



Summary of Services

Caitlin Miller
Executive Coach

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1. Who are my clients?

Most of my clients are high performing senior and mid-level executives in the US and UK looking to continue their career as an employee or strike out on their own. Committed to excelling in everything they do, they are passionate about doing work that makes a difference and creating a life that has meaning.

My first encounter with a client often takes place when they find themselves in a period of transition. We also tend to meet because they are looking to raise their leadership game and take the lid off their team's performance.

Clients work with me to quickly learn how to harness the power of breakthrough thinking and direct it in service of their goals. They have 'other side of possible' goals they are committed to achieving and are open to upgrading the way they operate to make their vision a reality.

A few of the larger and better-known companies that appear on my client list include:

Adobe	Genentech
Amgen	Halliburton
AVIS	HP
BioMarin	NatWest Private Bank
British Medical Association	Pepsi
Cable & Wireless	Reckitt Benckiser
Cisco	Royal Bank of Canada
Coutts Bank	Royal Bank of Scotland

I also work with executives in small- to medium-sized organizations as well as passionate (social) entrepreneurs, brilliant scientists and the occasional non-profit.

My clients come from every background and personality type. What they have in common is a burning desire for *more*: more awareness; more skill; more satisfaction; more freedom; more productivity; more balance; more peace; more miracles; more control. They understand the power of focus and are not afraid to commit to achieve the outcome they want. They are tired of working long hours and excited at the prospect of reducing their workweek (but not their results).

Testimonials regarding my unique approach to personal and corporate transformation and my ability as an executive coach can be found here:

My personal website: <http://caitlinmiller.com>

The BT4L Coaching Academy website: <http://bt4lcoachingacademy.com>

2. Why do clients hire me?

- To show them how to produce a significant, measurable, 'other side of possible' breakthrough result in the current quarter or financial year
- To create self-managing teams that free up their time, allowing them to operate at a more strategic level
- To take their problem-solving skills to the next level so that they can energize themselves, their team, their department or the entire company
- To achieve and maintain a culture of innovation or excellence
- To learn to make decisions they can trust at the speed of life
- To meet critical deadlines and targets that are currently out of reach
- To become more effective at what they do and work fewer hours (or produce bigger and better results without lengthening their workweek
- To reconnect to their initial source of motivation - or discover a new one
- To create a vision that excites and ignites every member of their team and convert them into 'willing followers'
- To discover a practical new approach to strategic planning and implementation that makes it possible to consistently out-perform past performance in a sustainable and fun way (i.e. without leaving 'dead bodies' by the side of the road)
- To identify the right strategic direction for their business
- To answer the question 'what's next?' regarding their life or career and show them how to make the leap they need to make
- To understand what leadership looks like on a day-to-day basis and raise their game so that everyone notices (in a good way)
- To think their way out of a crisis
- To learn how to do more with less (without causing everyone to slog to make up for the deficit)
- To transform an existing organization or create a new one from scratch

3. Who am I?

- A Londoner by birth, I work and live in the two places I call home: the San Francisco Bay Area and London. I have a good degree from a good university but rarely use it. Helping people to realize their potential is my passion. Due to my friendly nature, I am often mistaken for an extrovert.
- The past 22 years have been devoted to the study of transformation, innovation and high performance at both a corporate and personal level. The programs I teach essentially act as user manuals for the mind.
- Over the past two decades I have coached more than 10,000 executives in the US and UK. My unique approach to personal and corporate transformation - Breakthrough Thinking for Leaders (BT4L) – gives clients the skills they need to produce the outcomes they want.
- I spent the decade from 1997 to 2007 partnering with senior execs to help them transform and reinvent their organizations. By all accounts, each project was a great success. Today, I prefer to give leaders the skills they need to bring about their own personal and corporate transformations without having to rely upon external expertise. I also offer train-the-trainer programs to help organizations bring the critical Breakthrough Thinking for Leaders skill-sets in-house.
- It would be dishonest of me to say that I designed these tools and techniques for my clients. My search began during evenings and weekends in a bid to solve my own problems. The more executives I coached, the more it became clear that *their* challenges were the same as mine. As I began to share the tools I had discovered, adapted and invented it became clear that the tools worked equally well for everyone regardless of personality type, cultural background or sex.
- In this last decade (2007-2017) I extended my focus to help executives tackle the many life challenges that inevitably impacted their performance at work. These included career path, transition, health, relationships and stress management). I offer 1:1, small group (3-4 people) virtual programs to private clients taking responsibility for their own development. These programs are also available to corporate clients.
- In 2017 I plan to reach a wider audience via the BT4L Coaching Academy and the publication of my first book on the topic of breakthrough thinking.
- You can find out more about me here: <http://caitlinmiller.com/about-caitlin/#bio>. My contact information is at the end of this document.

4. What corporate services do I offer?

- **Executive coaching**

Breakthrough Thinking for Leaders (BT4L) is a dynamic, rigorous approach to transformation that can be applied to any corporate or personal challenge.

As a result, I can coach clients on every topic on the work-life continuum. My extensive experience coaching individuals, teams and entire organizations makes it possible for me to build powerful relationships with clients facing challenges in more than one sector of their world.

I am sometimes brought in to coach 'problem children'. Individuals appearing on the radar in this way tend to be highly intelligent and passionate. As such, they respond extremely favorably to the BT4L approach and quickly put the skill-sets to good use.

Executives who benefit from working with me have a variety of motivations:

- They may wish to take their own (or their team's) performance to the next level, to meet a challenge or to free up more time to work strategically.
- They may want to up-skill in preparation for a promotion or other type of transition that has already taken place or is looming on the horizon.
- They may need some support making their vision more concrete, developing a strategic plan or shifting the culture of the organization so that what needs to happen occurs quickly and painlessly.

Visit: <http://caitlinmiller.com/executive-coaching/> for more information about the executive coaching services I offer.

- **Off-site design and/or facilitation**

I offer a soup-to-nuts design and facilitation service for off-sites and corporate retreats in the US and UK. I can also design and implement a specific piece of work to be integrated into a pre-determined agenda. Visit <http://caitlinmiller.com/off-sites-team-building/> for more information.

- **Group coaching programs (groups of 4 or 8)**

I offer powerful small group coaching programs both on-site and virtually. In addition, organizations may sponsor individuals attending small group ('public') programs that are open to executive from other organizations. This outsourced option gives executives access to the development they need at a reasonable price without having to wait for an in-house program to be scheduled.

Private or public virtual programs are an excellent way for HR/OD/L&D professionals to gauge the effectiveness of a particular BT4L program before rolling it out to a larger audience. Virtual pilot groups consisting of 4 individuals from your company can be scheduled more quickly than on-site programs and are extremely cost-effective. For more information visit <http://caitlinmiller.com/group-coaching/>.

- **Consulting**

I am available to consult on a wide range of topics. My areas of specialty include:

- Vision and values
- Strategy development
- Strategy execution
- Culture change and reinvention
- Issue-busting
- Crisis management
- Innovation
- High performance
- High performing teams including
 - Creating self-managed teams
 - Reinventing under-performing teams
 - Multicultural teams
 - Virtual teams
- Career development
- Executives in transition
- Health and well-being in the workplace
- Stress management
- Mindfulness
- Personal effectiveness

Visit <http://caitlinmiller.com/consulting-services/> for more information.

- **Train-the-trainer (BT4L Certification)**

I offer on-site and virtual corporate train-the-trainer programs for many programs in the BT4L curriculum. BT4L certification occurs on a program-by-program basis. Certification is awarded on an individual basis (and not by organization).

Nominated individuals from your organization may also enroll in 'public' certification programs. (Public programs are open to executives from any organization. Usually, individuals pay for their own development.) For more information visit:

<http://caitlinmiller.com/train-the-trainer.>

5. Where do I work?

Virtually: around the globe via videoconference and teleconference. The system I use is zoom.us but I am happy to use your in-house videoconferencing system if that is more convenient.

I am available to work in person in the following areas (my two home bases):

- **UK:** London and Surrey
- **US:** San Francisco Bay Area

6. What is Breakthrough Thinking for Leaders (BT4L)?

Breakthrough Thinking for Leaders (BT4L) is an approach to coaching that allows individuals, teams and entire organizations to create game-changing outcomes in a fun and sustainable way. BT4L follows the natural three-step process of creation:

Step 1 – Decide: how to make sure you have the right goal

Step 2 – Design: how to identify the best route from ‘here’ to ‘there’

Step 3 – Deliver: how to circumnavigate the obstacles that stand in your way

There are six versions of the BT4L approach:

BT4L WORK	Transform your business and personal effectiveness
BT4L LIFE	Reinvent your life path, job or career
BT4L BODY	Upgrade your health and vitality
BT4L LOVE	Create powerful, drama-free relationships
BT4L SELF	Manage stress and develop mindfulness
BT4L SHE	A feminine approach to leadership and power

Each version of the Breakthrough Thinking for Leaders approach gives executives access to powerful leadership tools and strategies that they can use to tackle challenges in a particular area of their life. Skills learned in one domain can easily be applied to another.

What is important is that they tackle their challenges in order of importance. As executives move from area to area they begin to realize how they have already assimilated certain key skill-sets and learn how to take them to the next level.

Extensive information on all six BT4L systems can be found on the BT4L Coaching Academy website: <http://bt4lcoachingacademy.com/>.

7. What is the BT4L Coaching Academy?

The BT4L Coaching Academy was established to make it easier for executives to get the support they need when they need it. Instead of relying upon one coach for all their coaching needs, in the not-so-distant future clients will be able to call on a variety of coaches according to their specialty focus and receive a consistently high level of guidance that hits the spot.

Over time, certain exceptional coaches will become teachers, making the Breakthrough Thinking for Leaders curriculum even more accessible to clients around the world.

The BT4L academy is different in three fundamental respects from other coaching academies:

1. **Every coach was (or still is) an executive:** A coaching background is not required in order to become a certified BT4L coach. (In fact, it may prove to be a hindrance.) It is, however, a prerequisite to have at least five years of experience as a mid- or senior-level executive if you want to become certified to lead any program in the BT4L curriculum.
2. **Every coach is a specialist:** BT4L coaches achieve certification on a program-by-program basis (i.e. not generically). This allows coaches to focus on topics about which they are most passionate and to develop a level of expertise in that topic. For you as a client, it will mean that you can always rely on the coach you hire to get the job done.
3. **Each program is based on a proven system that guarantees results:** The timing, structure and content of every BT4L program ensure that nothing is left to chance. This means that your BT4L coach is free to focus their full attention on showing you how to upgrade your *modus operandi* to meet your current challenge.

All of this means you can count on the BT4L coach you hire to be passionate about their topic, understanding of your situation and 100% focused on what matters: showing you how to produce the breakthrough result you identified at the outset of the program.

8. What is the philosophy behind the BT4L approach?

- I. The education system teaches us *what* to think, but not *how* to think. As a result, we actualize very little of our potential. Learning how to use the supercomputer (our mind) is the quickest way to change our reality.
- II. Transforming the way you make decisions is the most important personal breakthrough of all – because the decisions you make determine the outcomes you are capable of creating. When you can trust the decisions you make (because they are right), you make more of them more quickly – and transform reality.
- III. Being able to trust the decisions you make radically alters other people's opinions of you. They also begin to trust you more.
- IV. Overworking is a sign that something needs to change. It makes us less creative, less innovative and less resourceful. Upgrading your operating system has the opposite effect.
- V. We experience unnecessary suffering because we lack the tools and skills to avoid, prevent and address energy-sapping drama.
- VI. We also suffer because we do not know how to engage in whole-brained thinking. Whole-brained thinking is the secret to envisioning, whether it's a personal vision of your life or a vision of what's next for your department or business.
- VII. Having a robust process for problem solving (that you can apply to any situation) is the key to retaining the dynamism of a start-up. Many executives do not have access to such a process. As a result, their lives, as well as their organizations, are overworked and sluggish. It doesn't need to be this way.
- VIII. It is not necessary to leave the corporate world, change career tracks or switch jobs to escape the 'half life' in which many executives feel trapped. What *is* required is that you accurately identify your unique contribution and find suitable outlets for its expression. (The answers will surprise you.)
- IX. There is so little genuine leadership in the world: the person who provides the leadership that people need will find themselves respected, admired, consulted and appreciated. Learning the secret art of creating willing followers is a skill every leader needs.

9. What are my fees?

A detailed schedule of my fees in dollars and sterling can be found on this page:

<http://caitlinmiller.com/fees/>

(Fees for on-site and off-site retreat design and facilitation, including the inclusion of one or more Power Gem programs, can be provided once I am in receipt of a clear brief regarding your objectives, budget and location.)

At the top of the page you will find a fee schedule for corporate clients. Below it, a fee schedule for private clients (i.e. individuals not sponsored by their companies).

10. When can you read my first book?

My first book on the topic of leadership and transformation is called 'Alive!' and hits the bookshelves on January 7 2018. Pre-launch copies will be available exclusively to clients and subscribers on my private membership list on September 7 2017.

'Alive' shows readers how to transform the way they make decisions, set goals and design their life so that they remain personally ignited and excited about their own personal future. It tackles topics that currently lay beyond the reach of HR, OD and L&D professionals and removes the 'invisible handbrake' on performance at work (and elsewhere) that the individual must release.

The book, like the program (BT4L LIFE – Step 1: Decide), is focused on a particular topic: getting clear on what's next for your life as a whole. However, the teachings and thinking frameworks it outlines are applicable to many other areas of life, including work.

11. How can I be contacted?

If you are interested in working with me and would like to set up a time to talk please email me via the Contact page on my website: <http://caitlinmiller.com/contact>

To minimize email Ping-Pong, please include two or three days and times that work for you within the next seven-day period and I will confirm a mutually convenient time by return.