

COACH *Alli* LEVIN

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CORPORATE
PROGRAM

ABOUT CLEAR

After thousands of hours of coaching over the last 15 years, the number one thing women ask is: “How do I get ahead around here?” And the number one thing the organizations that employ them ask is: “Where are the women?”

Here’s the reality: for every 100 men promoted to manager, only 85 women are promoted. And by the time they reach C-Suite level, women only account for 24% of the workforce.

In fact, in a recent McKinsey & Company survey entitled “Women in the Workplace 2021,” they found that there’s an inverse relationship with the number of women proportionate to men as the management level rises.

It's time to flip that data. Because:

- Companies in the top-quartile for gender diversity on executive teams were 21% more likely to outperform on profitability.
- Having female senior leaders creates less gender discrimination in recruitment, promotion and retention.
- According to the GFP Index, Fortune’s “most admired” companies have twice as many women at the senior management level.
- Women are often viewed as more competent leaders than their male counterparts.
- Research by Deloitte suggests that companies with an inclusive culture are six times more likely to be innovative, and twice as likely to hit or better financial targets.
- 82% percent of professional working women believe access to and networking with female leaders will help them advance in their career.

I’ve developed a simple, effective, 5-step model to help women rise in any organization. I call it CLEAR: Clarity, Learning, Engaging Allies, Awareness, and Resilience.

SAMPLE WEEKLY BREAKDOWN

Week	Activity	Description
1	Forming a cohort	During this introductory coaching session, the women will connect, build psychological safety, and contract with one another about commitments to the course and confidentiality. We will set the context for the course and go over logistics and expectations.
2	Gaining clarity	During this week, participants will complete the first module on Clarity, including videos and exercises on where they see themselves in the future, how to align their work with their core values, and a strengths-based exercise which will require them to gather feedback.
3	Clarity coaching	Group coaching on what came up for the women during the exercises.
4	Learning about systemic challenges	Participants will watch videos with corresponding exercises. Material covers the case for gender balance at work, constructive approaches to dealing with unconscious bias, overcoming the perfection trap and the disease to please, and structuring effective 1:1s with managers.
5	Learning coaching	Group coaching on what came up for the women during the exercises.
6	Building an empowering network	Participants will watch videos with corresponding exercises. Material covers the importance of networking from mentor to sponsor, how to exercise influence and persuasion and developing a pitch that will lead others to want to support them in their careers.
7	Engaging Allies coaching	Group coaching on what came up for the women during the exercises.
8	Creating awareness	Participants will watch videos with corresponding exercises. Material covers health and wellbeing and the effect of stress on the body, the amygdala hijack and how to recognize triggers, and energy management.
9	Awareness coaching	Group coaching on what came up for the women during the exercises.
10	Cultivating resilience	Participants will watch videos with corresponding exercises. Material covers learning about growth mindset, how to establish focus of control, practicing gratitude and building a balance wheel that includes healthy habits.
11	Resilience coaching	Group coaching on what came up for the women during the exercises.
12	Closing session	In this final coaching session, women will share what they've learned, how they've developed in their careers, what they are letting go of and what they are taking away.

ABOUT CLEAR

Because women who receive career coaching:

- Are clear on their career goals
- Articulate their strengths and believe in them
- Create clear plans of action for growing and developing in their roles
- Overcome the limiting beliefs that hold people back from peak performance
- Are equipped to have meaningful conversations with their managers about career advancement
- Know how to link their contribution to business objectives
- Build strategic networks
- Maintain optimism and resilience in the face of setbacks
- Get promoted!

Enroll your team in CLEAR today so they can stop wondering what's holding them back from their next promotion. It's time to help them get unstuck and prepare them for a clear, confident career that feels good!

Upon completion of the program, companies create a Slack channel or other alumni portal which participants from subsequent cohorts join. Over time, this will become a vibrant peer learning space to share strategies for career growth and support for overcoming obstacles to getting ahead.

INVESTMENT

\$1,400 per participant, per cohort, capped at 15 participants per cohort. Cohorts should be comprised of ambitious women, none of whom report to one another, and be curated to ensure that you're building the right relationships across the organization to support cross-functional collaboration.

SUCCESS STORIES

"Ali's coaching has been nothing short of career defining for me. The self awareness development, personal change frameworks, and growth mindset transformation have elevated my impact as a leader. Using Ali's techniques, I get feedback on how quickly I build trust and create higher performance. It's a toolkit I will lean on for life!"

-Vivienne Sung
VP of Product, Bumble

"Through these courses, I refined my career vision and was equipped with tangible actions to make that vision a reality. The live coaching calls with Ali were invaluable! They reinforced the value of each lesson and kept me accountable to advocate for myself each week. No matter where you are, this course will help you articulate goals that align with your values, and provide tangible steps to make them happen."

-Carly Owens

"My career as a leader completely took off after meeting Ali. She has transformed how I approach problems, show up, and build relationships. Her thoughtfulness and unprecedented ability to speak to my brain and heart at the same time has made a huge difference to how I lead."

-Ola Sitarska
Senior Development Manager, Shopify

UPCOMING PROGRAM DATES

The CLEAR Corporate coaching program is offered throughout the year, pending availability.

NEXT STEPS

Book a call with Ali [here](#) to discuss how CLEAR can benefit your team.



ABOUT ALI

Ali Levin is an executive coach and leadership development expert.

She helps build strong organizational cultures and high performing teams by creating the conditions for people to trust and challenge one another. She supports associates and partners in some of the largest and most profitable law firms through developmental programs designed for leaders, mentors and women. She also coaches members of the executive teams at several hyper growth tech companies. Some of her clients include the University of Oxford's Saïd Business School, the Young President's Organization, Hogan Lovells, Motional, Pollen and Kajabi.

Previously, Ali spent ten years as a labor and employment lawyer in the US where she was recognized by Chambers USA. Ali holds a BA from the University of California, Santa Cruz; a JD from Northeastern University School of Law in Boston, Massachusetts; an MA from City University in London; and a Postgraduate Diploma in Organizational Leadership from the University of Oxford's Saïd Business School.

She is an accredited senior practitioner coach by the European Mentoring and Coaching Council, recently served as a Board member of the President's Institute in Copenhagen, Denmark and currently serves on the Foundation Board of the Orange County School of the Arts.



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