



SEGAL COACHING LLC

***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>

Resume-Based Career Suites – page 2

from \$2,100 to \$18,000

Coaching / Writing Suites and Plans – page 3

Suites from \$3,100 to \$18,000

Semi-Annual Plan \$4,400 per quarter

Annual Plan \$4,100 per quarter

ANNE MARIE SEGAL

Executive Coach and Writer

JD, CCMC, CPRW and NCOPE

AnneMarieSegal.com • Segal247.com

asegal@segalcoaching.com • +203-274-7734

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

The current version of this Schedule is available at AnneMarieSegal.com/engagements.

Rates are effective until December 2020 unless extended under a current engagement.

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

RESUME-BASED CAREER SUITES*

\$2,100 to \$18,000+

RESUME Suite Executive or Board Resume	\$2,100
ESSENTIALS Suite Executive or Board Resume + LinkedIn Profile	\$3,100
EXECUTIVE SILVER Suite <i>**MOST POPULAR**</i> Executive Resume + LinkedIn Profile + three coaching hours	\$4,000
BOARD SILVER Suite Board Resume + LinkedIn Profile + Board Bio	\$4,000
EXECUTIVE GOLD Suite Resume + LinkedIn Profile + six coaching hours	\$4,900
BOARD GOLD Suite Board Resume + Executive Resume + LinkedIn Profile + Board Bio - OR - Board Resume + LinkedIn Profile + Board Bio + three coaching hours	\$4,900

EXECUTIVE PLATINUM SUITE Resume + LinkedIn Profile + nine coaching hours	\$5,800
BOARD PLATINUM SUITE Executive Resume + Board Resume + LinkedIn Profile + Board Bio + three coaching hours - OR - Board Resume + LinkedIn Profile + Board Bio + six coaching hours	\$5,800
PLATINUM PLUS Executive or Board Resume + other coaching and writing services designed around your needs	\$6,700 to \$18,000+

**Substitutions are available for any Suite as mutually agreed. For example, three coaching hours may be substituted for LinkedIn Profile drafting. See page 4 for a list of Modules.*

COACHING & WRITING – DESIGN YOUR OWN SUITE**\$3,100 to \$18,000+**

ESSENTIALS SUITE Three Modules (nine coaching hours or equivalent)	\$3,100
SILVER SUITE Four Modules (twelve coaching hours or equivalent)	\$4,000
GOLD SUITE Five Modules (fifteen coaching hours or equivalent)	\$4,900
PLATINUM SUITE Six Modules (eighteen coaching hours or equivalent)	\$5,800
PLATINUM PLUS Coaching package designed around your needs	\$6,700 to \$18,000+

COACHING & WRITING PLANS**\$8,800 to \$20,000+**

SEMI-ANNUAL PLAN \$4,400 per quarter with 6-month commitment <i>Each quarter includes a two-hour intensive session + four Modules (i.e., twelve coaching hours or equivalent)</i>	\$8,800
ANNUAL PLAN \$4,100 per quarter with 12-month commitment <i>Each quarter includes a two-hour intensive session + four Modules (i.e., twelve coaching hours or equivalent)</i>	\$16,400
PLATINUM PLUS PLAN Coaching plan designed around your needs	\$20,000+

Coaching hours in any Plan can be used for value proposition or leadership development, career exploration, Board or job interview prep, LinkedIn and networking strategies, job search optimization or other topics. Please see AnneMarieSegal.com/coaching-themes for more information about range of coaching offered.

Other than the two-hour quarterly intensive, writing and coaching Modules may be mixed and matched for any Plan. Please see page 4 for details about Modules.

Resume Details

Your resume is a foundational document for career branding. Any resume-based package includes the following:

- **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 your evolving interview strategy.
- **45-minute follow up session** to discuss revisions and any further questions

Deliverables:

- (1) First draft of Board or Executive resume geared toward audience you 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 one cover letter you have drafted*
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Coaching Plan Details

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,
- high-impact business and/or Board communications,
- calm under pressure in the midst of a robust career and vibrant home life, and
- periodic updates to their personal brand consistent with evolving career goals.

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 1st and 15th 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.

Two-Hour Intensive Sessions

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

Intensive intake sessions 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 endlessly 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 Intensive:

The 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 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;

Please schedule your intensive session on a day free of other distractions. If needed, it can be rescheduled with twenty-four (24) hours' notice.

The specifics of your intensive and following sessions are adapted to your needs.

Resume intensive sessions are geared toward articulating the themes and supporting details of your accomplishments and value proposition to market your candidacy to your target audience.

Coaching topics can include 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 and return to the goals of this session in additional meetings.

Modules

Modules available include the following:

Coaching

(A) Three hours of **executive and/or career coaching** on one or more of:

Executive Presence and/or Interview Prep: Formulate interview talking points and concise, targeted responses to tough questions and/or outline of leadership and organizational vision

Professional Networking: Expand and leverage your network while maximizing your return on time and resources invested

Job Search Optimization and/or LinkedIn Training: Optimizing your job search in the modern economy and/or leverage the LinkedIn platform for career development

Career Guidance: reframe your mindset to release any negativity or limiting beliefs, identify and address your specific professional goals, accelerate your trajectory and create a roadmap and timeline of actionable steps

Leadership Coaching: Develop your leadership presence and style, address the confidence factor, team building and/or ways to access greater authentic leadership

Writing

Each option includes a 30-minute session to review/discuss and drafting to completion:

(B) Three hours of **business writing or editing** as agreed

(C) **LinkedIn Profile:** Drafting of headline, summary and all other profile sections plus reference tools on artificial intelligence, online networking, privacy and other topics

(D) **Bio:** Each of paragraph-length, one-page and extended Board or Executive Bio

(E) **Addendum:** optimized accomplishments, public speaking, publications and/or honors

(F) **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**

(G) **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)

(H) **One-Page Resume:** Short-form networking resume*

(I) Personalized **cover letter** and **two alternate versions** geared toward specific targets

* 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

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 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 to three Modules for \$1,125 each, or
- four or more Modules for \$1,025 each.

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 may contact Segal Coaching LLC to discuss any specific request.

Presentation Rates

Anne Marie Segal is also available for speaking engagements at the following rates *plus travel time and expenses, as applicable*:

Day Rate (up to 8 hours):	\$5,000
Half-Day Rate (up to 4 hours):	\$3,000
Hourly Rate:	\$500

Her speaker biography is available at AnneMarieSegal.com/speaking.