

COACHED BY

YUSHA ASSAD

WORKIN' & WINNIN' COACHING PROGRAM



Whether you're leading an organization, building a business, advancing your career, or developing your craft, coaching creates the space to think more clearly, lead more intentionally, and move forward with confidence.

Leadership | Mindset | Purpose-Driven Success

Coaching isn't just about guidance—it's about transformation. I help executive leaders, entrepreneurs, creatives, and purpose-driven professionals strengthen their leadership, align their thinking, and build the habits required to create lasting impact.

WHO DO I COACH

- ✓ **The Executive Leader** – Leading organizations, teams, and strategic initiatives with clarity, influence, and purpose.
- ✓ **The Emerging Leader** – Building the confidence, self-awareness, and leadership capacity to excel in growing roles and responsibilities.
- ✓ **The Entrepreneur or Founder** – Turning vision into sustainable action while leading businesses with intention, resilience, and strategy.
- ✓ **The Creative or Visionary** – Developing the discipline, mindset, and structure to transform ideas into meaningful and lasting impact.

Click to Book a Free 20-Minute Discovery Call

Email: coaching@yushaassad.com | 818.392.4922

COACHED BY
YUSHAASSAD
PROGRAM

COACHING OUTCOMES

- ✓ **Leadership Development**
Cultivate the self-awareness, influence, and leadership capacity to lead yourself, your team, and your mission with intention.
- ✓ **Strategic Thinking**
Strengthen your ability to think critically, solve complex challenges, and make decisions that create long-term impact.
- ✓ **Purpose & Alignment**
Clarify your vision, align your priorities, and ensure your daily actions reflect your deepest values and goals.
- ✓ **Performance & Accountability**
Translate vision into consistent execution through intentional habits, disciplined action, and meaningful accountability.
- ✓ **Creative & Entrepreneurial Growth**
Develop the mindset, structure, and strategy to grow your ideas into sustainable businesses, creative work, and lasting influence.

COACHING OFFERINGS

- ✓ **One-on-One Leadership & Mindset Coaching**
Deep, personalized coaching focused on your specific goals, challenges, and leadership context. This includes strategic planning, mindset work, and accountability.
- ✓ **Group Coaching & Conscious Leadership Training**
Interactive coaching and leadership development for teams, organizations, and school. Designed to strengthen culture, alignment, and collective leadership.
- ✓ **Strategic Growth Intensives**
Focused, high-impact sessions for moments when clarity and momentum are needed quickly. Ideal for transitions, big decisions, or resetting direction.
- ✓ **Creative Coaching – The Artist's Mindset**
For artists, entrepreneurs, and creatives looking to master their mindset, honor their vision, and win without compromising who they are.

Am I the Right Coach for You?

Many of the people I coach don't need more information—they need greater clarity. They know they're capable of more, but they can't always see what makes them uniquely valuable, what their next step should be, or how to win despite the challenges in front of them. Through thoughtful questions, honest reflection, and strategic collaboration, I help people uncover their distinct code, process what's holding them back, and often cut the time it takes to move from uncertainty to intentional action in half. More than anything, I create a space where leaders, entrepreneurs, and visionaries can think more clearly, lead more confidently, and move forward with power and purpose.

LET'S WORK & WIN TOGETHER!

Click to

[Book a Free 20-Minute Discovery Call](#)

Email: coaching@yushaassad.com | 818.392.4922

SIGNATURE COACHING PROGRAMS

Executive Leadership Coaching

Designed for executive leaders, directors, founders, nonprofit leaders, and emerging executives responsible for leading people, teams, and meaningful change.

Executive Leadership Coaching is a strategic coaching partnership designed to strengthen your leadership, sharpen your thinking, and help you navigate the complex decisions that come with greater responsibility.

What's Included

✓ One 90-Minute Executive Coaching Session Each Month

Dedicated coaching focused on leadership development, strategic decision-making, and long-term growth.

✓ Two 30-Minute Strategy Calls

Focused support between sessions to help you maintain momentum and navigate real-time challenges.

✓ Priority Access Between Sessions

Direct access for ongoing coaching, strategic feedback, and timely support when important moments arise.

✓ Personalized Leadership Growth Portfolio

Customized resources designed specifically for your goals, including:
Leadership Development Plan • Executive Communication Strategies
Decision-Making Frameworks • Accountability & Performance Tools

✓ Strategic Feedback Between Sessions

Limited email and text support for questions, accountability, and timely coaching support.

✓ Exclusive Coaching Resources

Access to leadership tools, assessments, worksheets, quarterly coaching workshops, and the Workin' & Winnin' Circle.

Investment:

- \$2,000/month (6 month plan)
- \$1,500/month (12 month plan)
- \$15,000 paid in full (12 months, saves \$3K)

Best For: Executive Leaders • Directors • Founders • Nonprofit Leaders • Emerging Executives •
Professionals Leading Teams or Organizational Change

Click to

[Book a Free 20-Minute Discovery Call](#)

Email: coaching@yushaassad.com | 818.392.4922

SIGNATURE COACHING PROGRAMS

★ Workin' & Winnin' Coaching

Professional Growth Coaching

Designed for professionals, emerging leaders, career changers, and purpose-driven individuals seeking clarity, accountability, and intentional growth.

Workin' & Winnin' Coaching helps you develop the mindset, habits, and strategy needed to move from where you are to where you're called to be. Together, we'll strengthen your confidence, increase your capacity, and turn your goals into consistent action.

What's Included

✓ One 60-Minute Coaching Session Each Week

Personalized coaching focused on leadership development, career growth, mindset, and intentional action.

✓ Personalized Growth Plan

A customized coaching roadmap designed around your goals, priorities, and next steps.

✓ Accountability Between Sessions

Limited email support to celebrate progress, navigate obstacles, and maintain momentum.

✓ Coaching Resources

Access to worksheets, reflection exercises, and practical tools that support your continued growth.

✓ Includes complimentary access to the Workin' & Winnin' Inner Circle, providing ongoing learning, community, and exclusive coaching resources.

Investment:

- 6 Weeks: \$260/session (Bulk Price: \$1,470 = \$245/session)
- 8 Weeks: \$250/session (Bulk Price: \$1,880 = \$235/session)
- 12 Weeks: \$240/session (Bulk Price: \$2,700 = \$225/session)

Best For: Professionals • Emerging Leaders • Career Transitions • Purpose-Driven Individuals •
Personal & Professional Growth

Includes complimentary access to the Workin' & Winnin' Inner Circle, providing ongoing learning, community, and exclusive coaching resources.

Click to

[**Book a Free 20-Minute Discovery Call**](#)

Email: coaching@yushaassad.com | 818.392.4922

SIGNATURE COACHING PROGRAMS

★ The Artist's Mindset Coaching

Entrepreneur & Creative Coaching

Designed for entrepreneurs, artists, creators, founders, and visionaries building meaningful work with consistency, discipline, and purpose.

The Artist's Mindset Coaching helps you transform ideas into action by developing the structure, mindset, and strategy needed to build sustainable creative work and entrepreneurial success.

What's Included

✓ One 60-Minute Coaching Session Each Month

Strategic coaching focused on creative growth, business development, and disciplined execution.

✓ Creative Growth Roadmap

A personalized plan to help you organize your vision, prioritize your next steps, and build sustainable momentum.

✓ Strategic Accountability

Limited email support for accountability, encouragement, and feedback between sessions.

✓ Creative & Business Resources

Access to tools, worksheets, and frameworks designed to strengthen both your creative practice and entrepreneurial journey.

Investment:

- 6 Months: \$250/month (Bulk Price: \$1,440 = \$240/month)
- 12 Months: \$235/month (Bulk Price: \$2,700 = \$225/month)

Best For: Entrepreneurs • Artists • Creatives • Founders • Visionaries • Content Creators

Includes complimentary access to the Workin' & Winnin' Inner Circle, providing ongoing learning, community, and exclusive coaching resources.

Click to

[Book a Free 20-Minute Discovery Call](#)

Email: coaching@yushaassad.com | 818.392.4922

SIGNATURE COACHING PROGRAMS

Legacy Coaching (Exclusive Access)

Designed for public figures, entertainers, visionary leaders, and high-profile individuals seeking a confidential, high-touch coaching partnership with priority access and personalized support.

Legacy Coaching is my most personalized coaching partnership, providing priority access, strategic thought partnership, and exceptional flexibility to support you through high-impact decisions, personal growth, and professional success.

What's Included

✓ One 2-Hour In-Person Strategy Session Each Month

Dedicated time for deep reflection, strategic planning, leadership development, and long-term vision.

✓ Four 30-Minute Virtual Coaching Sessions

Focused coaching conversations to maintain momentum, navigate challenges, and make timely decisions.

✓ Priority Access Between Sessions

Direct access for ongoing coaching, strategic feedback, and timely support when important moments arise.

✓ Personalized Legacy Growth Portfolio

Customized resources developed specifically for you, including:

Leadership Development Plan • Executive Communication Strategies • Decision-Making Frameworks
Accountability & Performance Tools • Personalized Growth Resources

✓ Quarterly Growth Intensives

Private coaching workshops designed for you and invited members of your team, family, or inner circle.

✓ Exclusive Coaching Resource Library

Full access to curated assessments, leadership tools, worksheets, frameworks, and coaching resources.

Investment:

- \$9,000/month (6-month commitment)
- \$8,000/month (12-month commitment)
- \$88,000 if paid in full (12-month, saves \$8K)

Best For: Public figures | Entertainers | Professional athletes | Visionary founders
High-profile leaders | Individuals seeking maximum flexibility and personalized support
Includes complimentary access to the Workin' & Winnin' Inner Circle, providing ongoing learning, community, and exclusive coaching resources.

Click to

[Book a Free 20-Minute Discovery Call](#)

Email: coaching@yushaassad.com | 818.392.4922

COACHED BY
YUSHAASSAD
PROGRAM

Which Program is Right for You?

Quick Comparison Chart

Coaching Program	Best For	Sessions	Virtual/ In-Person	Additional Support	Price
Executive Leadership Coaching	Executive Leaders, Directors, Founders, Emerging Executives, and Team Leads	1 (90) min session/month + 2 calls/month	Both	Access to all tools/resources. Limited text support	\$2,000/month
Workin' & Winnin' Coaching	Professionals, Emerging Leaders, Career Transitions, Personal & Professional Growth	60 min/week	Both	Full access to resources Email support	\$250/session
The Artist's Mindset	Entrepreneurs, Creatives, & Artists	60 min/month	Both	Full access to resources	\$250/month
Legacy	High-profile leaders, Public Figures, Entertainers, & those seeking maximum flexibility.	1 (2) hour session /month + 4 calls/month	Both	Unlimited text + private trainings	\$8,000/month

Click to

[Book a Free 20-Minute Discovery Call](#)

Email: coaching@yushaassad.com | 818.392.4922

COACHED BY

YUSHA ASSAD

CLIENT TESTIMONIALS

Non-Profit Executive Director

"My coaching experience with Yusha has been truly transformative. Through our sessions, I've gained increased self-confidence, self-worth, and self-discovery. Thanks to his support, I successfully launched my new business venture focused on facilitating healing spaces. This is a testament to the significant growth and impact of our coaching journey."

Creative Writer

"The overall coaching experience was enhanced by the compassion and humanity extended to me. Yusha discerned when I should push forward versus when I should allow myself the grace to pause. The independent work was always relevant and empowered me to build the necessary habits to be successful even after our sessions concluded. With Yusha's help, I feel extremely confident that my dreams will finally come to fruition."

Click to

[Book a Free 20-Minute Discovery Call](#)

Email: coaching@yushaassad.com | 818.392.4922

COACHED BY
YUSHAASSAD

CLIENT TESTIMONIALS

Small Business Owner

Working with Coach Yusha was one of the most impactful professional experiences I've had. He helped me build clear structures and practical systems that led to real results, including tripled sales in just a few months. What stood out most was the collaborative process and the space he created for me to stay fully aligned with my vision. Coach Yusha combines accountability, care, and intention in a way that truly supports growth.

Educational Leader

Yusha is an incredible mind, reflective soul, and outstanding coach. He continuously challenged my mindset in every session causing me to be more reflective and grow as a leader and educator, I would not be the person I am today without my sessions with him. I have truly been changed for good.

Click to

[Book a Free 20-Minute Discovery Call](#)

Email: coaching@yushaassad.com | 818.392.4922