

COACHED BY

YUSHASSAD

WORKIN' & WINNIN' COACHING PROGRAM



Leadership | Mindset | Purpose-Driven Success

“Coaching isn’t just about guidance—it’s about transformation. I help students, professionals, and leaders develop the mindset, habits, and leadership skills needed to win—intentionally and consistently. Through personalized coaching, strategic insight, and accountability, I work with you to unlock your full potential, take action, and create lasting impact.”

WHO DO I COACH

- ✓ **The Conscious Leader** – Strengthening emotional intelligence, vision, and influence to lead with purpose.
- ✓ **The Growth-Minded Professional** – Developing leadership skills, strategic thinking, and career clarity.
- ✓ **The Visionary & Change-maker** – Turning big ideas into structured action while staying rooted in purpose.
- ✓ **The Creative + Emerging Leader** – Building confidence, resilience, and a winning mindset for leadership and success.

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

Email: coachyusha@gmail.com | 818.392.4922

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COACHING FOCUS AREAS

- ✓ **Mindset & Personal Mastery**
The Workin' & Winnin' Mindset – Cultivating habits of intentional success, overcoming limiting beliefs, an shifting doubt into confidence.
- ✓ **Conscious Leadership Development**
Leading with Great Care – Strengthening emotional intelligence, empathy, impact, influence, and creating transformational change.
- ✓ **Performance & Growth Strategy**
Vision, execution, actionable plans, accountability and ownership.
- ✓ **The Hope Campaign – Purpose & Belief in Action**
The Power of Belief & Expectation – how to transform student, school, or organizational culture to creates lasting change.

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.

Let's build your leadership, mindset, and strategy for intentional success.

Book a Coaching Session

- ✉ coach@yushaassad.com
- ☎ 818-392-4922

LET'S WORK & WIN TOGETHER!

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Leadership Coaching

For CEOs, executives, and high-performing leaders who want to refine their leadership skills, drive impact, and cultivate high-performing teams. Yusha helps you:

- Set the bar for team performance
- Cultivate new leaders within your organization
- Navigate changing dynamics with confidence
- Build and communicate a compelling vision
- Develop improved leadership strategies
- Establish a winning culture
- Manage anxiety and stress under pressure
- Overcome roadblocks to your success

Mindset Coaching

For professionals, creatives, and individuals who seek accountability and support to make powerful shifts in their mindset and habits. Yusha helps you:

- Enhance leadership skills and decision-making
- Gain clarity and broaden perspectives
- Overcome personal and professional challenges
- Set and realize meaningful goals
- Manage stress and anxiety with confidence

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INDIVIDUAL COACHING PACKAGES

★ Tier 1 – Legacy Coaching (Exclusive Access)

For high-profile leaders, celebrities, or visionaries seeking deep engagement and 24/7 access.

- 1-2 hour in-person session per month
- 4 x 30-min virtual calls per month
- Unlimited feedback + text support
- Private trainings/seminars (quarterly, bring guests)
- Full access to resources & tools

Pricing:

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

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INDIVIDUAL COACHING PACKAGES



Tier 2 – Executive Leadership Coaching

(With Great Care Program)

For CEOs, senior execs, and organizational leaders building culture and vision.

- 1 x 90-min session per month
- 2 x 30-min virtual calls per month
- Feedback + strategy docs
- Access to quarterly workshops & resources

Pricing:

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

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INDIVIDUAL COACHING PACKAGES

★ Tier 3 – Growth Coaching (Workin’ & Winnin’ Program)

For professionals, individuals, and creatives working on specific short-term goals with frequent support.

- 1 x 60-min session weekly
- Access to resources
- Email/limited text support

Pricing:

- 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)

🔧 Tier 4 – Builder’s Coaching (The Artist’s Mindset Program)

For entrepreneurs and creatives working toward sustainable revenue and growth.

- 1 x 60-minute virtual or in-person session per month

Pricing:

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

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Which Program is Right for You?

Quick Comparison Chart

Coaching Program	Best For	Sessions	Virtual/In-Person	Additional Support	Price
Legacy	High-profile leaders & celebrities	1-2 hours/month + 4 calls/month	Both	Unlimited text + private trainings	\$8,000/month
Executive With Great Care Program	CEOs & top executives	90 min/month + 2 calls/month	Both	Access to all workshops & tools	\$2,500/month
Growth Coaching Workin & Winnin Pogram	Short-term goal achievers	60 min/week	Both	Full access to resources	\$225-\$260/session
Builders Coaching The Artist Mindset Program	Entrepreneurs & Creatives	60 min/month	Both	Full access to resources	\$225-\$250/month

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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."

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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.