



# SEGAL COACHING LLC

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## Summary of Service Elections

*This summary is for convenience only.*

*Please refer to the detailed descriptions of each option in the Schedule of Services.*

**Foundation Session:** Two-hour intensive session to launch any Engagement

### Suites

**Starter Suite – \$2,900** – One Module

**Essentials Suite – \$4,800** – Election of Any Two Modules

**Premium Suite – \$6,600** – Election of Any Three Modules

**Premium Plus – \$8,300** – Election of Any Four Modules

Add Modules to Premium Plus Suite for \$1,500 per Module

*Any Module may be elected multiple times.*

### Semi-Annual and Annual Plans

**Semi-Annual Plan – \$6,250 per quarter** – Six-Month Engagement

**Annual Plan – \$5,500 per quarter** – 12-Month Engagement

Add Modules for \$1,500 per Module

#### Plan Coaching:

Foundation Session and quarterly three-hour intensives thereafter  
Up to six hours of coaching per calendar month

#### Plan Deliverables:

Updates or suggested revisions to resume, LinkedIn profile and professional bio  
Markup of three Client-generated emails  
Bullet-point outline to support one thought leadership piece  
Articulation of key points to guide Client’s professional efforts in the coming months

### Modules (continues on next page)

#### Module 1

##### Board or Executive Resume

- 90 to 120-minute resume intake session
- Complete resume
- Personal value proposition statement
- Markup of Client cover letter

#### Module 2

##### LinkedIn Profile and Bio

- 60 to 90-minute LinkedIn intake session
- Up to 60-minute strategy session
- Complete LinkedIn profile
- Board or Executive bio

<b>Module 3</b> <b>Executive or Career Coaching</b> - Six hours of coaching over two months	<b>Module 4</b> <b>Additional Career Documents</b> - Elect two options from below
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***Example of 2x Coaching Module Election***

Module 3 (elected twice)	1. Two three-hour sessions (e.g., career exploration, networking strategy, interview preparation, executive presence and/or another coaching theme)
	2. Two months of coaching (six hours total)

***Module 4 Options - Additional Career Documents***

*Choose any two from below when electing this Module.*

<b>A</b>	Update/change to resume <u>or</u> LinkedIn profile and bio for different career trajectory
<b>B</b>	Three optimized versions of single resume
<b>C</b>	Update to three career documents to reflect progression on similar trajectory
<b>D</b>	One-page networking resume
<b>E</b>	Formatted list of deals/accomplishments, speaking, publications and honors
<b>F</b>	Personalized list of talking points and 10 concise interview responses
<b>G</b>	<i>For CEO candidates:</i> Outline of organizational vision, team leadership and talking points on growth, business performance and risk management strategies
<b>H</b>	<i>For Board and Executive candidates:</i> Outline of leadership, industry and substantive experience and other factors
<b>J</b>	Personalized cover letter and three alterations for specific targets
<b>K</b>	Markups of four Client-generated career or business emails or presentations
<b>L</b>	Bullet-point outline to support Client-generated article for publication or other thought leadership piece and two rounds of markups

***Example of 2x Additional Career Document Module Election***

Module 4 (elected twice, with two options for each election of this Module)	1. Change to resume (for different career trajectory, e.g., Board candidate versus Executive role)
	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

*Note: See page 8 of Schedule for more details about Module 4, including ½ Module election.*