

Critique, Evolve & Optimize Your Business

The CEO session (Critique, Evolve, Optimize) is my signature coaching program that takes entrepreneurs and at any stage from stuck to soaring.

Starting with an audit of business that will clarify your business's problems and potential. The **Critique** phase helps you to refine your ideal client, the problems your business solves, and the processes you need in order to succeed.

Clarity is the foundation of all successful businesses, and getting you a clear snapshot of what your business does, and who it does it for is our starting point.

When you know who you serve, and how, you can stop trying to be everything to everyone, and start taking meaningful action. The **Evolve** phase helps you create a road map based on your newfound clarity. Discover new and innovative processes that will move you forward, build your confidence, and increase your profitability.

Once the map is laid out, it's time to start your journey. The **Optimize** phase allows you to test and tweak your new collection of tools, with an experienced set of eyes and ears supporting you. Move forward in your business knowing that you have a partner in growth—someone you can check in with to make sure you're on the right track.

There are 3 phases to the CEO Session

PHASE ONE: Initial consultation

Phase one consists of a personal interview as well as a questionnaire. We will do a deep dive into your business's day-to-day operations, giving us a full picture of the pain points and challenges your business is facing. The information we collect helps us customize your session to address your specific needs.

PHASE TWO: Planning session

Phase two is a day-long strategic planning and consulting session with facilitators. We'll start by addressing the areas where small changes or new skills could increase productivity, work processes, and flow—and grow your revenue and profitability as a result.

The rest of the day is organized around filling those gaps and facilitated brainstorming, planning, training, and developing the skills required.

Topics that commonly arise in these sessions include (but are not limited to):

- Vision & Goals
- Branding and brand vibe/voice
- Capacity & Systems
- Staffing & Delegating
- Products & services changes or improvements
- Embedding & learning new productivity tech systems (SaaS)

Your day ends with a wrap up & action steps with a plan for the next three follow up sessions.

PHASE THREE: Follow-up

Phase 3 is made up of 6 additional follow-up accountability and skills training sessions, two a month for three months. This provides you with accountability and support as you implement the action steps and apply your new skills.

The CEO sessions are founded on the knowledge that we are currently experiencing a fundamental shift in the economy. Business has been forever changed and therefore, businesses need to adapt to better serve their clients and customers in new and innovative ways.

[Want to get started - book a virtual coffee](#)