The Ashley R. Performance Program Overview



I'm Ashley, a former tech executive with over 15 years of experience in the Creative, Non-Profit, Education, and Technology industries. As a leader, I was known for running high-performing and engaged teams equipped with the tools they needed to consistently hit stretch goals.

In late 2023, I launched my coaching and consulting practice. To date, I've spent 500+ hours coaching leaders and executives in the Creative, Entertainment, Technology, and Consumer Lifestyle Industries. My Director, VP, and C-level clients all trust me to help them transform their approach to leadership.

Why Executive Coaching?

This executive coaching program is designed to develop high-performing leaders and drive measurable business impact. Many organizations invest in executive coaching as part of their professional development initiatives, recognizing that strong leadership translates to better decision-making, improved team performance, and higher retention.

Key Focus Areas:

My Elevate Coaching Program focuses on four critical areas that support leadership success at the leadership and executive levels:

✔ **Achieving and exceeding business goals** through strategic decision-making
✔ **Driving productivity & innovation** through clear communication and decisive leadership
✔ **Navigating organizational complexity** with high-leverage influence strategies
✔ **Optimizing personal performance** through emotional intelligence and leadership effectiveness

Benefits for Your Organization

Investing in executive coaching provides **a direct return on leadership effectiveness and business performance**:

- **Stronger leadership capabilities** – Improved strategic decision-making, communication, and team leadership
- **Higher employee engagement & retention** – Leaders who develop coaching skills foster stronger, more aligned teams

- **Enhanced business outcomes** – Clearer goal-setting, more effective execution, and better cross-functional collaboration

How Employer Sponsorship Works

Organizations can sponsor executive coaching through professional development budgets or leadership training programs.

- Available for direct company payment or reimbursement
- Accepts corporate credit cards, vendor setup, or invoicing
- Provides official receipts for HR documentation

Investment & Payment Options

- **Total Cost:** $3,195 (3-month program)
- **Eligible for employer reimbursement** under professional development, leadership training, or executive coaching budgets
- **Flexible payment options available**

How the Coaching Program Works

In each session, we work through real-world leadership challenges where you receive targeted feedback and actionable strategies to improve your performance. When relevant, I integrate tools like CliftonStrengths assessments and 360° feedback to accelerate growth.

Fully Customizable for Your Needs

While my program follows a structured approach, it's customized to address your specific challenges and goals. At the end of the program, we conduct a capstone session where I share personalized insights on your growth, achievements, and next steps.

Program Outline

Session 1: Leadership Deep Dive & Goal Setting

- Introduction to coaching, leadership self-assessment, and goal alignment
- Exploration of work & team dynamics, strengths, and leadership challenges
- Reflection exercise: Recent achievements, leadership style, and areas for growth

📌 *After Session 1, we select **2-3 of the following focus areas** based on your needs.*

Custom Focus Areas (Selected Based on Individual Goals)

1. Achieving Business Goals

Developing high-impact strategic priorities and executing for measurable results.

- Reviewing existing strategic plans and identifying stretch opportunities
- Refining goal-setting and execution strategies for yourself and your team
- Implementing **high-performance tracking & measurement techniques**

2. Driving Productivity & Innovation

Mastering communication and decision-making to **get the results you want**.

- Navigating resistance, influencing key stakeholders, and advocating for change
- Strengthening executive presence and delivering high-impact messaging
- Applying decision-making frameworks to complex leadership challenges

3. Navigating Organizational Complexity

Leading effectively within your company's structure—**even without direct authority**.

- Managing up and across to align with senior leadership & business priorities
- Leading with influence: **Driving initiatives without formal decision-making power**
- Creating **stakeholder communication & influence strategies**

4. Optimizing Personal Leadership Performance

Enhancing **emotional intelligence, communication, and leadership style** to accelerate career growth.

- Practicing **human-centric leadership** and conflict resolution strategies
- Mastering **giving & receiving feedback** to strengthen team relationships
- Protecting **emotional capacity** to avoid burnout and **prioritize high-impact work**

For executives on a C-Suite promotion track: 360-degree feedback integration available.

Final Session: Growth Assessment & Future Roadmap

Capstone session to reflect on achievements, progress, and next steps.

- Review key leadership improvements and tangible business impact
- Identify next-level growth opportunities for continued career acceleration
- Develop a **personalized leadership roadmap** for future success

Next Steps

Interested in learning more?
Let’s discuss how this program can align with your leadership goals and company initiatives.
Book a Discovery Call