



Her Next Move 1:1 Coaching Program

For ambitious women in tech who are ready to claim their next role or promotion.

How This Works

Her Next Move is a 1:1 coaching program designed to help women in tech like you transition into a new role or land a promotion so that in 6 months, you're more fulfilled and aligned with your work. It's designed for those ready to elevate their impact and confidently navigate their career without compromising who they truly are.

You leave this program with a personalized blueprint, mindset, and connections to make your next career move fulfilling and impactful. Imagine waking up each morning with a clear sense of purpose, knowing exactly what steps to take to achieve your career goals. No more second-guessing or feeling stuck, undervalued or overlooked.

Together, we map out a detailed, step-by-step plan tailored to your specific goals to turn your aspirations into attainable targets. You'll overcome barriers that have kept you from recognizing your full potential so you move forward knowing you're on the right path.

It's time to stop under-selling yourself and start feeling confident in your goals, qualifications, and ability to steer your career in the direction YOU want to go.

Once you execute your plan and articulate your value, you go from feeling aimless and undervalued to making clear progress toward a position that feels impactful, fulfilling, and perfectly aligned with who you are.

Program Outline

Go From Stuck and Uncertain to Moving Forward with Confidence

You're 4 simple moves away from landing your dream role or promotion!

Move 1: Clarify your vision to gain certainty in your next move

You uncover how to embrace your unique skills and strengths so you set the foundation for a career as remarkable as you. You gain the tools to reach your full potential and finally be proud of your work.

- Define your career aspirations, identify the gaps.
- Understand how your unique abilities set you apart.
- Uncover the work that lights you up to empower your career choices.
- Overcome the barriers that have stood between you and your next level.
- Craft a compelling resume or list of achievements to showcase your value.

Move 2: Co-create your transition/promotion plan to make every move count

Together we'll map out a plan that aligns perfectly with your skills and aspirations to ensure every step forward is a step toward fulfillment. Your milestones will be crystal-clear, so you're always making progress toward your next BIG move.

- Understand what's expected to land the role that you desire.
- Cultivate relationships with others who can advocate for you.
- Execute the plan and get consistent feedback on your progress.
- Develop a strategic career/job search plan with actionable steps.
- Maintain mutual accountability with your coach/manager to stick to the plan.

Move 3: Build your personal brand to stand out from the crowd

Position yourself to attract the attention of decision-makers and recruiters. Stand out whether you're seeking a promotion within your current company or transitioning to a new career path.

- Create a personal brand that aligns with your strengths.
- Optimize your LinkedIn profile to reflect your personal brand.
- Develop an elevator pitch to leave a lasting impression on others.
- Learn to articulate your value to attract the attention of decision-makers.
- Know how to embody your brand in networking conversations and your next role.

Move 4: Prepare to land the role and claim what's yours!

CHECKMATE! You'll land the role that challenges you in the ways you desire, brings you a profound sense of fulfillment, and makes you proud to share your accomplishments and tell others what you do.

- Roleplay scenarios to shake off the nerves.
- Confidently negotiate the salary and benefits you deserve.
- Prepare to step into the interview/discussion with confidence.
- Establish clear expectations and working norms with your manager.
- Transition smoothly into your new role to ensure you excel from day one.

What You Get

Her Next Move program includes:

- 12 one-hour coaching calls with Tonya - (valued at \$4,780)
- Unlimited email access - (valued at priceless)
- On-demand voice & text support - (valued at priceless)
- Client portal with customized assignments - (valued at \$1,875)
- Worksheets & guides - (valued at \$1,000)
- Templates & scripts - (valued at \$1,000)
- Customized career plan - (valued at \$1,000)
- Lifetime access to courses and webinars - (valued at \$1,500)
- Resume revamp (done with you) - (valued at \$800)

Valued at: \$11,955

Who It's For

This is for you if:

- You question whether you're on the right path.
- You want to present yourself in a way that gets you noticed.
- You're ready to make bold moves but unsure where to begin.
- Your work no longer feels challenging and you feel unfulfilled.
- You feel like you're not making a significant impact or maximizing your potential.
- You're an ambitious woman in tech who is ready for a career transition or promotion.

This is not for you if:

- You're early in your career.
- You're looking for a quick fix.
- You're an Executive or C-suite employee.
- You tend to put off your goals and make excuses because "life happens".

Program Promise

The goal is for you to secure your next role in 6 months.

If you do not accomplish this in 6 months, I will provide ongoing support until you do. This guarantee ensures your investment is secure, as I am fully committed to your success. With continuous guidance and resources, you'll achieve your career goals, no matter how long it takes.

Price

I currently have 3 in-house options for you to get started in this 6-month-long program:

Option #1: \$4,790 for 6 months (paid in full - \$250 discount)

Option #2: \$840/month for 6 months

Option #3: If you are a resident of the US or Canada, I also have standard financing options where you can get lower monthly payments if required. You can get pre-qualified without it impacting your credit. Please inquire with me for more information on this option.

48 Hour Bonuses

I like to reward action-takers. If you sign up within 48 hours, you will receive the following bonuses:

- Guest spot on my [Corporate Confidence Podcast](#) (*a GREAT personal branding opportunity*)
- Free copy of my eBook “Fulfilled. How to Empower Yourself to Maximize Your Life & Career” to help you shake off self-doubt and craft a life filled with purpose and achievement
- Special gift sent to your doorstep - I hope you love surprises!
- 10% off of any item in [my Etsy shop](#)

Next Steps

If you're ready to get support, the first step is to book a discovery call. On the call, we'll make sure this program is the right fit for you based on your qualifications and goals.

[Please schedule your discovery call here](#) so I can walk you through the qualification process and answer any questions you have.

Once we're both happy and confident that you'll succeed in this program, I'll send you a proposal link to sign up.

Once you've paid, you'll be given access to the program and meet with me for your first session at the scheduled time.