



Kendra Clark
Leadership Strategies

EXECUTIVE COACHING

BUSINESS STRATEGY

MARKETING STRATEGY

LEADERSHIP STRATEGY

www.kclstrategies.com
209-639-1825

LEADERSHIP STRATEGY

EXECUTIVE COACHING

A Coach can provide valuable insight that will help you develop long-term and short-term goals and strategies, as well as improve your business in areas that you might have overlooked. Client and Coach meet bi-monthly in 90 minute virtual or in-person sessions for a minimum of 6 months. 12 months is recommended.

LEADERSHIP COACHING - 1:1

Similar to executive coaching, leadership coaching is focused on middle to entry level positions. Coach and Client work to develop leadership skills and can work in tandem with the client's manager and/or HR Department on client specific needs. Client and Coach meet bi-monthly in 90 minute virtual or in-person sessions for a minimum of 3 months. 6 months is recommended.

LEADERSHIP WORKSHOPS - MASTERMIND GROUPS

Based on curriculum from John Maxwell, workshops and mastermind groups are a great way to facilitate discussion with like minded peers. Workshops and Mastermind groups are offered throughout the year and can be booked individually or as a group. Topics include, but are not limited to, "The 15 Invaluable Laws of Growth", "Sometimes You Win, Sometimes You Learn", "Leadership Gold", "Everyone Communicates, Few Connect", "Leading through Crisis" *Add On: Workshops or Mastermind Groups can be combined with 1:1 Coaching*

CORPORATE PACKAGES

Corporate packages are tailored specifically to meet the needs of your organization. Packages can include 1 day workshops, webinars, series or retreats. Call today to discuss the best package for your organization.

Examples of Content:

Sales Training - Customer Service Training - Management Training - Professional Growth - Communication - Leadership Development - Virtual Retreats

BUSINESS STRATEGY

STRATEGIC PLANNING

Everyone needs a good road map!

Through purposeful strategy, we work together to develop a road map to success for your company. From mapping out vision, creating a business plan and creating long term goals, we help put you on the road to success!

DATA ANALYTICS

Let us help you to get to know yourself better. For strategic growth, we analyze your trends, revenues, expenses and help you create a winning equation for long term growth. Strategic planning is the road map and data analytics are the destinations along the way.

PRICING STRATEGY

We review current pricing vs costs vs current market to ensure that you have a pricing strategy to set you up for success.

NEGOTIATION

Sponsorship - Advertising - Contract

MARKETING STRATEGY

MARKETING STRATEGY

Let's be Rock Stars Together! We help you put together a game plan for you to reach consumers and turn them into loyal customers.

BRAND STRATEGY

Who Are You? Let us help you figure that out and create long lasting awareness of who you are, what your business stands for and what you do.

PREMIUM AND CUSTOMER EXPERIENCE

Customer Loyalty Programs/VIP Experiences- The Upsell! Let's talk about how we can incorporate premium and customer experiences into your business to generate new revenue and ensure the customer keeps coming back!

ABOUT

Kendra Clark President

Kendra brings over 18 years of marketing, management and leadership in the sports and live entertainment industry to the agency. In the span of her career, Kendra was a part of two Grand Openings of Arenas as a marketing team member, on-boarded a new management company, ticketing system and food and beverage company and oversaw a sponsorship, premium seating, and booking sales program. Most recently, Kendra managed a staff of over 500 employees spanning five venues including a 10,000 seat sports and entertainment arena, 2,000 seat theatre, 5,000 seat baseball stadium, public ice rink and a Marina. Prior to kicking off her sports and live entertainment career, Kendra grew up on a farm in the San Joaquin Valley of California. Naturally, the lessons and work ethic learned from this time period set her up for the sports and live entertainment world! Kendra lives in Stockton, CA with her dog Ringo (CEO of the Agency) and enjoys traveling, a good meal with wine and friends, and live music and sports!

JOHN MAXWELL TEAM MEMBER

John C. Maxwell is an internationally respected leadership expert, speaker, trainer, coach and author, whose philosophy is simple: "Everything rises and falls on leadership." For more than 40 years, John has been teaching people to answer their call to lead, to add value to and make a difference in the lives of others. He has devoted himself to developing and training leaders at all levels. John's latest achievement is as founder of his globally acclaimed John Maxwell Team (JMT), an elite group of over 5,000 certified coaches, teachers, speakers, trainers and professionals who have helped people worldwide create a leadership legacy within their own spheres of influence. John Maxwell Team members inspire positive life transformation and help others achieve their highest vision and goals, both personally and professionally.

As member of the John Maxwell Team, Kendra coaches based on the philosophies of his teachings and his books.

**"LEADERSHIP IS INFLUENCE,
NOTHING MORE, NOTHING LESS"
John Maxwell**