



POWER-UP COACHING PROGRAM  
**FOR FOUNDERS LOOKING TO  
 LEVEL UP**

Investment: \$7,200



**Denise Conroy**  
 3x CEO, F500 CMO

**LEARNING & ADVICE FORMAT**

- 8 50-min. 1:1, customized, virtual coaching sessions with Denise Conroy
- Access to Denise's guidance and advice outside of scheduled sessions. This includes investor pitch decks, LinkedIn profile editing, board document creation/editing, assistance with branding, thought leadership, etc.
- Complimentary access to my entire schedule of 4-hour, virtual workshops including:
  - *The 7: The Skills You Need to Thrive as an Executive*
  - *The Art of Storytelling: Presentations that Captivate*
  - *Understanding Financial Statements*
  - *Dig Deeper: Financial Analysis for the Non-Financial Executive*
  - *Crafting Superior Strategy*
  - *Exceptional Branding*
  - *Private Equity & the Middle Market*

**COACHING CURRICULUM**

Curriculum is 100% customized to your objectives and professional situation, and we use my 7-point framework that includes the following elements:

LEARNING & SELF-ACTUALIZATION	STRATEGIC THINKING	READING FINANCIAL STATEMENTS
<ul style="list-style-type: none"> <li>• Identifying your patterns</li> <li>• Managing emotions</li> <li>• Your triggers &amp; biases</li> <li>• Knowing your work style</li> <li>• Self-awareness</li> </ul>	<ul style="list-style-type: none"> <li>• Identifying gaps &amp; opps in the market</li> <li>• 6 strat. frameworks</li> <li>• Thinking hats</li> <li>• Strategic alignment</li> </ul>	<ul style="list-style-type: none"> <li>• 3 major fin. statements</li> <li>• Terms &amp; language</li> <li>• Making a business case</li> <li>• Ratios to know</li> </ul>
EYE ON THE BALL	EXECUTIVE AGILITY	SUCCESSION & CURATING TALENT
<ul style="list-style-type: none"> <li>• Career control</li> <li>• Your career blueprint</li> <li>• The 4 career modes</li> <li>• Identifying opportunity</li> </ul>	<ul style="list-style-type: none"> <li>• Decision frameworks</li> <li>• Strategic pivots</li> <li>• Communicating change</li> <li>• The power of abstract thinking</li> </ul>	<ul style="list-style-type: none"> <li>• Succession plans</li> <li>• Curating talent</li> <li>• Hiring strategies</li> <li>• Developing teams</li> </ul>
MULTIDIRECTIONAL RELATIONSHIPS		
<ul style="list-style-type: none"> <li>• Up, down, sideways &amp; out</li> <li>• Diplomacy</li> <li>• Identifying champions</li> <li>• Using power</li> </ul>		

# About Me



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## I propel women to where they belong: in power

I develop, guide and inspire the best in talented female executives so they can foster cohesion and impact at work and in the larger world.

I'm unique because I've been where most executive coaches haven't. I'm a 3x former CEO, 3x entrepreneur, former Fortune 500 CMO and for-profit board director. I not only understand the dynamics of businesses, I have insight into how your C-suite, board of directors and investors think.

Over my 30-year professional career, I've worked in a variety of industries including healthcare, retail/e-commerce, media, metals and management consulting. That experience has given me a broad understanding of business.

These days, I guide individual executives on their unique professional journeys and do team facilitation on a variety of topics including

- Strategic alignment
- Communication & diplomacy
- Team cohesion
- Storytelling & speaking
- Authentic executive presence

amazon

AIG

Microsoft

Paramount

United Healthcare

NOVARTIS

ucb

ANITA B.ORG

Clear Channel Outdoor

2K

IBM

SAIC