



Shine+ Leadership

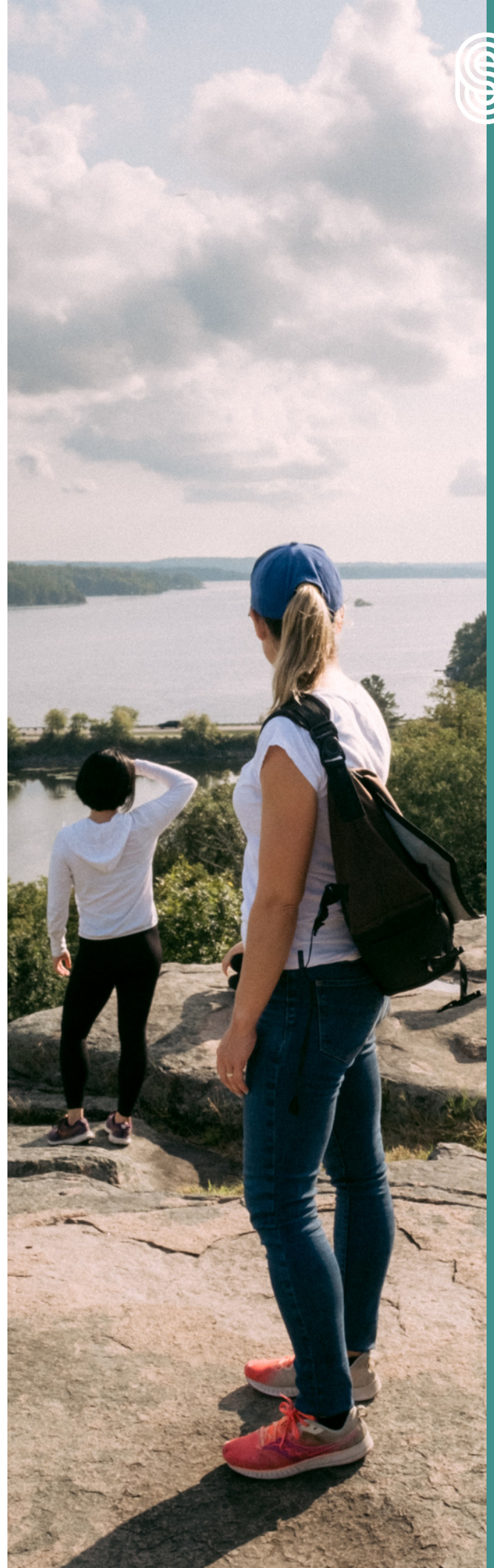


Leadership Development

Team success requires alignment, powerful communication, and focus. The most effective leaders understand how to connect with, empower and nurture their teams, and how to drive outcomes. LJ Heller is an Executive Leadership Coach who works with tech and startup leaders and their teams to lay the foundations for success by decreasing drama, increasing connection, and bringing more fun and focus to the workplace.

This overview outlines the ways you can work with LJ in your company, accelerator program or venture portfolio.

"The most successful leaders grow as humans as they grow their businesses."



Services



LEADERSHIP COACHING

One-on-one coaching to help leaders—and their businesses—to thrive. LJ works with founders and executives to uncover their superpowers, create structure and focus, and take their teams and departments to the next level. We uncover blind spots, challenge insidious beliefs and patterns, and empower leaders with tools and practices to feel great and create outsized success on their own terms: both in work and in life.



MASTERMIND FACILITATION

Mastermind groups are off-the-record facilitated forums. Participants share openly and without judgment, and work through their most consequential challenges and opportunities in a structure intended to augment their leadership and accelerate business growth.



WORKSHOPS

Thematic workshops focused on creating breakthroughs for participants. LJ shares powerful frameworks and concepts, which the participants practice live, enabling them to shift the way they think, lead and work.

FEATURED WORKSHOPS

- An Introduction to Conscious Leadership
- Rise & Thrive: Tools for Leaders in the Spin Cycle
- Unleashing Your Potential: Overcoming Limiting Beliefs for Success
- Communication Skills for Collaboration and Impact



FACILITATED STRATEGIC PLANNING

One of the cornerstones of great leaders and businesses is taking time to work on your business, not just in it. Annual or quarterly facilitated strategic planning sessions will help your leadership team to get clear on your vision, the strategies requires to get you there and the structure you need to execute on it.



TEAM RETREATS

2-4 day team building retreats to introduce the concepts of conscious leadership and form deeper connection among your team members.



LJ's philosophy

I form relationships with the leaders and groups I coach and for whom I create experiences. My groups, retreats and workshops are designed to foster connection, applying practices and research in a way that is useful and engaging. My sessions are designed to suit your specific team or community, and goals.

My services are engaging, interactive, and fun! It's my vision and mission to partner with you, helping you to build lasting change and improvement for your team. Each individual who is part of a session or group leaves energized and empowered to take action, applying new ideas to their personal and professional life.

I provide practical tools with a philosophical base, and I incorporate the best, most current findings in leadership development research and consciousness practices. What I do is my passion. My background as an executive coach for founders, working in startups and VC, and bridging this with mindfulness and innovation, is what makes my coaching, workshops and founder forums distinctive and dynamic.

If you'd like to work together, please reach out by email. I typically book several months in advance and prefer to develop long-term relationships with the organizations I support.

I look forward to collaborating with you.

Best,

Lauren Jane Heller



Pricing

Please choose the tier that feels most aligned for your business. All tiers receive the same coaching benefits. If these tiers don't feel accessible for you, please let me know and we can explore other options. I'd like to make my work accessible to everyone who wants to work with me.

Tier 1: This is my standard pricing for corporate teams and leaders.

Tier 2: Consider this price if you are a startup, non-profit or small business.

Tier 3: Consider this price if the cost of coaching would be a stretch but you recognize the benefits it will bring to you and your team.

The pricing below is listed as follows: Tier 1/ Tier2/ Tier 3

Executive Leadership Coaching— Each session is roughly 55 min
2 sessions per month—\$2,000/ \$1,500/ \$1,000

Drop-in Leadership Coaching— 30-min coaching calls for leaders
4 hours per month—\$4,000/ \$3,000/ \$2,000

Mastermind Groups— \$4,000/ \$3,000/ \$2,000 per month*
Biweekly virtual 90-min group coaching sessions
Asynchronous support content
Post-session thematic notes for your team
Optional monthly 30-min check-in
*Up to 8 participants

Workshops — \$4,000/ \$3,000/ \$2,000

Each workshop is typically 90 min - 2 hours

Workshop fees include:

- 1-hour pre-meeting
- Asynchronous support content
- Up to 20 participants

**Please reach out for pricing if you have a larger group or if you are interested in a package of multiple workshops*

Facilitated Strategic Planning

- Half day (±4 hours) —\$8,000/ \$6,000/ \$4,000
- Full day (±7 hours) —\$12,000 / \$10,000/ \$7,000

For questions contact LJ Heller at ljh@oohshiny.com



Testimonials

My 1:1 coaching with LJ was really transformational. She has an outstanding ability to help you re-frame a lot of your current "struggles" or "blockers" with a very creative, pragmatic yet extremely simple mental models that you can apply right away. I was initially quite skeptical of the idea of coaching, worrying that my domain and specifics are hard to relate to; however LJ's experience and domain expertise working with founders in our environment positively surprised me. She understood on a deep and personal level a lot of what I'm dealing with and balanced a very delicate line of useful advice that mixes therapy and business coaching all too well.

- Adham Badhr, Co-founder & CEO at Blloc

LJ is a fantastic coach and amazing facilitator. Her own work experience, her intelligence, and her incredible human warmth ensure that as an individual or as part of a group you always feel appreciated, heard, and supported. Rarely has a coach and facilitator been so in tune with the needs of each group member and the group as a whole, she really does an outstanding job finding the right pace and message for each situation. LJ also has a keen eye for critical moments in our individual journeys and has consistently been able to move between active listening, asking really smart questions, and providing open arms for people to feel supported. She brings her own experiences and strengths and vulnerabilities to each session without ever making the moment about herself, which is such an incredible quality. I cannot recommend her enough, she is a star and will treat you as one, too.

- Thomas Spiegel, Co-Founder & CEO at C WIRE

LJ facilitated a Mastermind group that I was part of for 1½ years. It was the most wonderful experience, as LJ managed to get people out of their shell and truly feel comfortable and able to share. LJ has an ability to create a safe space, where even the most hesitant of people feel comfortable. She gives a lot of herself without oversharing, which enables others to do so too. On top of that, LJ brings in loads of concepts and helpful frameworks that helps one to see things from new angles. Overall, would (and have!) warmly recommend LJ to anyone looking for a facilitator.

- Jakob Knutzen, Co-Founder & CEO at Butter

Lauren's coaching has given me tools and a space to show up for myself. It reminds me that all the shit in my way is my shit and I can face it and be supported in that. I love how practical and actionable our time together is. It feels very productive and proactive while still focusing on the energy and emotional shifts needed to truly enact and apply the insights gained. I have felt freer and more alive since working with Lauren. She is a queen.

- Zoe Currelly, Founder & CEO at Saltspring Harvest

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OUR MISSION

TO EMPOWER EVERY
HUMAN BEING WITH THE
TOOLS AND PRESENCE TO
THRIVE, CONNECT AND
CREATE ALIGNED SUCCESS
IN THEIR LIVES AND
CAREERS.

