

*Leadership Principles for Her™*

**RAYMA** *team*  
Life & Leadership Coaching for Women

*proposal for -*

# corporate women's leadership training



*Step into the shoes of an unstoppable leader.*

presented by:

Mandy B. Anderson, CCO and Co-Founder



# a quick introduction

Hello. We are Mandy B. Anderson and Raychel Perman, Co-Founders and Certified Lead Coaches here at RAYMA Team, LLC. According to Forbes Magazine, "Gender neutral leadership training often overlooks the fact that men and women have different leadership styles because they are based in different thought processes. It's about time we acknowledge those differences." We think so, too, and we're here to help change that.

Our *Leadership Principles for Her™* programs are intended to help you empower your female staff so they can rise up, lead well, and live with intention. After working with thousands of women, we discovered that those who feel like successful leaders possess at least five leadership qualities:

- **Resilience**
- **Authenticity**
- a **Yes** attitude
- internal **Motivation**
- confident **Assertiveness**

With these leadership qualities, she can live and lead well. (And, yes, each characteristic stands for a different letter of our name, RAYMA, because all of our content is written and facilitated by us, with you in mind.)

Let's turn the page to learn more about each program!

Sincerely,

~Mandy B. Anderson and Raychel Perman



# 5-modules to choose from

*(or invest in the entire program!)*

- **Module 1 - SHE CULTIVATES RESILIENCE** : Seven leadership principles to help you activate your resilience.
- **Module 2 - SHE LEADS AUTHENTICALLY**: Seven leadership principles to help you lead with authenticity.
- **Module 3 - SHE SAYS YES, I CAN**: Seven leadership principles to help you have an attitude of "Yes, actually I can!" and training yourself to see possibilities.
- **Module 4 - SHE GETS MOTIVATED**: Seven leadership principles to help you stay self-motivated, motivate your team, and build discipline.
- **Module 5 - SHE IS ASSERTIVE**: Seven leadership principles to help you be an assertive woman who leads boldly.

All 5 modules are engaging, with thought-provoking questions designed to help you apply them in real time to your life and your leadership. The guided conversations, facilitated by your RAYMA Team Coaches, help you and your team make intentional strides toward being well-rounded leaders in your organization.

# the investment

Each 7-week Module includes:

- a hardcover book for each participant
- one 60-minute session per week with both Mandy & Raychel
- group discussion and action steps

*total price for each module =  
\$750 per person\**

*\*Plus travel expenses and per diem for in-person meetings outside the Bismarck-Mandan, ND area. A minimum of 5 women are needed to offer each module. Online classrooms are available via Zoom to save on travel expenses and per diem costs.*





# the contract

If this proposal is received, we will draw up an official contract for all parties to sign, complete with the date and exact arrival and presentation timeframes decided upon. At that time, a non-refundable deposit of \$750 payable to RAYMA Team, LLC will be due within 30 days of receipt of contract to secure dates. The remaining balance will be due on the date of the first session and will be based on total attendees. Monthly online payment plans are available upon request. The first session will be scheduled 30-days out once the contract is signed to allow time for curriculum to be shipped.

*sign and date here to receive this proposal and  
start the contract and scheduling process:*

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# testimonials

"One of my most important responsibilities is to make sure my team has the tools and resources they need to be successful. I am so glad I met you and am so grateful for this opportunity to work with RAYMA Team!" ~Beverly Unruh, CEO of Dakota Home Care

"I have attended MANY self care type trainings and seminars and they don't even come close to matching the knowledge I obtained from this one!" ~Nicole C., Leader

"I thoroughly enjoyed the training by RAYMA Team. Mandy and Raychel presented the material in a way that was easy to comprehend, and they did an incredible job interacting with the virtual audience which made the whole experience feel more personal. I'm looking forward to learning more from them!" ~Laiken Aune, Program Manager at ND Women's Business Center

"I am thankful for Coach Mandy and Coach Raychel's resilience training! It's life changing. The group setting in this helps to connect with others in our similar but very different life experiences. How therapeutic! Strength training emotionally for women!" ~Jennifer Lemke, Leader in the Medical Field

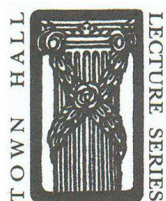


**RAYMA**team  
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# we have been featured in or partnered with:



State Council on Developmental Disabilities  
HUMAN SERVICES



x = independently organized TED event



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thank you so much

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