



1:1 EXECUTIVE COACHING

Become the Leader Your Next *Role* Needs.

For CXOs, high-potential leaders and founders in scale mode, from founders at \$20M to executives at \$12B.



You earned the bigger role. Now the business needs you to scale your own leadership.

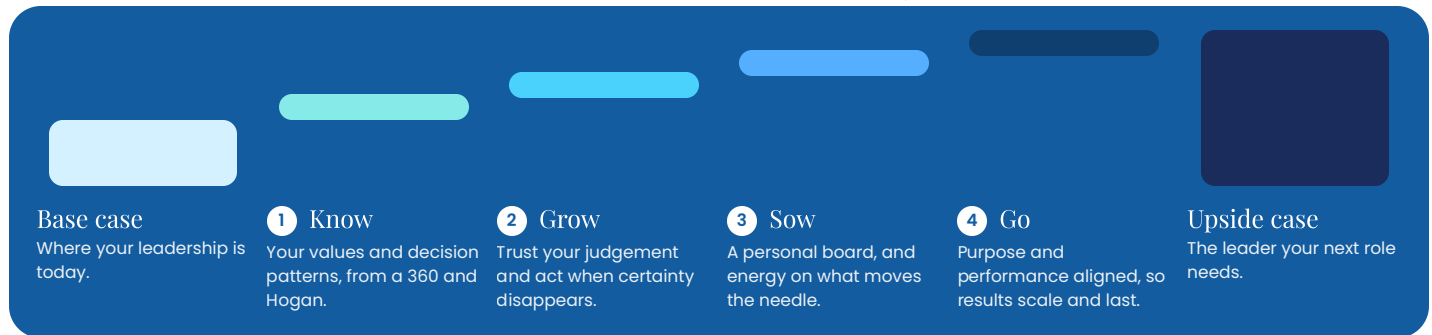
The board expects more and the team needs something different. To grow the business, you transform yourself first.



"Tracey doesn't just develop better leaders, she develops more grounded, effective humans."

SHANNON CARLSON, TSG CONSUMER PARTNERS

The Purpose Value Creation Plan™: from base case to *upside*.



How it runs: a deep 360 and Hogan assessment → three or four goals for the engagement → a cadence built around your calendar → I'm on call between sessions.

What you leave with

- **Clarity:** three or four levers that change how you decide.
- **A team that runs without you** in every room.
- **AI in your toolkit:** what to hand over, and what stays with you.
- **A board that trusts you:** you know what they need before they ask.
- **Energy that lasts the hold:** momentum in years, not quarters.

Why *me*: four seats, one coach.

OPERATOR

I've run the P&L.

PepsiCo \$350MM P&L · adidas · Chick-fil-A franchisee

OPERATING PARTNER

I've sat on the investor side.

Partners Group · Mubadala · \$450B AUM

BOARD DIRECTOR

I've sat across the table.

5x PE-backed board director · ICF certified coach

STRATEGIST

I've built the plan.

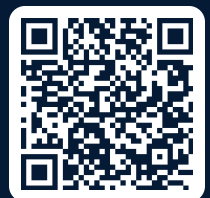
Foot Locker \$8B corporate officer · Bain · Kearney

Let's talk.

I work with ten 1:1 clients at a time. Start with a conversation.

BOOK A CALL

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SCAN TO BOOK