



THE ENERGY RULES ELITE TRAINING & COACHING PROGRAM

You were born to thrive!

www.key2unlock.com



MICHELE PHILLIPS
-THE LIGHT LADY

You are in the right place if you are ready to transform your life and energize your results.

It thrills me to serve you on your path to greatness. When you commit to your development, you can find your soulmate, joyfully manifest money, have the time to savor a sunset, create your next exciting chapter, and feel full of energy and optimism each day.

Your desires are natural, and instead of giving them up, I want to help you shift your beliefs, thoughts, and actions around them. I want to help you live a meaningful life mentally, physically, spiritually, and financially. You were born to maximize your potential, have the time to savor the people and experiences that bring you joy, and live a first-class life.

For over 25 years, I have successfully aided clients of all levels in finding the alignment needed to succeed at home and work. I have a proven track record of helping my clients form new positive habits which support the lifestyle they were born to live. This is not a quick-fix program but one rooted in lasting behavioral change.

My Coaching Philosophy is to give you the tools and skills to succeed and lead confidently within your own strength set. My work is not about changing you but highlighting and amplifying your strengths. I work with you to clear any obstacles or limitations that block you from your desires. This is an intense, profound, and transformational experience. When highly engaged, you will see results immediately and most definitely over six to nine months. My ultimate goal is to give you the confidence and tools to live the joyful, fulfilling, and abundant life you were born for.



Full Coaching Program Highlights

Relationship Introduction: Once your application has been approved, a Zoom meeting is scheduled to ensure chemistry and fit.

Optional In-person Empowering Coaching Retreat (Additional Investment): One-and-a-half day retreats are available if you are interested in accelerating your path to greatness. During the retreat, our time is spent discussing your background, history, and coaching goals. Together we discuss any current challenges, limiting



beliefs, and cycles of results that you don't want to repeat. The time invested in an off-site retreat accelerates your results as you have my undivided attention and access to wisdom and new perspectives. We share meals, go for walks, meditate, journal, and complete exercises, all while enjoying nature, each other, and the time to simply be. Many of my clients tell me they have never given themselves a gift as exceptional as this; time spent discussing their specific wants and needs with someone who gives them 100% attention. ***A 1:1 retreat is not mandatory but is a bonus for those who invest in this option. I am in a partnership with The Abbey in Peekskill NY, or we can agree on a location of your choice.***

Defining Objectives: Together we create specific and meaningful objectives to work toward. Through a series of self-reflective exercises that you complete, two to three themes will arise, which sets the course for the coaching and development plan of action.

Assessments: I am certified in numerous assessments and tools to help you understand who you are and why you do what you do. Together we will find the tools that best fit your goals and dreams.

Ongoing Coaching: A series of follow-up coaching sessions (in-person, by phone, or via Zoom) are held. The timing and duration are mutually determined, and typically meetings last between 60-90 minutes and occur every 2-3 weeks. Sessions occur within twelve months, preferably one session per month. (subject to schedules).

Live 1:1 Training Modules: The training modules are what makes this program unique. You receive my twenty-five plus years of experience as a corporate workshop leader and you receive life-changing insight and material that will accelerate your results. This classroom for one enables you to ask questions specific to your situation and receive customized feedback and lessons. Training modules are scheduled in addition to your coaching sessions. In summary you will receive one coaching session and one training module per month.



Assignments: To ensure the transfer of learning, assignments are given between each call/meeting. These assignments include articles, exercises, books, videos, podcasts, and more. The more you engage and complete tasks, the better your results. This is akin to a gym membership. You have to do your own push-ups. The work and effort is your responsibility.

Ongoing Support: Between sessions I am available via email to lend ongoing support & counsel.

Closing Feedback & Transition Planning: A transition plan is established toward the end of the coaching program. The remaining coaching sessions are focused on self-directed development.

Your Investment in Yourself:

Option I: \$700.00 per month for twelve months

Option II: **Receive 15% off** when the twelve month program is paid in 3-month increments in advance.

When you work with Michele you step into a powerful way of life

- Elevated trust in your emotional guidance
- The ability to articulate goals with clarity and purpose
- A road map for crafting a personal philosophy and presence
- Tools to tap into unlimited amounts of energy and optimism
- An upgraded mindset
- Dissolution of limiting beliefs
- Methods to create empowering beliefs
- Coping skills to manage stress

What is included:

- Live Coaching Retreat (Additional investment - please inquire)
- Twelve Coaching Sessions via telephone or Zoom
- Five Zoom 1:1 Training Sessions with interaction and feedback
- One-Two online assessment's
- Between call growth assignments
- Recommended Reading & Listening List
- Unlimited email support.
- Two additional half-hour phone-a-coach emergency 911 calls

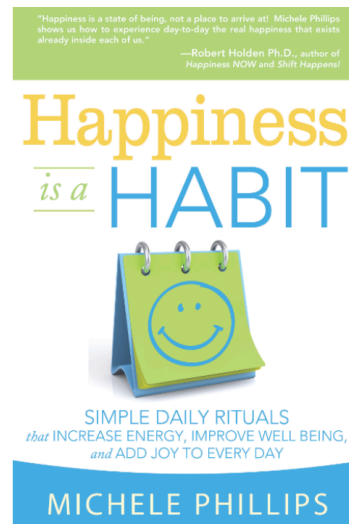
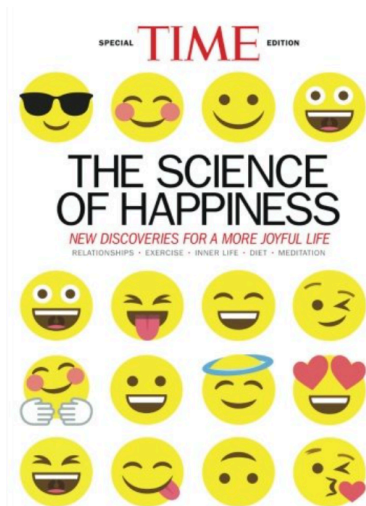
ABOUT MICHELE PHILLIPS & KEY PERFORMANCE

Michele Phillips is the founder of Key Performance and the author of **Happiness is a Habit – Simple Daily Rituals That Increase Energy, Improve Well-Being and Add Joy to Every Day** cited in the top five most popular self-help books on Amazon in August 2017. (Cedar Fort Publishing 2013). Michele's professional experience spans over 25 years facilitating engaging workshops, coaching programs and keynote presentations with Fortune 500 & 100 companies around the globe including: **TAG Heuer, PGA Golf Properties, Pfizer Pharmaceuticals, Barclay's Capital, The New York State Bridge Authority and COACH leather**, just to name a few.

Michele specializes in increasing happiness and individual performance. By utilizing the latest findings of neuroscience, habits and positive psychology, Michele shares the formula for happiness and success in an enjoyable and enthusiastic manner.

Michele's boundless energy will instantly grab you, and her can do attitude is delightfully infectious. Even better her message is so practical that it can be applied and utilized immediately.

Michele holds numerous certifications and has trained thousands of leaders, individual contributors, and beautiful people in the science of habits, emotional intelligence, and leadership. Michele holds a M.A in Organizational Development from Fordham University and is a certified practitioner in the field of Positive Psychology.



Coaching: Coaching is not a replacement for therapy. Coaching is a process where you are led through a series of conversations and exercises designed to help you find the path that is right for you. Every person path is different and there is no one solution. Coaching will help you find clarity and make decisions based on your own best interest. In the end, the individual is responsible for his/her results.

Disclaimer: Key Performance provides personal coaching to individuals and groups. The client is aware that coaching is in no way to be construed or substituted as psychological counseling or any other type of therapy. Life coaching services are provided “as is”, without warranty of any kind, either expressed or implied, including without limitation any warranty for information services, coaching, uninterrupted access, or products and services provided through or in connection with the service. This service is requested at the client's own choice and with inherent singular responsibility. Any actions or lack of actions, taken by the client of such advice is done so solely by choice and responsibility of the client and is neither the responsibility nor liability of Michele Phillips or Key Performance. The client takes full responsibility in the decisions they make after being coached as well as the consequences. The client enters into coaching with full understanding that they are responsible for creating their own results.

Final Disclaimer: There is no guarantee that you will lose the weight, get rich, find your soulmate and make all your dreams come true, but if you follow the lessons it is a great place to start.

Client Success Story

"Michele's expertise and approach to developing leaders and strengthening leadership teams is transformational. Her willingness to collaborate and customize programs to the specific dynamics and needs of a team allows Michele to create extremely impactful and magical developmental experiences. Michele has been instrumental in my personal development to be an inspiring, confident and authentic leader. Since working with Michele over the past 7 years, I've been blessed to have her guidance and support through 3 significant promotions in my career journey."

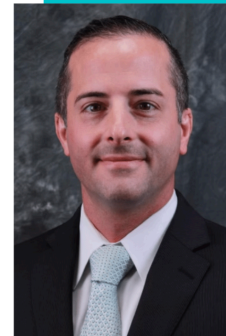
-KRISTIN KASSELMAN
VP US CATTLE SALES
ZOETIS INC



Client Success Story

I've had the privilege of working directly with Michele for several years. She is a tremendous speaker, trainer, and human being. She has the unique ability to speak intelligently on a vast array of topics. She can uniquely connect with individuals both personally and professionally. Her optimism, positivity, and can-do attitude are infectious and inspiring. Michele has helped my employees grow their communication skills, leadership skills, and overall as human beings. I recommend Michele to any organization looking to develop its individual contributors and leaders. Michele is a valuable partner to any organization and cares deeply for her clients.

-Kevin McFarland
Vice President JPMcHale



Client Success Story

Working with you over the past two years has been transformational, magical, and full of growth, discoveries, skinned knees, and minor and major victories. The big part of these transformational experiences is YOU. You are a guide on so many levels, both light and fire, you are TRANSFORMATIONAL. Thank you for all you have taught me. It has changed my life."

-YELENA BETZ
SCIENTIST DSM



Client Success Story

"Working with Michele was one of the most positive and impactful moments of my life. Not only did I blossom in my career, but my personal life thrived as well. You not only gain a mentor or a coach, but you also gain long-lasting clarity in your professional and personal life, which is priceless."

-SHANTA MYRICKS
SHE MANAGER R&D
DSM NUTRITIONAL PRODUCTS



Schedule a Call with me to apply to the Energy Rules Coaching Program today, and get ready for the most transformational year of your life.

I am thrilled you are here and can't wait to start working with you.

Live Happy,

Michele Phillips

Key Performance is recommended by:

