside of my self-imposed boundaries, and with her help I created and engaged in a plan to live more authentically without compromising my values. I highly recommend Stacy as a dynamic and supportive coach." -Mandy
- "I loved the [Women's Retreat]. Incredibly insightful and well done!" -Anonymous
- "Stacy is extremely professional, creative, and knowledgeable. I highly recommend her as a coach!" -Brandee

**We would like to thank our valued partners for helping  
to make this an enriching event:**

To be announced soon....