



## SEGAL COACHING LLC

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### SCHEDULE OF SERVICES

#### ***Executive Coaching and Writing for C-Suite and Board Members, General Counsel, Senior Attorneys and Other Leaders / Innovators***

<i>Career Vision</i>	<i>Executive Presence</i>
<i>Personal Branding</i>	<i>Leadership Building</i>
<i>Job Search Optimization</i>	<i>LinkedIn® Profiles</i>
<i>Network Building</i>	<i>Board and Executive Bios</i>
<i>Resumes</i>	<i>Interview Preparation</i>
<i>Personal Value Propositions</i>	<i>30/60/90-Day Plans</i>

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#### ***Coaching & Writing Suites***

from \$1,950

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#### ***Coaching & Writing Plans***

**Semi-Annual Plan** \$4,350 per quarter

**Annual Plan** \$4,100 per quarter

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My mission is to facilitate graceful, effective transitions and life-changing results that serve the needs and values of my clients. Together, we will expand what you thought you were capable of achieving and create and execute priorities to best use your time and energy to create results.

*-Anne Marie Segal*

The current version Schedule is available at [annemariesegal.com/services](http://annemariesegal.com/services).

Rates in this document are effective until May 2019 unless extended under a current engagement.

## **Board or Executive Resume**

- Two-hour resume intake and coaching session to articulate your:
  - professional history, career narrative, vision and target audience,
  - key and supporting accomplishments,
  - experience, leadership or other gaps,
  - optimum job or Board search strategy, and
  - personal brand, in alignment with development of your interview strategy.
- 45-minute follow up session to discuss revisions and any further questions

### **Deliverables:**

- (1) *First draft of resume geared toward audience you designate and/or define*
- (2) *Revisions and finalization of resume based on your review and comments*
- (3) *Bullet-point personal value proposition statement*
- (4) *Feedback on and formatting of any cover letter you have drafted*

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## **Resume Packages**

*Here are some commonly elected resume combinations.  
Please see pages 4 and 6 for more options and details.*

### **Essentials Suite**

- A. Resume + Career Coaching Module (three coaching hours)
- B. Resume + Interview Prep Module (three coaching hours)
- C. Resume + LinkedIn Profile
- D. Executive Resume + Board Resume

### **Silver Suite **\*\*MOST POPULAR\*\*****

- A. Executive Resume + Board Resume + LinkedIn Profile
- B. Resume + LinkedIn Profile + Interview Prep Module (three hours)

### **Gold Suite**

- A. Executive Resume + Board Resume + LinkedIn Profile + Board Bio
- B. Resume + LinkedIn + Coaching and Interview Prep Modules (six coaching hours)

### **\*\*NEW\*\* “The Full Package” – Foundation, Essentials or Platinum Plus Suite**

See page 7 for details.

***Redefine your career – this is where we “connect the dots”***

Career Guidance sessions (as part of the Foundation Suite or a larger package) help you set the course for your evolving career efforts in the coming months and years.

Clients often emerge from a two-hour intensive realizing that they have toiled for years without taking time to methodically and proactively (as opposed to reactively, in the face of upheaval or otherwise) assess *why* they are doing what they do, *what* direction they wish to take next and *how* they can make great strides to shape their careers and lives.

**Two-Hour Career Guidance Intensive:**

The initial intensive session is conducted in person or via Zoom to explore and articulate what you wish for your professional and personal life and sketch out the path to move forward and achieve your goals. Specifically, we will:

- (1) articulate and reflect on your:
  - career vision and alignment with current and intended trajectories,
  - personal value proposition(s),
  - evolving professional priorities, and
  - strengths, weaknesses, challenges and opportunities;
- (2) reframe your mindset and release any negativity or limiting beliefs;
- (3) identify additional resources;
- (4) address your specific goals and/or tailor the above as needed; and
- (5) create a roadmap and timeline of initial action steps.

Please schedule the Career Guidance intensive on a day free of other distractions. It can be rescheduled with twenty-four (24) hours' notice.

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**The specifics of the intensive and following sessions are adapted to your needs.** Additional topics can include, for example, career visioning and exploration (brainstorming), expanding your network, job search optimization and leadership challenges and opportunities (for a new or current job and/or outside of your organization). For clients who want to make major changes in their lives, we will continue to build on this session in additional meetings.

All engagements include an **intensive coaching session** that is the core of our work together.

### **Foundation Suites**

#### **Executive or Board Resume Suite \$1,950**

- Two-hour resume intake and coaching session
- 45-minute follow up session
- Complete executive resume (drafting, revisions and completion)
- Feedback on and formatting of your cover letter draft

#### **Career Guidance Suite \$1,950**

- Two-hour career guidance session
- Four additional coaching hours

**Double Foundation:** Include both Suites above in any package for an additional \$1,750.

### **Premium Suites**

Choose from among the options below. For information about Modules, see following page.

#### **Essentials Suite \$2,900**

- A. Resume + LinkedIn Profile
- B. Resume + three coaching hours
- C. Resume + any other Module
- D. Career Guidance Suite + any Module

#### **Silver Suite \$3,850 **\*\*MOST POPULAR\*\*****

- A. Resume + LinkedIn Profile + three coaching hours
- B. Resume or Career Guidance Suite + any two Modules

#### **Gold Suite \$4,700**

- A. Executive Resume + Board Resume + LinkedIn Profile + Board Bio
- B. Resume or Career Guidance Suite + any three Modules

#### **Platinum Suite \$5,500**

- A. Executive Resume + Board Resume + LinkedIn Profile + Board Bio + three coaching hours
- B. Resume or Career Guidance Suite + any four Modules

**\*\*NEW\*\* The “Full Package” Platinum Plus \$9,997**

See page 7 for details.

*Coaching hours in any Suite can be used for career exploration, value proposition or leadership development, interview prep, LinkedIn and networking strategies, job search optimization or other career topics. See [annemariesegal.com/coaching-themes](http://annemariesegal.com/coaching-themes) for details.*

## **Design Your Own Suite**

You can design your own Suite by adding one or more Modules to either Foundation Suite:

### Coaching

(A) **Executive or Career Coaching:** *Three hours of coaching*

*Examples include:*

**Interview Prep:** *Two 90-minute interview prep sessions to formulate interview talking points and concise, targeted responses to 10 tough questions and/or outline of leadership and organizational vision*

**Job Search Optimization and/or LinkedIn Training:** *Two 90-minute sessions on optimizing your job search in the modern economy and/or leveraging the LinkedIn platform for job search, networking and career development*

**Leadership Coaching:** *Two 90-minute sessions on leadership development*

### Writing Projects

Each option includes 25-45 minutes intake and follow-up (as needed) to facilitate drafting.

- (B) **LinkedIn Profile:** *Drafting of headline, summary and all other profile sections*
- (C) **Bio:** *Each of paragraph-length, one-page and extended Board or Executive Bio*
- (D) **Addendum:** *formatted and optimized list deals, accomplishments, public speaking, publications and/or honors*
- (E) **Alternate or Updated Resume:** *Resume revisions for significantly different target than version created as part of Resume Suite (e.g., executive versus Board candidacy)\* or to bring resume current to reflect significant career evolution\*\**
- (F) **Three Optimized Resumes:** *Three optimized versions of single resume for same career trajectory\* (e.g., three additional, distinct versions of primary executive resume that are revised to track target needs and keywords in specific job descriptions)*
- (G) **One-Page Resume:** *Short-form networking resume\**
- (H) **Personalized cover letter and two alternate versions** *geared toward specific targets*
- (I) **Markups of four career or business emails or three presentations**
- (J) **Outline** *for publishable article, presentation or other thought leadership piece and two rounds of markups (redlines) to your drafts*

\* Based on a resume prepared by Segal Coaching LLC in the prior three months

\*\* Based on a resume prepared by Segal Coaching LLC in the prior 12 months

## **Plans**

### **SEMI-ANNUAL PLAN**

\$4,350 per quarter over six months

### **ANNUAL PLAN**

\$4,100 per quarter over twelve months

Coaching Plans support clients who wish to create and maintain:

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

**Coaching Plans include the following each quarter:**

1. A two-hour intensive session,
2. Six additional coaching hours, and
3. Either:
  - A. Executive or Board Resume,
  - B. LinkedIn Profile and Professional Bio,
  - C. Six coaching hours (for a total of 12 hours per quarter plus the two-hour intensive), or
  - D. Any two other Modules.

### **Payment and Plan Cycles**

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

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

## ***“The Full Package” Suite Options***

### **Foundation \$1,950**

#### ***Comprehensive professional support – all drafting completed by client.***

*If you already have high writing aptitude and good communication skills and are willing and able to invest your own time and energy to vastly transform and improve your in-person and written presence, this economical option may be exactly what you need to raise your game.*

#### ***Resume***

60-minute intake session to explore/assess your vision and career history and discern/prioritize key themes that will guide your resume transformation (**homework**: rewrite resume)

Two thirty-minute follow-up sessions to review and discuss your successive drafts

Light mark-ups of four successive versions of your resume (original and three revisions)

#### ***LinkedIn***

30-minute overview session to discuss and determine best approach for drafting your headline, summary and title and description of most recent role (**homework**: revise portions of profile)

60-minute session to (1) review your revisions and (2) strategize about rest of profile

#### ***Coaching***

90-minute coaching session on job search optimization, networking and interview prep

### **Essentials \$2,900**

All elements of “The Full Package – Foundation” plus ***three additional coaching hours*** for:

- career visioning / redirection / personal branding,
- extended interview prep, and/or
- other career topics, at your option.

### **Platinum Plus \$9,750**

#### ***Full support and drafting in all major areas of job search and career transition.***

Complete Executive Resume and LinkedIn Profile

20 additional hours of coaching and/or writing support devoted to:

Career visioning / Personal branding / Interview preparation  
Personalized networking, communications and thought leadership strategies

See [www.annemariesegal.com/thefullpackage](http://www.annemariesegal.com/thefullpackage) for details.

## ***Additional Information***

### ***Coaching Hours:***

You have up to two consecutive months to complete any set of three coaching hours, and we can hold multiple sessions of 30, 60 or 90 minutes or one three-hour session at your option.

### ***Document Delivery Times:***

The initial draft of your first requested deliverable – often the resume or LinkedIn profile – will be delivered in Microsoft Word format via email within seven (7) to ten (10) business days from your intake session for such document.

Turnaround time of any additional drafts and documents is three (3) to seven (7) business days from receipt of your comments or final approval of the prior document, respectively, on a rolling basis unless otherwise agreed. To facilitate these deadlines, you are expected to provide comments and approve documents on a timely basis, as further detailed in your Executive Coaching and Resume Writing Agreement.

Expediting fees may apply for quicker turnaround times (\$500+).

### ***Upgrades following commencement of any Suite or Plan:***

During or within three months of the end of any engagement, you may request to add:

- one or two Modules for \$1,070 each,
- three Modules for \$2,950, or
- five Modules for \$4,600.

Any projects starting three months after the end of a prior engagement may require a new Suite or Plan election with an additional intensive session to refocus our efforts. Returning clients should contact Segal Coaching LLC to discuss any specific request.