



Kathleen Rich-New, The Executive Woman's Coach

The Executive Woman's Coach offers confidential coaching and counseling programs for career women who want to increase their results, change their style, start a business or find more of the elusive life balance.

Coaching Strategies

Situation Specific Coaching- Providing immediate confidential consulting on current issues and concerns confronting the individual career woman. Examples include developing a critical presentation, interviewing for a new job, or handling difficult employee relations issues.

Longer-Term Development - Establishing longer-term personal, professional and career strategies personalized for each client.

Both Strategies Offer Immediate Value:

- Maximum flexibility with immediate access to meet the client's needs.
- High level of responsiveness. Phone calls returned within three hours, emails returned the same day. Other correspondence and faxes responded to within 24 hours of receipt.
- Maximum use of technology for client convenience so coaching is at the moment of need with no travel costs.
- Investment flexibility and privacy with payment from company or individual funds.

"Kathleen is an excellent listener. She has the ability to put management challenges in perspective and recommend positive solutions as a business partner. " - *Dr. Terry Crane, Sr. Education Advisor, Infotech Strategies, former Sr. VP AOL*

Typical Client Profile:

- Female executives, senior managers, professionals, business owners and individual contributors.
- Need for objective coaching on business issues or personal style issues to enhance competence, performance, and/or image.
- Willing to accept feedback, change behavior and/or consider situations in a different way.
- Results-oriented and practical.

- Need support with specific issues and/or with long-term plans, or need a sounding board to ensure effectiveness of current behaviors and performance.
- Need high degree of confidentiality for help at key times and requires fast response with options for action.

"I was able to address difficult employee issues successfully after working with Kathleen. She helped me clarify the issues and how to effectively communicate. I was much more calm and confident." - Sandee Casey, Sales Director, Apple Computer

Coaching Options

The options are available for 30-day intervals. If multiple intervals are booked, discounts are available.

<u>Option</u>	<u>Type</u>	<u>Specifics</u>	<u>Ideal for</u>	<u>Investment</u>
#1	Scheduled Access	3 half hour calls and up to 5 emails or faxes per month	Establishing longer-term personal, professional and career strategies	\$350 per 30 days
#2	Frequent Access	Up to 2 phone calls and 5 emails or faxes per week for review and suggestions.	Important situations or projects requiring focused assistance	\$500 per 30 days
#3	Unlimited Access	As many emails, phone calls, faxes, and letters as needed, responses not subject to normal business hours (e.g., a weekend call may be needed to prepare for a Monday morning meeting).	Urgent and critical projects or issues.	\$1000 per 30 days

- Unused calls are not cumulative and will not be "carried over" to the following month.
- Payments must be made in advance. There is a 5% discount for enrolling for two months at a time; 10% discount for three; and 15% discount for four or more.
- In all options, calls are returned within three hours and email within the same business day. Conventional mail, courier packages, and faxes are reviewed and replied to within 24 hours.

"I was well prepared for my interviews for a top executive position. Kathleen helped me redefine the results and successes I had achieved for a stronger resume and interview presentation. She responded quickly and always had excellent questions and ideas. I keep her number with me." - Towana Green, President & CEO, TVG Corporation

How to begin:

Send information on your position, goals, and what you expect from your Coaching Program by e-mail, fax, or regular mail. Then we will have a telephone consultation (at no cost to you) to determine if I can meet your needs and if we are a match. Once payment is made by check or credit card, we will set up a second phone conversation to discuss your particular needs and how best to proceed. (Since participation is limited, there may be a waiting list at times.) If you have questions call 321 452-7308.

Keep in mind; these programs are ideal for people who need fast, situation specific, objective help, as well as those who are seeking longer range assistance with career development and plans. You will never deal with anyone other than Kathleen Rich-New in these confidential programs.

"Since working with Kathleen I have streamlined by presentation, changed my marketing material and increased my accounts. All this adds up to more business. I feel more confident and comfortable in my new approach. " - *Mary Ann Balthaser, Marketing Executive, Metaleuca*

About The Executive Woman's Coach...

Kathleen Rich-New has been coaching career women for over 25 years. Her combination of a career leading change and innovation in top companies in Corporate America and her private consulting business gives her the practical experience to provide you significant coaching results. She is a speaker at regional and national conferences, co-author of *Looking for the Good Stuff...a guide to enjoying and appreciating life*, and writes a monthly newsletter for career women. She has an MBA from the University North Texas and a Master's degree in International Human Resources from the University of Dallas. She currently holds an appointment as adjunct professor at the Graduate School of Business professor at Webster University.

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