



**SEGAL COACHING LLC**

## ***SCHEDULE OF SERVICES***

***Executive Coaching, Consulting and/or Writing for  
Board Candidates, CLOs/General Counsel and Other C-Suite Professionals***

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**ANNE MARIE SEGAL**

**Executive Coach and Writer**

JD, CCMC, CPRW and NCOPE

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*The current version of this Schedule is available at [AnneMarieSegal.com/engagements](https://www.AnneMarieSegal.com/engagements).  
Rates are effective until May 2021 unless extended under a current engagement.*

**Writing Suites: Resumes and  
Personal Branding**

A **Writing Suite** may be the right choice if you would like me to rehaul your career documents for you (resume, LinkedIn, professional bio and/or others) based on what we discuss, articulate and refine in an intensive (two-hour) intake session and further conversations.

**WRITING SUITES**

**\$5,900 to \$15,000+**

|  |                                |
|--|--------------------------------|
| <p><b><i>ESSENTIALS and SILVER Suites</i></b><br/><i>Not currently available. We apologize for any inconvenience.</i></p>  | <p>Not currently available</p> |
| <p><b><i>EXECUTIVE &amp; BOARD GOLD Suite</i></b><br/>Executive <u>or</u> Board Resume + LinkedIn Profile + six coaching hours<br/>- OR -<br/>Board Resume + LinkedIn Profile + Board Bio + three coaching hours<br/>- OR -<br/>Board Resume + Executive Resume + LinkedIn Profile + Board Bio</p> | <p>\$5,900</p>                 |
| <p><b><i>EXECUTIVE &amp; BOARD PLATINUM Suites</i></b><br/>Bespoke leadership or career development Suite designed around your needs. Suitable for outplacements or highly motivated self-sponsored clients. Please contact Segal Coaching LLC for details.</p>                                    | <p>\$7,500 to \$15,000+</p>    |

***Details about Resume + LinkedIn Profile Drafting:***

*Includes two-hour intensive intake session to review your full professional history and create a personal branding narrative for your resume and LinkedIn profile that articulates your highest person value proposition and aligns with your intended interview and networking conversations.*

*The writing will consist of a rehaul of your current narrative, drafting and any desired revisions to create final resume and complete entries for LinkedIn. As part of this process, we will discuss and further your:*

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

## Suites: Coaching Areas

**Career Development:** 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, increase your confidence or other competencies to access greater authentic leadership

**Executive Presence and/or Interview Prep:** Create and practice concise, targeted responses to tough questions, outline your leadership and organizational vision and organize your specific interview talking points

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

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

## Writing: Optional Modules

Any of the following Modules may be substituted, at your option, for any set of three coaching hours and will include a 30-minute intake session (if appropriate) to review/discuss the project and drafting to completion:

- (A) **Alternate Resume:** Reframed resume for a significantly different target audience\*
- (B) **One-Page Resume:** Short-form networking resume\*
- (C) **Extended Resume Addendum:** Optimized list of extensive accomplishments, public speaking, publications and/or honors
- (D) **Resume Update:** Revisions to bring your resume current, reflecting a new role or significant career evolution\*\*
- (E) Two personalized **cover letters** geared toward specific targets
- (F) Three hours of **business writing or editing** as agreed

\* 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

## Coaching Plans

**Coaching Plans** provide structure, accountability and a safe space to increase ownership of your career, vet professional and life decisions, design evolving next steps, overcome challenges and cultivate greater perspective, awareness and calm.

Some coaching areas that may be explored are detailed on the following page.

Up to 40% of any **Coaching Plan's** hours can be converted into high-impact business communications and/or career documents at your option.

### COACHING PLANS

**\$10,000 to \$20,000+**

|  |                        |
|--|------------------------|
| <b><i>SEMI-ANNUAL Plan</i></b><br>Weekly one-hour meetings or as otherwise mutually agreed.<br>Billed in two installments of \$5,000 each.               | \$10,000               |
| <b><i>ANNUAL Plan</i></b><br>Bespoke leadership or career development Plan designed around your needs.<br>Please contact Segal Coaching LLC for details. | \$15,000-<br>\$20,000+ |

## ***Plans: Coaching Areas***

**Plans** may include coaching on one or more of the following areas:

### ***Leadership effectiveness***

- spheres of authority and influence
- leadership style
- team dynamics
- communication
- gravitas
- authenticity
- thought leadership
- sponsorship, mentoring and coaching
- gaps, blind spots, challenges and impostor syndrome
- conflict resolution

### ***Organizational culture***

- legacy culture
- innovation, disruption and/or competing cultures
- mission and enterprise strategy
- compare/contrast with other organizations
- your role(s) and your team(s)
- your “fit” within the larger organizational culture
- official organizational chart and reporting lines
- your key players and their relationships/dynamics
- cliques, clans and other group dynamics
- power dynamics and multi-cultural aspects

### ***Support structure***

- sponsors
- mentors
- validators
- information sources
- other allies

### ***Personal value proposition***

- bottom-line value
- vision
- strengths & accomplishments
- professional priorities
- career trajectory
- career “ownership”
- judgment
- effectiveness
- leadership
- relationship-building
- optimizing communications of your value

## ***Additional Information***

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

From the date of your engagement or renewal period, coaching hours are available for:

Six (6) to eight (8) consecutive months, with a Semi-Annual Plan

Ten (10) to fifteen (15) consecutive months, with any Annual Plan

Up to forty-five (45) days for each set of three (3) hours, as part of any Writing Suite

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

The initial draft of your first deliverable – often the resume or LinkedIn profile – will generally be delivered in Microsoft Word format via email within **ten (10) to twelve (12) U.S. business days** from your intake session for such document.

Turnaround time of any additional drafts and documents is generally **five (5) to seven (7) U.S. 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. If your response times are delayed and/or significant additional information is requested and not provided, Segal Coaching LLC may not be able to meet the deadlines above or, in the case of an extended delay, a new engagement may be needed (see the above-referenced agreement for details).

Expediting fees will apply for quicker turnaround times (**\$800 to \$1,000**, depending on timing and individual circumstances), which are subject to availability.

***With respect to the times above, please note*** that if Segal Coaching LLC anticipates an office closure (generally for 2 weeks in July or August and December of each year), this will be communicated with 4 weeks of advance notice at **AnneMarieSegal.com** (for new clients) and via email (for clients with an active engagement). Such office closure may delay the delivery of any document above.

### ***Presentation and On-Site Rates***

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

**Day Rate (up to 8 hours):**                      \$6,500

**Half-Day Rate (up to 4 hours):**            \$4,000

Her speaker biography is available at [AnneMarieSegal.com/speaking](https://AnneMarieSegal.com/speaking).