



CORPORATE COACHING & WORKSHOP INFORMATION

Eliana Goldstein Coaching



Introduction

I'm a Certified Professional Career and Success Coach. Prior to this, I worked in sales for 10 years within the ad-tech industry and with a variety of start-ups. As a coach, I partner with companies and offers speaking presentations, workshops and executive coaching with the goal of helping employees learn key strategies, build the necessary mindsets and set goals to create the success they desire in their current roles and careers. As we continue to navigate big shifts in the workplace, my focus is providing professional tools to develop a more engaged and fulfilled workforce and thriving, employee-first companies.

WORKSHOP OPTIONS

ELIANA GOLDSTEIN COACHING

Your Career Journey: Design your path & vision to scale & grow where you are

- **Part 1: Exploring ways to facilitate your career growth**
 - Uncovering your skillsets and transferrable skills and using those to determine lateral moves and your internal growth path
 - How to self-advocate and put your new growth path into action
- **Part 2: Building on your current and new skillsets**
 - My 5-Step P.I.T.C.H. system to seamlessly build out an internal network
 - Leveraging your company resources to develop your skills
- **Part 3: Strengthening your confidence as you step into new roles**
 - Addressing your language and behaviors to exude more confidence as you grow

The Confidence Kick: Build your confidence & manage your imposter to become your own biggest advocate

- **Part 1: Unlocking your confidence by understanding what's blocking it**
 - The SLAM system: The stories, limiting beliefs, assumptions and monster message that prevent us from stepping into our most bold and confident selves in the workplace
 - What they are, how you can uncover them, and how to begin reframing them
- **Part 2: Understanding your imposter**
 - What imposter syndrome is, why we have it, and how to manage it
 - The recency effect: why we are often so focused on the negatives and forget all the positives
 - The 3-Part strategy for managing your imposter in your career
- **Part 3: Developing your confidence muscle**
 - Addressing our language and behaviors in the workplace

The Engagement Reboot : Uncover your unique skillset to build your brand & increase your career satisfaction

- **Part 1: Uncovering & building your brand**
 - The importance of brand building and why it makes such a big difference in regards to career fulfillment, performance, confidence and growth
 - The 5 areas that you must identify to cultivate your brand
- **Part 2: Self-Advocacy and sharing your brand**
 - How to begin sharing your brand outwardly with your co-workers and managers
 - Brand evolution and how to ask for feedback so you can consistently grow
 - How to gain support for your ideas from your co-workers and team

The Reset: Goal-setting & career visioning for a New Year

- Part 1: Why do we set goals and how do we build them so we keep them
 - Understand the reticular activating system and how it impacts our goals
 - Learn what to do to ensure we're more likely to follow through on our goals
- Part 2: How to develop our 1-year vision
 - Learn a prompt to help us outline our visions
 - Be aware of what type of language to use and how to then reverse engineer our visions to develop our goals
- Part 3: The steps to prevent ourselves from falling off course
 - Build awareness around what could get in the way of our visions & goals
 - Go through the steps to safeguard our visions & goals

Other General Workshop Topics:

Career Leadership & Advancement | Increased Employee Engagement | Efficient Goal Setting | Resume & LinkedIn Development | Time Management & Prioritization Skills | Internal Networking Strategies | Strategic Career Action Planning | Accountability Systems | Building Career Confidence & Resilience | Growth vs. Fixed Mindset

*Note these are general topics, but I can expand on any of them to come up with a custom workshop idea

SPEED COACHING

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Corporate Speed Coaching:

- I provide individual coaching in short-form sessions (about 25-minutes) where each person will have the opportunity to be coached & ask questions on a professional development topic most important to them so they walk away with a clear and actionable plan to implement.
- I'll request basic information on those who sign up ahead of the sessions (i.e. their names, departments, topics/goals they want to discuss) so I am able to prepare.

Examples of topics/competencies that can be covered:

- **Creating a 1-3 year plan for my role**
- **Learning how to better advocate for myself & develop my confidence to step into leadership**
- **How to uncover my unique skill set to grow in my role**
- **How to develop & demonstrate my leadership abilities**
- **Internal networking strategies**
- **Any other professional development topics that have been requested!**

TESTIMONIALS & PRICING

ELIANA GOLDSTEIN COACHING

Speed Coaching: Testimonials

| How satisfied were you | Any additional comments/feedback from your sessions? |
|------------------------|---|
| 4 | too short of a session wish it was longer! |
| 5 | I enjoyed meeting with Elianna and thought it was a great opportunity to get outside career advice. The pandemic makes it hard to collaborate with folks to learn from others so this session was helpful to hear outside advice. |
| 5 | I thought she was great and appreciate how individualized my session felt |
| 5 | Amazing session, very insightful |
| 5 | Eliana was super helpful in reframing fears I had in networking in a way that made it so much more approachable. I think this was extremely useful and a really great WAI offering. |
| 5 | None comes to mind. She gave me great advice on how to think about my next career move :) |
| 5 | |
| 5 | Eliana was so personable and really listened! |
| 5 | I would like some additional resources or literature to go along with her recs. |
| 4 | Overall it was a great session. The only addition is for their to be alignment on specific "prep work" to be done ahead of the session. |
| 5 | would love to have more access to career coaching in the future! |

Feedback after speed coaching event with ERG members at large tech company

Speed Coaching: Pricing

- **Full day of speed coaching: \$5,500**
 - Can accommodate approximately 14 people (includes 5-minutes in between each client)
 - Note: this can be split up into two blocks across two days

Workshops & Panels: Testimonials

"What a great session. I was impressed with how useful and tactical Eliana's guidance was and the engagement that came from the team!"

-Sarah S. VP, Strategic Engagement @ Fortune 500 Financial Services Company

"The workshop with Eliana was fantastic. She offered strategies to boost productivity & motivation among my team which I implemented and I've already seen increased communication & teamwork to meet & exceed our quota."

-Kenny A. Senior Sales Director @ Mid-Size Ad Tech Company

"Eliana, Thank you so much for facilitating such a powerful conversation. We had the most amount of engagement in the history of our ERG for this event - THANK YOU."

-Jessica L. Director Product Operations @ Leading online employment tech company

Workshops & Panels: Pricing

- **Standardized workshop:** One of the workshops shared in this deck with the ability to make small updates & customizations for your company/ERG - \$4,150
- **Custom workshop:** New, custom workshop created just for your company/ERG - \$5,000
- **Panel discussion:** Participating in / speaking on a panel - \$3,300



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