



SEGAL COACHING LLC

Six Landmark Square, 4th Floor, Stamford, CT 06901

203-274-7734 • asegal@segalcoaching.com

SCHEDULE OF SERVICES

Executive Coaching and Writing for

C-Suite Professionals

General Counsel

Senior Attorneys

Board Candidates

Technology Leaders

Innovators

Support Areas

Career Vision

Personal Branding

Job Search Optimization

Network Building

Resumes

Personal Value Propositions

LinkedIn® Profiles

Board and Executive Bios

Thought Leadership

Interview Preparation

30/60/90-Day Plans

Annual Review Preparation

Suites and Plans

Coaching and Writing Suites from \$2,900

Semi-Annual and Annual Plans from \$5,500 per quarter

This Schedule is also available at annemariesegal.com/services.

Rates effective until May 2019 unless extended under a current engagement.

Career Junctures

Coaching and writing support can facilitate **consistent, active, unhurried** and **thoughtful** stewardship across various stages of the modern career.

EXPLORATION

Explore options to contemplate, investigate and elegantly structure a significant role change, advancement or evolution, pivot to an adjacent field or professional redirection.

Assess action steps, impact the contemplated change(s) may have and any experience, leadership and other gaps to be filled.

PREPARATION

Create readiness mindset and prepare across professional and personal life for a significant increase in responsibilities – such as a private or public company C-Suite, General Counsel or Board role – or other fundamental career change.

Redesign and craft compelling resume(s), LinkedIn profile, personal value proposition and professional bios while strengthening networking, interview and job search strategies.

Productively organize time, energy and resources to accelerate the shift.

TRANSITION

Launch and grow personal campaign for executive job search, Board search and/or internal candidacy for promotion or lateral move.

Land in new role and take active steps for a successful transition.

MOMENTUM

Create dedicated, on-going space on the calendar to reflect an evolving career trajectory.

Prioritize and plan career-building activities with the greatest impact and returns, both personally and professionally, and opportunities for leadership, advancement and marketability.

For Coaching Themes and Goals, please visit www.annemariesegal.com/coaching-themes.

Coaching and Writing Suites

STARTER SUITE

Foundation Session plus one Module

Resume, LinkedIn or Coaching

\$2,900

ESSENTIALS SUITE

Foundation Session plus two Modules

Resume, LinkedIn, Coaching and/or Additional Documents

\$4,800

PREMIUM SUITE

Foundation Session plus three Modules

Resume, LinkedIn, Coaching and/or Additional Documents

\$6,600

PREMIUM PLUS

Foundation Session plus four Modules

Resume, LinkedIn, Coaching and/or Additional Documents

\$8,300

Add more Modules to Premium Plus (as part of initial package): \$1,600 per Module

Please turn to pages 7-8 for details about Modules.

Plans

SEMI-ANNUAL PLAN - \$6,000 per quarter

ANNUAL PLAN - \$5,400 per quarter

Add Modules to either Plan (as part of initial package): \$1,600 per Module

Upgrades

During or within three months of the end of any engagement, add Modules as follows:

Add one Module: \$2,000

Add two Modules: \$3,800

Add four Modules: \$6,700

Foundation Session

For all Suites and Plans

Coaching:

Two-hour intensive (over one or two sessions) conducted in person or via Zoom to:

(1) articulate and reflect on:

- career vision and alignment with current and intended trajectories
- personal value proposition
- evolving professional priorities
- strengths, weaknesses, challenges and opportunities

(2) reframe mindset and release any negativity or limiting beliefs

(3) identify additional resources

(4) create a roadmap and timeline of action steps

The Foundation Session should be scheduled on a day free of other distractions and can be rescheduled with twenty-four (24) hours' notice.

Deliverable:

Articulation of guiding principles for client's professional efforts in the coming months

Document Delivery Times:

The first draft of a resume or LinkedIn profile will be delivered via email within seven (7) to ten (10) business days from client's intake session for such document.

Turnaround time of further drafts and documents is three (3) to seven (7) business days from receipt of client comments or completion of the prior document, as applicable, on a rolling basis unless otherwise agreed.

Executive and/or career coaching themes:

- Career visioning
- Interview preparation
- Job search methodology
- Job search momentum
- Executive or Board presence
- Networking and LinkedIn strategy
- Leadership opportunities
- 30/60/90-day planning
- Annual review and self-advocacy
- Reframing of negative situations

Please visit www.annemariesegal.com/coaching-themes for details.

Suites

Segal Coaching offers four levels of Suites with coaching and/or writing support, including a range of personalized options. Please see pages 7-8 for details on each Module.

STARTER SUITE

Foundation Session plus Module 1, 2 or 3

ESSENTIALS SUITE

Foundation Session plus any two Modules

PREMIUM SUITE

Foundation Session plus any four Modules

PREMIUM PLUS SUITE

Foundation Session plus any six Modules

Module 1	Board or Executive Resume
Module 2	LinkedIn / Professional Bios
Module 3	Executive or Career Coaching
Module 4	Two Additional Writing Options

Modules 3 and 4 may be repeated multiple times.

SAMPLE PREMIUM PLUS SUITE ELECTIONS

Six-Module Suite

Module 1	Board or Executive Resume
Module 2	LinkedIn / Professional Bios
Module 3 (Elected 2x)	<ol style="list-style-type: none"> 1. Two three-hour intensives (six hours total) 2. Two months of coaching (six hours total)
Module 4 (Elected 2x, with two options per election)	<p>Four additional writing options (see page 8):</p> <ol style="list-style-type: none"> 1. Update to resume (for different career trajectory) 2. Three versions of resume optimized to specific targets 3. Personalized list of talking points for interviews 4. Personalized cover letter and three targeted alterations

Plans

Semi-Annual and Annual Plans

Coaching Plans support clients who wish to create and maintain:

- (1) a comprehensive career vision and articulation of next steps,
- (2) execution plans and review of progress,
- (3) calm under pressure in the midst of a robust career and vibrant home life, and
- (4) periodic review and updates to personal brand consistent with evolving career goals.

Coaching:

Foundation Session to launch coaching engagement (first quarter intensive)

Three-hour quarterly intensive sessions thereafter

Up to six hours of coaching calls per calendar month

Quarterly Deliverables:

- (a) *Updates to resume, LinkedIn profile and professional bios (for documents prepared by Segal Coaching within the prior three months) or list of suggested revisions*
- (b) *Markup of three client-generated emails (career or business topics)*
- (c) *Bullet-point outline to support one thought leadership piece*
- (d) *Articulation of key points to guide client's professional efforts in the coming months*

Plan Options

Semi-Annual Plan

\$6,250 per quarter

Annual Plan

\$5,500 per quarter

Each payment is due five (5) business days prior to the start of the coming quarter.

Plan clients may also elect to add any Module at the reduced rate of \$1,500 per Module. Details about Modules are on pages 7-8.

Plan cycles commence on the 1st and 15th of each month. Engagements that begin on any other day will be deemed to have a longer "first month" – so clients have sufficient time to take advantage of services for the month – and will follow the Plan cycle thereafter.

Modules

Module 1 Board or Executive Resume

Coaching:

90 to 120-minute resume intake and follow-up as needed to articulate:

- professional history, career narrative, target audience
- organizational, departmental and career vision (as applicable)
- key and supporting accomplishments
- experience or leadership gaps
- optimum job or Board search strategy

Deliverables:

- (1) First draft of resume geared toward client-defined audience*
 - (2) Revisions and finalization of resume*
 - (3) Statement of personal value proposition (3-5 bullet points and in chart form)*
 - (4) Feedback on sample client-drafted cover letter*
-

Module 2 LinkedIn Profile & Professional Bios

Coaching:

60 to 90-minute intake session and follow-up as needed

Up to 60-minute session on LinkedIn strategies and best practices

Deliverables:

- (1) LinkedIn summary and recommendations for headline, photo and skills*
 - (2) Experience section and recommendations for rest of profile*
 - (3) Each of paragraph-length, one-page and extended Board or Executive Bio*
-

Module 3 Executive and/or Career Coaching

Six hours of coaching over two months
(held as intensive sessions of 2-3 hours each and/or shorter calls at client's option)

Please visit www.annemariesegal.com/coaching-themes for details.

Module 4 Additional Career Documents

25-45 minutes intake and follow-up as needed

Deliverables:

Any two options below:

- A. Update/change to resume or LinkedIn profile and bio for different career trajectory*

Example: General Counsel candidate versus Board or CEO candidate

- B. Three optimized versions of single resume*

Examples: Revisions to track specific job description, Board or recruiter guidelines or other reference points* (i.e., resume will be tweaked but not heavily rewritten)

- C. Update to three career documents to reflect career progression on similar trajectory**

Example: Change of companies or industries in same type of role

- D. One-page networking resume*

- E. Formatted list of deals or accomplishments, public speaking, publications and honors

- F. Personalized list of talking points and concise, targeted responses to 10 tough interview questions (in chart form for phone screenings and bullet points for interview prep)

- G. **For CEO candidates:** Outline of organizational vision, team leadership impact and talking points on growth, business performance and risk management strategies

- H. **For Board and Executive candidates:** Outline of leadership, industry and substantive experience and other factors as talking points for interview or Board vetting process

- I. (Note: E, F or G can be combined with interview prep in Module 3.)

- J. Personalized cover letter and three alterations for specific targets

- K. Markups of four client-generated career or business emails (up to 300-400 words each) or presentations (up to 20 slides each)

- L. Bullet-point outline to support client-generated article for publication or other thought leadership piece and two rounds of markups (up to 1,200 words)

* Based on resume prepared by Segal Coaching in prior three months

** Based on relevant documents prepared by Segal Coaching in prior six months

Clients with shorter projects may add a single option above (i.e., 1/2 of Module) to any Essentials or Premium Suite or any Plan for:

\$1,075 (Essentials Suite) or \$800 (Premium Suite or Plan) with initial engagement, or

\$1,200 (Essentials Suite) or \$1,000 (Premium Suite or Plan), if added during or within three months of the end of any engagement