



**SEGAL COACHING LLC**

## ***SCHEDULE OF SERVICES***

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

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### **ANNE MARIE SEGAL**

*Executive Coach, Author & Speaker*

Former roles include:

*Facilitator, **PODER25™ General Counsel Diversity Pipeline (Hispanic National Bar Association)***

*Deputy General Counsel, **Hedge Fund & Private Equity Investment Manager***

*Attorney, **AmLaw 100 and Other Firms***



Credentials include JD, CCMC, CPRW and NCOPE

Member, International Coaching Federation (applying for PCC by early 2023)

Fluent in Spanish / proficient in German / basic knowledge of French and Italian

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Effective October 2022. May be amended from time to time.

**6x Coaching**

**6x Coaching** is a new offering of Segal Coaching LLC as of October 2022.

The 6x Coaching package may be the right choice for you if:

- you want maximum flexibility in the length of your coaching engagement; and/or
- you prefer to spread your payments over time.

<b><i>Each Cycle = Six Coaching Hours</i></b> First cycle: two-hour intake session plus four (4) additional coaching hours On-going: six (6) hours in each cycle Weekly or twice monthly sessions for up to three (3) months.	<b>\$3,000</b>
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Invoiced periodically with payment for upcoming cycle due prior to last session of current cycle.  
Renews automatically until cancelled.

At any time, you can cancel 6x Coaching with notice to SC at [asegal@segalcoaching.com](mailto:asegal@segalcoaching.com).

## Suites

**A Foundations Suite** may be the right choice if you:

- would like a short-term coaching arrangement (12 to 16 hours); or
- are seeking a complete rehaul of certain core documents for your career goals (e.g., resume, LinkedIn, professional bio and/or other documents).

### **FOUNDATIONS I**

<p><b><i>Foundations I Coaching Suite</i></b>                  Twelve (12) coaching hours: including two-hour intake session, over up to six (6) months</p>	<b>\$5,600</b>
<p><b><i>Foundations I Project Suite (Executive Transition, Plan A)</i></b>                  Executive Resume + LinkedIn Profile                  Two (2) additional hours of job search, interview prep or related support over up to three (3) months</p>	
<p><b><i>Foundations I Personalized Suite</i></b>                  Equivalent services, as agreed</p>	

### **FOUNDATIONS II**

<p><b><i>Foundations II Coaching Suite</i></b>                  Sixteen (16) coaching hours: including two-hour intake session, over up to eight (8) months</p>	<b>\$7,250</b>
<p><b><i>Foundations II Project Suite (Executive Transition, Plan B)</i></b>                  Executive Resume + LinkedIn Profile                  Six (6) additional hours of job search, interview prep or related support over up to six (6) months</p>	
<p><b><i>Foundations II Project Suite (Board Candidacy, Plan A)</i></b>                  Board Resume + Executive Resume + Board Bio + LinkedIn Profile                  One (1) hour of board candidacy support</p>	
<p><b><i>Foundations II Project Suite (Board Candidacy, Plan B)</i></b>                  Board Resume + Board Bio + LinkedIn Profile                  Three (3) additional hours of board candidacy, interview prep or related support over up to three (3) months</p>	
<p><b><i>Foundations II Personalized Suite</i></b>                  Equivalent services, as agreed</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, as time permits, 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.*

### ***Sample Coaching Areas***

***Leadership Coaching:*** *Develop your leadership presence and style, increase your confidence or other competencies to access greater authentic leadership*

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

***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*

### **Modular Alternatives for Projects**

*(each Module below is equivalent to three hours, and  
you can swap out a current service or design your own Suite or Plan)*

Any of the following Modules may be substituted, at your option, for any other services equal to three (3) hours or can be an addition to any Suite or Plan. Each Module will include a 30-minute overview session (if appropriate) to review/discuss the project as well as drafting to completion:

- (A) **Alternate Resume:** *Reframed resume for a significantly different target audience\**
- (B) **One-Page Resume:** *Short-form networking resume\**
- (C) **Value Proposition Statement:** *Creating and refining a statement of your highest value to your target audience (note: this Module is flexible in terms of contact and project hours for up to three (3) hours in total)*
- (D) **Extended Resume Addendum:** *Optimized list of extensive accomplishments, public speaking, publications and/or honors*
- (E) **Resume Update:** *Revisions to bring your resume current, reflecting a new role or significant career evolution\*\**
- (F) *Two personalized **cover letters** geared toward specific targets*
- (G) *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

**Plans**

**A Silver, Gold or Platinum Plan** may be the right choice if you seek 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.

Plans may be devoted entirely to weekly or other periodic coaching sessions or include project-based components.

**SILVER PLANS**

*Silver Coaching Plan hours span approximately six (6) months if weekly sessions are elected, and hours for any Silver Plan are available for up to twelve (12) months.*

<p><b><i>Silver Coaching Plan</i></b>  <b><i>Leadership, Transformation and/or Other Coaching Areas</i></b>                  Twenty-five (25) coaching hours, including two-hour intake session</p>	<p><b>\$11,000</b></p>
<p><b><i>Silver Project-Based Plan (Executive Transition, Plan C)</i></b>                  Executive Resume + LinkedIn Profile                  Fifteen (15) hours of job search, interview prep, leadership and related coaching and/or writing support</p>	
<p><b><i>Silver Project-Based Plan (Board Candidacy, Plan C)</i></b>                  Board Resume + Executive Resume + Board Bio + LinkedIn Profile                  Ten (10) hours of job search, interview prep, leadership and related coaching and/or writing support</p>	
<p><b><i>Silver Personalized Plan</i></b>                  Equivalent services, as agreed</p>	

The Silver Plan is payable in advance.

As part of any Plan, you may apply four (4) hours to a 360-Degree Survey-Based Assessment or seven (7) hours to a 360-Degree Interview-Based Assessment.

Details about 360-Degree Assessments are on page 10 below.

## **GOLD PLANS**

*Gold Coaching Plan hours span approximately eight (8) months if weekly sessions are elected, and hours for any Gold Plan are available for up to sixteen (16) months.*

<b><i>Gold Coaching Plan</i></b> <b><i>Leadership, Transformation and/or Other Coaching Areas</i></b> Thirty-five (35) coaching hours, including two-hour intake session	<b>\$15,000</b>
<b><i>Gold Project-Based Plan (Executive Transition, Plan D)</i></b> Executive Resume + LinkedIn Profile Twenty-five (25) additional hours of coaching and/or writing support	
<b><i>Gold Project-Based Plan (Board Candidacy, Plan D)</i></b> Board Resume + Executive Resume + Board Bio + LinkedIn Profile Twenty (20) hours additional hours of coaching and/or writing support	
<b><i>Gold Personalized Plan</i></b> Equivalent services, as agreed	

The Gold Plan is payable in advance.

## **PLATINUM PLANS**

*Platinum Coaching Plan hours span approximately eleven (11) months if weekly sessions are elected, and hours for any Platinum Plan are available for up to twenty (20) months.*

<b><i>Platinum Coaching Plan</i></b> <b><i>Leadership, Transformation and/or Other Coaching Areas</i></b> Forty-eight (48) coaching hours, including two-hour intake session	<b>\$20,000</b>
<b><i>Platinum Project-Based Plan (Executive Transition, Plan E)</i></b> Executive Resume + LinkedIn Profile Thirty-eight (38) additional hours of coaching and/or writing support	
<b><i>Platinum Project-Based Plan (Board Candidacy, Plan E)</i></b> Board Resume + Executive Resume + Board Bio + LinkedIn Profile Thirty-three (33) additional hours of coaching and/or writing support	
<b><i>Platinum Personalized Plan</i></b> Equivalent services, as agreed	

The Platinum Plan is payable in advance or may be paid in two installments (first installment: \$9,750, including a \$500 installment fee; second installment: \$9,250) following the \$1,500 deposit.

## ***Coaching: Drilling Down***

Here is an expanded list of four key coaching areas with sample topics for each:

### ***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***

### ***You may extend any package or add additional hours:***

If you have a specific coaching or outplacement budget that exceeds or falls between any amounts listed above, we can design an individualized Suite or Plan to fit your needs, or you can add hours to any package as follows:

**Expanding or upgrading your package** within five (5) business days of your intake session:

You can add hours at the hourly rate of your current package or (if applicable) upgrade to a higher service level.

**Adding hours to your package** more than five (5) business days after your intake session:

If you add 2-3 hours at a time, payment per hour is 120% of the package hourly rate.

If you add 4 or more hours at a time, payment per hour is 110% of the package hourly rate.

If you add 6 or more hours at a time, payment per hour is at the package hourly rate.

### ***You may put your engagement on hold or terminate the coaching agreement:***

For a nominal fee, you may initiate a “Hold” to keep your engagement current and avoid a “Failure to Respond” if you need an extended break. For details, see Section 7(d) of your agreement.

Alternatively, you may terminate the coaching agreement for any reason at any time. Please see our Refund Policy for important information about early terminations and refunds payable (if any) at <https://annemariesegal.com/refund-policy>.

### ***How and when your documents will be delivered:***

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 coaching 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.

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

### ***Office closures that may affect delivery times above:***

**Please note** that if Segal Coaching LLC anticipates an office closure (generally for two weeks in July or August and two weeks in December of each year), this will be communicated in advance via email to clients with an active engagement. Such office closure may delay the delivery of any document above.

### ***Presentation Rates***

On-site speaking and similar engagements, plus travel time and expenses (as applicable):

**Day Rate (up to 8 hours):** \$8,000

**Half-Day Rate (up to 4 hours):** \$4,500

Online speaking engagements:

**Day Rate (up to 8 hours):** \$5,000

**Half-Day Rate (up to 4 hours):** \$3,200

Ms. Segal's speaker biography is available at [AnneMarieSegal.com/speaking](http://AnneMarieSegal.com/speaking).

### ***360-Degree Assessments***

We also offer 360-Degree Assessment surveys to your specifications and/or those of your human resources team, including the design, facilitation, administration, scoring, reporting of results, one-hour follow-up discussion with you including a plan of action (for one or more assessments):

**Initial Assessment<sup>+</sup>, Report and Discussion:** \$2,000 (or four package hours)

**Follow-Up Assessment<sup>+</sup>, Report and Discussion:** \$1,500 (or three package hours)

+ Includes up to ten (10) reviewers.

Similarly, we offer 360-Degree Assessment interviews, including the steps and stages above:

**Initial Interviews<sup>++</sup>, Report and Discussion:** \$3,500 (or seven package hours)

**Follow-Up Interviews<sup>++</sup>, Report and Discussion:** \$3,000 (or six package hours)

<sup>++</sup>Assuming a 30-minute interview with each of up to eight (8) reviewers comprised of your board of directors/trustees, leadership team, colleagues, clients and/or direct reports.

If you have a Suite or Plan with us, you can elect to apply hours in your package to a 360-Degree Assessment (i.e., apply the number of hours listed above). We can also offer discounts for multiple 360-Degree Assessments for two or more members of your management team.

### ***Team and Group Coaching***

Please contact us at [asegal@segalcoaching.com](mailto:asegal@segalcoaching.com) to inquire about options for team or group coaching. Alternatively, if you would like to consider joining an existing group Cohort with Segal Coaching LLC, please visit [www.annmariesegal.com/programs](http://www.annmariesegal.com/programs) for more information.