



What is Coaching?

Coaching is partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. Ray co-designs all coaching packages and fees with each client. Coaching can help you:

- Clarify your vision for the life you want to live.
- Spark that fire to take action, and move toward your Best Self.
- bridge the gap between who you currently are and who you want to be

Develop more rapidly and produce more satisfying results.

After an initial complimentary “Ready To Roll” consultation, we’ll design a customized package, specifically designed around your goals and desired outcomes. We’ll negotiate your fees after the best possible package has been designed. The packages and services you see below are examples of what Ray’s other clients have received.

What is leadership coaching?

Leadership coaching can help you improve your leadership skills and results in a relatively short period of time. Leadership coaching helps executives, managers, and other formal and informal leaders to perform, learn, stay healthy and balanced, and effectively guide their teams to successfully reach desired goals and exceed individual and organizational expectations.

- Identify your strengths and growth areas as a senior leader.
- Leverage your strengths to work through your growth areas.
- Focus your attention on resolving key leadership challenges.
- Use proven tools and strategies to develop a detailed action plan for change.
- Track progress toward your plan and address areas needing further growth or attention.
- Create a detailed “post-coaching” action plan.



Coaching Services for Entrepreneurs + Leaders

The standard RayCoach subscription package is appropriate for current and aspiring entrepreneurs & leaders who want to clarify their vision for self, business, team, organization or community. First-time clients are strongly encouraged to consider this package. We'll work together to clarify your vision, identify and break through barriers; deepen your learning and forward your action towards those goals. The package usually lasts for six months, though many clients continue for a full year or more.

This package includes:

- One Discovery session (2 hours)
- One or two 45-minute individual coaching sessions per month by phone/Skype/Hangout
- 15-minute “laser coaching” sessions as needed in between sessions
- Unlimited contact via text, email and voice mail in between sessions

Executive Check-in

This package is appropriate for leaders who want to focus on growing specific skills and competencies. We'll work together to continue action toward your goals, resetting and measuring progress along the way. Sessions are scheduled based on your need for coaching, allowing for “ad-hoc” check-ins.

This package includes:

- 360-degree feedback collected and packaged to shape skills development work
- Ten 30-minute check-in calls, scheduled by client as needed.
- Focused specifically on helping improve leadership skills, whether you are a formal, informal, or untapped leader
- Customized leadership fieldwork assignments in between sessions

Coaching for Intact Teams

This package is designed for teams who are currently experiencing challenges as they move to their next success level. If your team has experienced past success, and needs to move to greater success, cohesion and effectiveness, Ray can work with you on a close-ended process to help you get from here to there in an efficient amount of time. Team coaching is always custom-designed, based on the team's current and desired states.



Get It Done! Breakthrough Day

This coaching “mini-retreat” is appropriate for continuing clients who need a major breakthrough, NOW! We’ll spend a concentrated amount of time (in person) together, working to clarify your goal and break through whatever was holding you back. Our mission: to help you leave the session with major breakthroughs and significant progress made toward a goal. If you’re a continuing client, and have to gain major progress on a “make-or-break” issue, this is a powerful way to get out of your own way and get it done!

This package includes:

- Half- or whole-day in person breakthrough session in San Francisco/Oakland, New York or Dublin*
- Space, materials, food & beverages for the time we spend together (You must be ready to unplug, disconnect, and focus for the entire time we work together!)
- Highly recommended for continuing clients, but available to anyone

*Note: Travel costs may be involved when outside of Ray’s Oakland or New York home bases..