

2019 Vivid Vision



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The following is my 2019 Vivid Vision. Creating a Vivid Vision brings the future into the present, so we can have clarity on what we are building now. It is a detailed overview of what my business will look like, feel like and act like three (3) years out - by December 31, 2019. Sharing it with others helps it become a reality. Because of their clarity, CEOs and Founders globally are using Vivid Visions instead of traditional Mission or Vision Statements and Teams are helping to ensure they become a reality.

WHY I DO WHAT I DO

Why I “do what I do” is simple and clear - I love helping women of all ages turn their intentions into action!

MY PROGRAMS FOR 2019

My content is about helping women leverage my leadership, coaching and teaching expertise, and is designed specifically for working women and moms. It’s easy to absorb and put into action.

Revenue is split equally over activities which require me to deliver, such as speaking and coaching and workshops, and passive income streams which are generated due to my growing Living Intentionally Movement!

People are registering for my online and teleconference programs and purchasing my past event videos of my

speaking so their employees, team, friends and colleagues can see me live.

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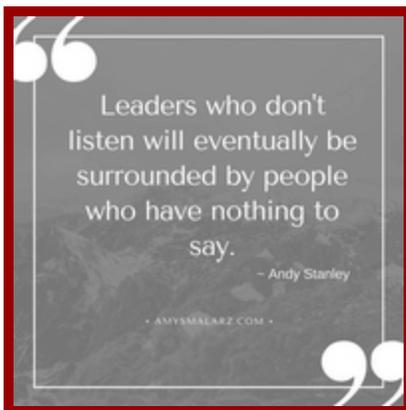
SPEAKING

I am frequently invited to present at meetings hosted by leading Women Leadership Organizations and sister Supporters. My keynote talks at large scale events produced by State Street, Simmons College, Huffington Post, TED and International Women's Summit garner national accolades. Speakers Bureaus enthusiastically book me to speak at their top clients' events and I am distributing copies of my books to all attendees.



COACHING AND MENTORING

I only accept clients that are women ready for more... Women who are determined. Not desperate. Women who accelerate with structure, accountability and who want to be a part of an exclusive, tight-knit community. These clients stay with me for an average of 6 months and then move into my Master of Intention Mastermind where they go to an even higher level, intent, and learn from my other high performing, intentional living women excelling in my program. I set a maximum of 20 clients per month to allow life balance. The terms of my coaching agreements are simple; I work with my clients for a minimum of 3 months and 25% of the 3-month fee is required to commence.



I have committed to helping young women 16-22 years old as well. I understand these women may not have the Cash flow to utilize a coach like me. To solve this, three Corporate Sponsorships are collected each year to support 50 young women who graduate from my program each year.

Applications for this program are exceptional and there is always a waiting list to enroll.

UNLEASH YOUR INNER WARRIOR SUMMIT SERIES

Unleashing Your Inner Warrior Summit Series (UIWS) is in it's third year and is super successful! Women from around the country are members and are unleashing and unbecoming - and living with greater intention. The UIWS has 150 annual members and we offer paid "Unleashing" trial memberships to try out the program.

UIWS events are held in the state where I live and opening bonfire parties for members are at our private residence to truly give the members a warm welcome to the UIWS family. The program is a combination of Masterminding, individual and group work as well as member-curated content.

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The “hot seats” are huge in peer support, sharing and learning and women are using other members to grow. While I’m actually engaged in running the UIWS, it’s fast becoming a network that members benefit from each other than simply me as a leadership, coaching and training expert. We get special guests and speakers each year like Glennon Doyle Melton, Brene Brown, Marie Forleo and Elizabeth Gilbert.

CAMPS AND ANNUAL CORPORATE RETREATS

While on the road speaking, I book half-day and full-day workshops for groups or employees to help them better understand themselves, their teams and their customers.

I run a Spotlight Women-Only Inner Warrior Program as well. These are 2-day retreats in the state I reside that attract women from around the United States, Canada and Australia. My content includes Living Intentionally: Bringing Balance to You and Your Family and Communicate to Be Heard.



My Warrior Camps are live programs are for women who want to bring more balance, more of them into their lives. I speak with each woman who applies to the Warrior Camp to ensure it’s a good fit for me and for her. Activities include yoga, meditation, journaling, healthy and delicious meals, fire pits, music, etc. It is a life changing experience. The Warrior Camp provides value and learning from my expert content, from the other teachers and especially from the relationships developed over the course of the experience.

A passion project of mine is my Survivor workshop, which is for women who have or did have eating disorders. I am a Survivor and continue to be each day but I know first hand that it takes a village and a LOT of support to keep going and live each day as I want to...without the eating disorder controlling me. I’m not a trained clinician but I am a Survivor and together, in my Survivor Workshop, I help women Survive and Thrive!



Successful annual strategic planning sessions are vital and I have committed the time to my clients to facilitate theirs - only after they have their own, personal strategic plan. We run quarterly check-ins to check the small wins and gaps. Each client leaves feeling empowered and clear on their next steps.

CO-COLLABORATIVE INITIATIVE

What started as an experiment three (3) years ago has turned into a profitable business and co-working space for the 50 business who are now a part of this initiative. There is a waiting list for members and the application process is one we all take very seriously.

In this Co-Work Space, members not only come here to work but to develop connections and support their community. It's a place to work...a place to learn...a place to grow...

While the benefits of the Co-Work Space are many, some of the highlights as shared by current members include:

- A home away from home to either be creative or get that report, slide deck or book finished
- Lunch and Learns - hear the latest trends from fellow businesses
- Monthly evening workshops - in-house and outside expertise
- Mentorship and Internship programs with local and surrounding High schools

It is a program that is visited by other co-work space owners in the state so they can learn about our structure and processes. And because of this a state-wide Co-Work Space Collaborative has been established so all Co-Work Space owners can learn about and share best practices with each other.

GROWING LEADERS

My clients continue to say that the number one thing I do is listen...and ask questions and hold them accountable - to themselves. Meeting minutes provided to each client are clear, concise and are the foundation to consistent accountability. Clients I coach love setting goals with me because, often times, for the first time they set goals that are meaningful, tangible and that lead to success.

Executives value my expertise and willingness to ask and explore the tough questions. Clients consistently say I've opened up doors for them they didn't know existed; they have greater or heightened levels of enjoyment and success in their lives.

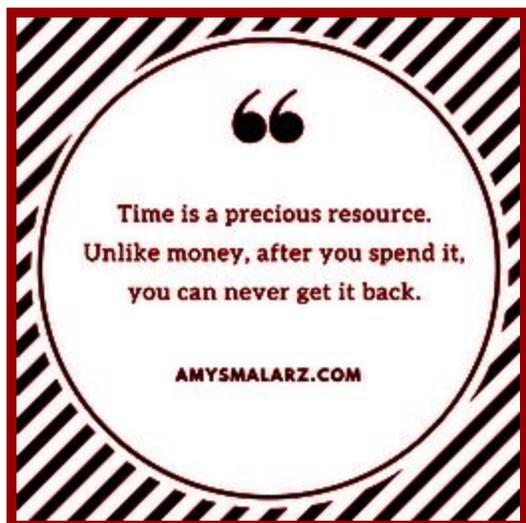


MY TEAM

My team has expanded, allowing me to scale an amazing business and to free up my time to specifically work on areas of my unique ability. My team is focused on securing speaking events, scheduling workshops, executing my Podcast and online content and finding top members for my UIWS series. Together, we actively reach out to people who have seen me speak at events and are developing and maintaining relationships. I also have an in-house copywriter who ensures all materials are top-notch, easy to understand and actionable.

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MY TIME



The best use of my time, after working with clients and writing is to attend high leverage events and mastermind events with other top performers. The ideal events are those where I look around and realized I'm the dumbest or least experienced person in the room. At these events, I continue to learn and raise my skills as well as line up speaking events, media coverage, coaching clients and UIWS series members.

My EA is amazing...she knows what I'm thinking, usually before I think it and my life isn't the same without her.

COMMUNICATION AND CUSTOMER SERVICE

People trust me because I care. And I'm respected for that. People say that my smile lights up the room and I ask the questions that need to be asked...and listen. The hard conversations are the ones that matter most - and I am committed to traveling that path, wherever it may lead. I am THE go-to for Living Intentionally in ALL aspects of LIFE. My clients are very clear about what I promise them and consistently say that I over-deliver with every interaction, every session, every project. My client companies feel grateful to have me helping them, as I feel grateful and honored to be a part of their growth and success, and I deliver incredible value. They love to say that they have consistent time with me.

MEDIA AND MARKETING

The media regularly turns to me as an expert in organizational behavior, building world class leaders and teams and trainings. The media covers my content and successes with growing women leaders and asks me to be a regular contributor so others can know 'my secret sauce.' I have columns in Huffington Post, Inc.com and Contributor to the digital magazine, Unbecoming: Unleashing Your Inner Warrior, which I co-founded with Katie Willson. And the name Amy Smalarz is being recognized in business and women's circles in North America as well as Australia.



The marketing for my company is largely automated and the implementation and oversight is led by my amazing Team. My creative assets are continually updated and

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the team in charge is awesome at keeping me and the material up-to-date so we can deliver exactly what our clients and women leaders need and want. Affiliate programs are in place, driving well-qualified members to the UIWS.

I have a very active referral program. I love to share that I and my Team have built an amazing network of women and I actively refer people to them.

MY MENTORS

I connect and learn from the very best. I develop relationships with people who have 'figured it out' and then I share it with my clients. I am a lifelong learner and take that role very seriously...and love every minute of it! While what I share and teach isn't rocket science, it is delivered in a way that can be heard, understood and acted upon. I am known as a translator and as a communicator and I constantly learn how to do it better. My successful track record and love of LIFE is shared by my network. I continue to raise my game in entrepreneurial growth by staying current on what others are doing and challenging myself to do the same. I attend conferences such as Genius Network, Titan Summit, TED, Singularity University, INBOUND and TogetherLive. My network is my 'net worth' and I always look to stay connected to continue on my own learning Journey.

HOW I FEEL

I feel fulfilled and fortunate every day. People often say I look relaxed. I am humbled by doing what I am doing. I comfortably accept the well wishes and share that joy with others. I make a conscious effort every day to think about and feel gratitude and keep my energy positive. My level growth and success have given me the confidence in my skills as a world class leader, coach, teacher and mentor and I know that I am supported to keep growing personally and professionally.

My work environment is fully complete and up and running at my Co-Work space. It is more than I expected. I have a shared office and dedicated conference room space for my workshops and smaller offices for coaching and mentoring sessions. When people are in town, I can offer them beautiful office space in an Environment that is creative and productive.



CORE VALUES

I live my core values. To hold myself accountable, I ask everyone - clients, family, friends, etc. to call me on ANY deviation. My core values are based on what I believe and live into each and every day. These are the rules I live by...



Learn: Produce more and better results.

Individualize: Know your unique traits and characteristics that distinguish you from everyone else.

Activate: Be energized by opportunities and possibilities; empower people.

Achieve: Identify problems and implement appropriate and unique solutions.

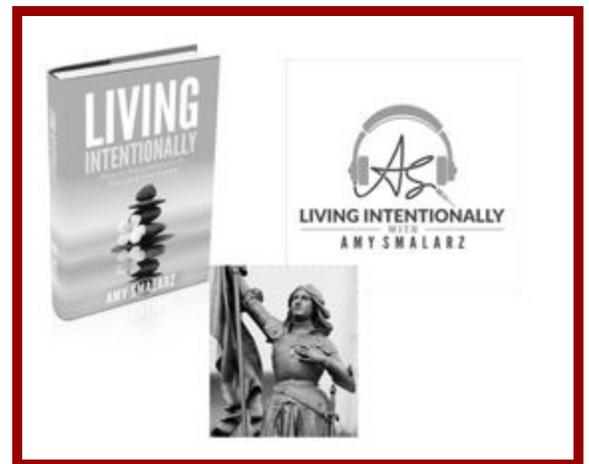
Compete: Be the champion! Fuel the desire to be the very best!

HOW I DO WHAT I DO

My content truly helps women uncover and rediscover their truest, best selves and bring that to everything they do in LIFE. There is no work-life balance, just LIFE and you balance what is in front of you. And I live and breathe that message every day. Women and companies, large and small, are using my systems to teach themselves and each other to 'live intentionally.' They use my systems to significantly grow themselves, their successes, their LIFE.

My books, *Living Intentionally: How to Bring Balance to You and Your Family*, *Unleash Your Inner Warrior: The Road to Unbecoming and Communicate To Be Heard!* are the go-to books for personal and professional growth. My Podcast, *Living Intentionally with Amy Smalarz* consistently is heard by thousands each month. The reputation of my books and my Podcast has me speaking at high-profile conferences and to women across the country - groups that are small and large.

I continue to write weekly Blog posts and commit to a new book every 2 years. Clients are regularly ordering hundreds of copies of my books for their employees, customers, suppliers as well as friends and family and are well regarded because while simple, they work.



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