

PRICING PROPOSAL



WHOSE APPLE
EMPOWERMENT CENTER

We build disruption-resistant companies by challenging and empowering leaders to recognize, root out, and disarm disruptive minefields before they sideline productivity and stifle strategic progress. We equip leaders with formidable tools that empower *intrinsic* change, resulting in personal well-being and organizational productivity.

Unlike traditional external control-based approaches, our coaching method is based on *intrinsic influence*. Pre-pandemic paradigms are ineffective in post-pandemic organizational cultures. We address the core causes of post-pandemic staffing challenges, including the silent battles employees don't discuss. These battles fuel quiet quitting, reduced productivity, and attrition challenges. We ensure that employees are engaged and *transformed* through our intrinsic approach, which ignites the *influence* that drives sustainable leadership development results.

Consulting Services

Whose Apple Empowerment Center LLC offers executive/leadership consulting that addresses your leadership development and attrition objectives. We empower clients with specialized tools that cut to the core of limiting mindsets. Instead of pushing employees toward unsustainable goal achievement, our Intrinsic influence-based methodology goes beyond inspiration and motivation to *intrinsic transformation*. Our clients don't have to battle success-busting mindsets repeatedly. Our clients spend that time enjoying their personal and professional lives, which translates to sustained and disruption-free outcomes for the organization.

SERVICE AREA	HOURLY RATE	ESTIMATED HOURS	TOTAL ESTIMATED COST
Initial Consultation & Needs Assessment	\$180	1-2	\$180 - \$360
Leadership & Team Development	\$200	8-10	\$1,600 - \$2,000

Duration: 1 – 10 Hours
Delivery: Virtual (Phone or Zoom) or Onsite
Pricing: \$180 - \$200 Per Hour

Travel and Lodging for Consultations (Estimated)

- Travel Expenses (airfare): \$556 (Estimated Actual Round-Trip Cost)
- Mileage (to the airport): \$8.58 (Estimated Actual Round-Trip Cost)
- Airport Parking: \$ 24 (Estimate Actual Cost @ three days) = \$72
- Accommodation: \$129 (Estimate Actual Cost @ three nights) = \$387
- Meals and Incidentals (Per Diem): \$ 69 (@ three days) = \$207

Total Estimated Travel and Lodging Expenses: \$1,150 Per Onsite Visit (Estimated at 3) = \$3,450

Keynote and Motivational Speaking

Keynote speeches are motivational, impactful, engaging, and transformative. Attendees are empowered, focused, and ready to effect the change that influences engagement and sustainable cultural change. Dr. Williams' impact will go far beyond closing comments.

Duration: 45-60 Minutes
Delivery: Onsite or Virtual according to agency needs.
Pricing: \$7,500 in addition to travel expenses.

Travel and Lodging for Speaking Engagements (Estimated)

- Travel Expenses (airfare):⁵ \$556 (Estimated Actual Round-Trip Cost)
- Mileage (to the airport):⁶ \$8.58 (Estimated Actual Round-Trip Cost)
- Airport Parking:⁷ \$ 24 (Estimate Actual Cost @ three days) = \$72
- Accommodation:⁸ \$129 (Estimate Actual Cost @ three nights) = \$387
- Meals and Incidentals (Per Diem):⁹ \$ 69 (@ three days) = \$207

Total Estimated Travel and Lodging Expenses: \$1,150 Per Onsite Visit (Estimated at 3) = \$3,450

Individual and Group Coaching

Leadership Development Coaching - INDIVIDUAL

Focuses on enhancing leadership skills such as communication, decision-making, strategic thinking, and team management. Sessions may include feedback sessions, progress reports, and progress tracking. Coaching may focus on the following:

- Emotional Intelligence
- Change Management
- Conflict Resolution
- Decision-Making

Duration: 60 Minutes
Delivery: Virtual (Phone or Zoom)
Pricing: \$350 Per Hour

Leadership Development Coaching - GROUP

Focuses on enhancing leadership skills such as communication, decision-making, strategic thinking, and team management. Sessions may include feedback sessions, progress reports, and progress tracking.

- Emotional Intelligence
- Change Management
- Conflict Resolution
- Decision-Making

Group Size: 10-20 Participants
Time: 90 Minutes
Delivery: Virtual or Onsite
Pricing: \$5,000 - \$7,000 Per Workshop (Depending on the Number of Participants)

⁵ Airfare based on pricing as of June 26, 2024.

⁶ Mileage reimbursement rates based on 2024 US General Service Administration (GSA) Private Owned Vehicle (POV) rate of 67 cents per mile.

⁷ Airport parking based on Gerald R. Ford Airport long-term parking rates at \$24 per day.

⁸ Accommodations based on 2024 GSA CONUS daily lodging rates (excluding taxes) | October 2023 - September 2024.

⁹ Per diem rates based on 2024 US GSA CONUS Meals & Incidentals (M&IE) rates.

Team Effectiveness Coaching - INDIVIDUAL

Works with executive teams to improve collaboration, communication, and performance. Includes team assessments, facilitated workshops, and action planning. Coaching may focus on the following:

- Navigating and Managing Change
- Conflict Resolution
- Burnout Prevention
- Imposter Syndrome

Time: 60 Minutes
Delivery: Virtual (Phone or Zoom)
Pricing: \$350 per Hour

Team Effectiveness Coaching - GROUP

Works with executive teams to improve collaboration, communication, and performance. Includes team assessments, facilitated workshops, and action planning. Coaching may focus on the following:

- Navigating and Managing Change
- Conflict Resolution
- Burnout Prevention
- Imposter Syndrome

Group Size: 10-20 Participants
Time: 90 Minutes
Delivery: Virtual or Onsite
Pricing: \$5,000 - \$7,000 Per Workshop (Depending on the Number of Participants)

Stress Management | Work-Life Balance | Burnout Coaching - INDIVIDUAL

Addresses stress, burnout prevention, and achieving work-life harmony. Techniques include mindfulness practices, time management strategies, and boundary setting.

- How to recognize the 12 stages of the Burnout Progression
- What to Do if You are in a Burnout Progression
- Rooting Out Tolerations
- Values Analysis
- Time Analysis
- Focused Control and Influence
- Physiology of Anxiety and Stress
- Anxiety-Busting Secrets from the Movie Inception

Time: 60 Minutes
Delivery: Virtual (Phone or Zoom)
Pricing: \$350 per Hour

Stress Management | Work-Life Balance | Burnout Coaching - GROUP

Addresses stress, burnout prevention, and achieving work-life harmony. Techniques include mindfulness practices, time management strategies, and boundary setting.

- How to Recognize the 12 Stages of the Burnout Progression
- What to Do When an Employee is in a Burnout Progression
- Developing Agile Support Processes
- How to Support Employees in the Post-Burnout Aftercare

Group Size: 10-20 Participants

Time: 90 Minutes

Delivery: Virtual or Onsite

Pricing: \$5,000 - \$7,000 Per Workshop (Depending on the Number of Participants)

6-Month Coaching Program

INTRINSIC-INFLUENCE COACHING METHOD
Whose Apple Dynamic Coaching and Consulting Services

We empower our clients with specialized tools that cut to the core of limiting mindsets. Instead of just pushing them along a path to unsustainable goal achievement, intrinsic influence methodology goes beyond inspiration and motivation to intrinsic transformation. Our clients don't have to repeatedly battle success-busting mindsets. Our clients spend that time enjoying their personal and professional lives, which translates to sustained and disruption-free outcomes for the organization

Location	Programming GPS	Eliminate Roadblocks	Destination
<p>Thorough analysis of the leader's current status. This sets the foundation for a customized coaching strategy.</p>	<p>Designing the leader's desired destination the route they will take, and plans for when they reach goals.</p>	<p>Roadblocks are blind spots that sidetrack goal success. Leaders proactively root them out before they sidetrack progress.</p>	<p>On the road to their destination, leaders gain definitive, actionable, tools to stay in a sustained progression well after the coaching relationship ends.</p>

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Phase 1: Assessment and Goal Setting (Month 1)

Initial Assessment Session

- A comprehensive intake interview with the supervisor and Leader identifies challenges, strengths, and coaching goals.
- Review of all available 360 feedback and psychometric assessments.

Goal Setting and Development Planning

- Define SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound).

- Collaborate with the Leader to develop the action plan outlining key milestones and strategies for achieving goals.

Group Size: 2 (Supervisor and Leader)
Time: 90 Minutes
Delivery: Virtual (Phone or Zoom)
Cost: \$400 for a 90-minute session

Phase 2: Mindset Development and Coaching (Months 2-5)

Bi-weekly Coaching Sessions:

- Eight (8) 60-minute sessions (including session, recap, and setting assignments as needed).
- Address limiting mindsets causing change resistance, communication challenges, poor decision-making, and ineffectual team management.
- Develop strategies for maintaining goals, leveraging emotional intelligence strategies, and eliminating mindset interferences.

Time: 60 Minutes
Delivery: Virtual (Phone or Zoom)
Cost: \$350 per session, totaling \$2,800 for eight sessions

Midterm Review Session (Month 4):

- Assess progress towards goals (with the Leader), incorporating any written or verbal feedback from the supervisor.
- Adjust the coaching plan if necessary.

Time: 90 Minutes
Delivery: Virtual (Phone or Zoom)
Cost: \$450 per session

Phase 3: Integration and Sustainability (Month 6)

Final Assessment and Future Planning:

- Review of achievements and challenges encountered during the coaching journey.
- Review strategies for maintaining and further developing leadership emotional intelligence and mindset interferences post-coaching.

Time: 90 Minutes
Delivery: Virtual (Phone or Zoom)
Cost: \$400 for a 90-minute session

Summary of Cost 6-Month Coaching Program

Coaching Phase	Cost Per Person
Phase 1: Initial Assessment and Goal Setting	\$ 400
Phase 2: Mindset Development and Coaching	\$2,800

Midterm Review Assessment (90-Minutes)	\$ 450
Phase 3: Integration and Sustainability	\$ 400
TOTAL:	\$4,050.00

Additional Coaching Costs

Materials, Handouts, and Resources (Hardcopies Only)

- Training Manuals and Workbooks: \$45 per participant¹⁰
- Handouts and Printed Materials: \$10 per participant
- Electronically Delivered Workbooks and Handouts: \$ 5 per participant

Training Session Preparation and Design Time

- Needs Assessment and Customization: 10 hours at \$50/hour = \$ 500
- Customization and Development: 20 hours at \$50/hour = \$1,000
- Review and Revisions: 5 hours at \$50/hour = \$ 50

Total Preparation and Design Cost: \$1,550 (Estimated at 3 Sessions) = \$4,650

Key Personnel and Hourly Rates

Dr. Linda F. Williams, DSW: \$ 50/hour
Lead Executive Coach I Trainer

Travel Expense for Onsite Training (Estimated)

- Travel Expenses (airfare):¹¹ \$556 (Estimated Actual Round-Trip Cost)
- Mileage (to the airport):¹² \$8.58 (Estimated Actual Round-Trip Cost)
- Airport Parking:¹³ \$ 24 (Estimate Actual Cost @ three days) = \$72
- Accommodation:¹⁴ \$129 (Estimate Actual Cost @ three nights) = \$387
- Meals and Incidentals (Per Diem):¹⁵ \$ 69 (@ three days) = \$207

Total Reimbursable Expenses: \$1,150 Per Onsite Visit (Estimated at 3) = \$3,450

¹⁰ May be lower depending on page count. Electronically delivered manuals and workbooks will be lower .

¹¹ Airfare based on pricing as of June 26, 2024.

¹² Mileage reimbursement rates based on 2024 US General Service Administration (GSA) Private Owned Vehicle (POV) rate of 67 cents per mile.

¹³ Airport parking based on Gerald R. Ford Airport long-term parking rates at \$24 per day.

¹⁴ Accommodations based on 2024 GSA CONUS daily lodging rates (excluding taxes) | October 2023 - September 2024.

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