



“How to Accelerate Your Success, Increase Your Confidence and Powerfully Express Your Own True Purpose so you can achieve your Most Important Career and Life Goals”

Your Platinum Culinary Excellence Coach, Kelley Pearson, invites you to powerfully align your passion with your successes...to find your circle of peers, and to live connected to your brilliance as you expand into being the best expression of who you are...in your work, your relationships and your creativity.

Will 2009/2010 be YOUR year?

June 8, 2009

Dear Phenomenal Woman,

Welcome to the Women of Culinary Excellence (WCE) Platinum Inner Circle Program! YOU are a phenomenal woman and my commitment is to help you make 2009/2010 the best year of your life. I am personally inviting you to join this circle of women to up-level your true life purpose and manifest your ultimate career and life goals.

I designed this program so that you can get the coaching, motivation and accountability you want to help you tap into the strengths you **possess so you create focus, leverage your time, leverage your talent and increase your success!**

You'll see from what is included in the program that it is designed to deliver **a high level of accountability, coaching and support so you can make powerful decisions and take passionate action towards achieving your True Goals and your Vision of Success.**

You'll also see that the Platinum WCE Program includes focused **MASTER MIND** support designed so you **create strong, vibrant, impactful relationships with your Platinum colleagues and are both challenged and supported to step into a life of possibility and transformation to be the extraordinary woman you envision of yourself.** I've found that surrounding yourself with likeminded women who are also focused on being the best expression of themselves, puts you in an environment that is **KEY** to moving beyond

fear, and expanding your ideas, thinking and beliefs about the truly great things you are capable of achieving in your life and career.

If you are selected for the program, your commitment to showing up mentally, energetically, spiritually and creatively are your keys to achieving what you want. So is asking for support, being open to new ways of thinking and being willing to be challenged out of your comfort zone and into experiencing the transformation and change you seek.

*****There is ONLY a MAXIMUM of 12 participants accepted into this Platinum Program*****

Why did I put this program together for you?

Honestly, I'd come to a place in my coaching business when I realized the synergy of an intimate group would work even more effectively and rapidly to help like-minded women learn to trust their intuition, to acquire insight, to take action and to BE the change they want to see in the world. It is imperative in this time of rapid change that we embrace our true gifts and vision and get out of our own way. We must grab hold of our greatness and bravely shine in the world. I have spent 20 years in coaching and executive recruiting in the food industry and have enjoyed the opportunity to work on many projects with a culinary focus. Looking back, I had to admit that my favorite projects were the culinary assignments because this allowed me to meet and work with so many inspiring, creative and talented people. I decided to focus this program exclusively for women because it seemed that there are areas within the culinary landscape that seem to present more challenges for women and I am sure you understand what I mean.

Furthermore, it is FUN, joyful and rewarding to BE a Phenomenal Woman!

What I want to convey most of all is this - by living the bold life, on the edge of what you believe is possible, I will be a stand for you being the powerful woman I know you are, embracing your brilliance and sharing yourself with those you connect with to make a difference in the world and do what you are here to do.

I am 100% DEDICATED to helping you overcome any fear or resistance you may have to truly being a Phenomenal Woman. You are here to shine and my goal is to help you do just that!

To Be Accepted Into This WCE Platinum Program:

1. Please FINISH reading this letter and complete the WCE Platinum 2009/2010 Program Application.

2. Please read the WCE Platinum Program agreement and ask questions about any areas you may not be 100% clear about.
3. Please sign this agreement indicating your sincere interest in being considered for the program.
4. Please complete the Acceptance Payment Form (will be supplied separately AFTER your application is received).

Once your application and payment forms are received, I will personally review them and arrange to call you before making the final decision as to acceptance in this Platinum Program.

*****There will be a MAXIMUM of 12 participants accepted into this WCE Platinum Program*****

After all 12 memberships are accepted, a priority waiting list will be created.

Your credit card listed on your Payment Form will NOT be charged unless you are accepted into the program.

Of course, RESULTS are what you are investing in

The Women of Culinary Excellence Platinum Program is a One Year Program designed to connect your own brilliance and creativity to your most authentic and truly powerful goals; to learn to make that leap across the gap of where you are now and into the next level of your life and career.

What You Receive As A Women of Culinary Excellence Member:

**✓Two 3-day group WCE coaching circle retreats throughout the year;
Locations TBA.**

This is where we will share our goals with one another for our personal and professional lives. The focus will be on strategic self-awareness, unleashing creativity, and transformation. This is not a workshop with an exhausting training schedule, but rather a retreat for restoration and rejuvenation. You will be given a simple structure and assignment before each in-person meeting so you know what to expect. I will also show you how to effectively receive and give feedback so no one feels like they are being “told” what to do. We are there to ask better questions and “listen harder” both for ourselves and one another.

✓ **Career and Self Development Assessment Program**

Effective career management begins with knowing yourself. In today's changing marketplace, you need to ensure your employability, not just your employment. You will be given the tools you need to manage your career and make sure that you are always prepared for the next change. You will complete a (confidential) psychological assessment series focusing on personality, motives, preferences, values, leadership, business reasoning and emotional intelligence. You will be provided with personalized feedback on your critical skills and abilities. You can use this valuable information to enhance your self-knowledge and manage your career more effectively. These are self-directed assessments that can be completed at your home or office.

✓ **One hour of private coaching per month with me.**

You will receive one hour of one-on-one coaching with me every month. This is designed to reinforce what you experience in the group sessions and provide a private, confidential space to help you process and move forward with whatever is most important to you.

You may have these sessions recorded at your request.

✓ **Monthly Topic Call (entire coaching circle)**

For this call, the entire group will convene by tele-class to explore important topics for your personal and professional development. Topics may include developing your intuition, creating a vision for your business/career, work-life balance, and time management. However, I am intentionally leaving this list short as we will determine our topics on our June 30, 2009 kick-off call. You and the group will tell me what the topics need to be. (You can also drop me an email to this effect.) As this is an intimate, specialized group – you know better than I what you want help and support with. Whenever necessary or requested, I will bring in experts to inspire us about specific subjects. Sometimes our call will be an open-ended group discussion. And if you have specific questions, you will receive one-on-one coaching from me – live, on the call.

The call will be recorded and transcribed. You will be mailed the CD and the transcriptions will be available online at a special Women of Culinary Excellence Coaching Circle web page.

✓Monthly Q&A Call (entire coaching circle)

For this call, the entire group will convene by tele-class to ask whatever questions are coming up for you. These calls are often the MOST popular of the calls I hold. First, you are reconnecting with each other as a group AND the questions that are coming up for you are often the same questions coming up for others. Great minds coming together produce great results. You will also receive coaching if you need it – live and on-the-spot.

This call will be recorded and transcribed. You will be mailed the CD and the transcriptions will be available online at a special Women of Culinary Excellence Coaching Circle web page.

✓Monthly Master Mind calls with Kelley

Each month, I'll lead TWO 90-minute Group Master Mind calls where Platinum WCE members receive coaching on a specific issue or goal. You're guaranteed coaching each month, so you'll know exactly when your Master Mind coaching spot is. Because of the small group size, you are guaranteed a minimum of 12 coaching sessions within the Master Mind format.

Plus, you'll benefit from EACH Master Mind call because what others want coaching on is often what you want help with too! This is the power of the Master Mind, and believe me, these calls are phenomenal for motivating you forward out of overwhelm and into CONSISTENT action!

✓Monthly Platinum accountability tracking form (completed by you and reviewed PERSONALLY by Kelley)

✓FOUR books, selected by Kelley, one mailed to you each quarter

Each book will serve as a focus and discussion tool throughout the quarter. Books are chosen for their ability to support your personal and professional growth.

✓Special Meals and Events

At our in-person meetings, I and my event planner, Donna, are putting together special events such as deluxe group meals, entertainment events and other special outings to make

the experience deep, fun and memorable. Especially for this group – the challenge is on me to provide a superb epicurean experience!

A delicious breakfast as well as beverages and snacks are provided every day of the in-person retreats.

✓ Access to the Platinum Members ONLY private forum

This is your opportunity to network, connect, post your goals and receive support as you move forward week by week.

✓ Transportation To and From the Airport

If you are flying in for the in-person retreats, we will provide limo car transport to and from the airport. If you have other transportation issues, we will do our best to accommodate you. (Flight and lodging not included.)

✓ Direct Email Access (using my private email address)

✓ Direct Phone Access (using my private office line and mobile phone)

You are welcome to call me with your questions. I've never had this privilege abused and thus, I am willing to make it available. If you have a pressing question outside of our one-on-one coaching, the group calls or in-person retreats, just pick up the phone and call me.

Of course, RESULTS are what you are investing in – that's the real deal

You want to know that your business and life will change as a result of being in this group. Here's a sampling of what we will cover:

Business Results (the outer game of business):

- ✓ Leveraging your time and getting organized
- ✓ Creating time to think, relax and be efficient

- ✓How to make a difference and be of service through your business and philanthropic organizations
- ✓Strategic self-awareness
- ✓Leadership development
- ✓How to become a more effective communicator
- ✓How to realize what you are worth
- ✓Learn how to apply coaching techniques to colleagues and staff
- ✓How to embrace change
- ✓Become aware of how others perceive you
- ✓How to become more effective in networking
- ✓How to build a better team

Spiritual Results (the inner game of business):

- ✓Trusting your decisions – rather than second-guessing (very draining)
- ✓Working in a group and rising to a higher level of power in the world
- ✓Bringing your power as a woman into the world
- ✓Determining your unique message
- ✓Managing your fear (which is not faith and trust)
- ✓Learning to “leap” across the gap into the next level of your business and life

Benefits of The Women of Culinary Excellence Platinum Program include:

- ✓Focus and support to keep you thinking big and moving forward
- ✓Accountability to take action towards your BIG VISION and trust your inner guidance – no apologies!
- ✓HOW to reach your personal and professional purpose goals

- ✓ Building dynamic relationships and community with people who “get” you, see your heart and soul, and support your vision of success
- ✓ A powerful sense of how phenomenal, wise and creative you really are (...and how to get out of your own way when you doubt yourself!)
- ✓ Creating and achieving transformative, powerful authentic goals that move you and your life vision forward
- ✓ Increased self-confidence, authority, leadership and decision-making skills
- ✓ Knowledge and information about how to create a larger impact in the world
- ✓ Creative, fun, inspiring and motivating coaching to help you solve problems, stay focused and on-track, and keep making progress toward your goals
- ✓ Extensive coaching and brainstorming with me throughout the program, plus my creativity, ideas and personal style of motivation, inspiration and transformation
- ✓ Private access to me to get your questions answered when you need them answered
- ✓ A coach who genuinely cares and takes a stand for your greatness without apologies – guaranteed!

**This Women of Culinary Excellence Platinum Program
Is ONLY Right For You If:**

- ✓ You are motivated to succeed and willing to take action (Action is the key to manifestation.)
- ✓ You are willing to be decisive, seek (and speak) your truth and claim what you want
- ✓ You’re willing and able to commit 100% to your growth, show up fully and ask for support
- ✓ You recognize the value of strategic self-awareness
- ✓ You’re willing to try something new and stretch beyond your current experience
- ✓ You’re willing to take action even if it might feel scary at times (in an exciting way)
- ✓ You have a dream that you are committed to achieving

You do NOT need to already have a clear idea of HOW to achieve what you want – that's what you'll learn if you're accepted into the program!

If Accepted Into the Women of Culinary Excellence Platinum Program:

Your Commitment Includes:

- ✓*Reading this invitation letter and filling out the application.*
- ✓*Setting your coaching sessions at a regularly scheduled time with me – and showing up. If you need to change the time, I will accommodate you with 48-hours notice. Times will be provided once you are enrolled in the program.*
- ✓*Completing the psychological assessments in a timely manner*
- ✓*Arriving at the in-person retreats and coaching calls on-time, rested and ready to play!*
- ✓*Preparing any assignments before the in-person retreats*
- ✓*Supporting yourself and your fellow WCE members with your full attention (believing in them, connecting with them and giving honest feedback)*
- ✓*Refraining from multi-tasking during coaching calls and showing up to ALL calls except for emergencies (I recommend once you receive the program schedule, you schedule in everything ASAP. In such a small group, your presence is felt, wanted and valued!)*
- ✓*Completing the monthly accountability tracking forms*
- ✓*Being authentic, honest and speaking up for what you want (I am NOT responsible for things of which I am not aware.)*
- ✓*Honoring confidentiality both in and out of the specific programs calls and retreats*
- ✓*Letting it be okay to not know all the answers (being kind to yourself)*
- ✓*Giving yourself permission to just BE You!*
- ✓*Having a clear intention, topic or goal for each coaching call and the in-person retreats*
- ✓*Be willing to take risks, try new things and stretch beyond your current experience*
- ✓*Be responsible for your own results, which includes pro-actively asking for support, scheduling coaching calls and using your program benefits*

✓Honoring your investment and the expectations you are making in yourself by handling any situations that may take you away from your experience, being patient with yourself and resting when necessary to periodically integrate and “catch up” with all you are discovering

✓Honoring our relationship (by being direct, truthful, open and deeply expressive with me, you will go further, faster.)

✓Celebrating your wins, shifts, achievements and excitement throughout the program

My (Kelley's) Commitments Include:

✓Believing in you and your ability to achieve your vision of success

✓Allowing you to be 100% authentic and fully YOU

✓Holding you accountable to act from your highest self, even when you may not feel that way

✓Being in integrity and honest at all times

✓Holding extremely high standards for you and me (and handling any situation that crosses the line, helping you to resolve and move beyond things you are putting up with that are not in alignment with your phenomenal woman standing)

✓Being kind and patient with your progress so that you know you always have a safe place to express where you are

✓Keeping you phenomenally focused on YOUR goals (and holding you accountable for taking the action steps you agree to or renegotiating them)

✓Providing solution-oriented coaching to help you find solutions to challenges that may come up

✓Coaching to your highest self and coaching you to achieve your highest potential

✓Caring about you and your success

Confidentiality:

Confidentiality is crucial in this program.

As your coach, I will maintain a highly confidential environment. However, in the case of any legal request, I and my representatives cannot hold confidentiality as we do not have a doctor/client privilege. If information you share with us is sufficiently “illegal” or “dangerous-to-oneself-or-others”, I will consult an attorney in order to determine whether

or not to notify authorities. If information you share with me creates an uncomfortable feeling for me or steps outside of my ethics and integrity base, I will let you know and may terminate the coaching relationship.

For you and your WCE Platinum Program colleagues, it is essential to maintain a space of confidentiality and non-disclosure. You must commit to not disclosing any information about any participant in any way outside of the group. You must also commit to not using private or sensitive trade secrets that a participant shares for your own gain. You may connect with an individual directly and obtain permission in writing to determine the “classification or sensitivity” of their ideas and programs for your own usage with their written permission only.

Payment:

You agree to pay according to the payment schedule you select if you are accepted into the program.

Commitment and Termination:

The Women of Culinary Excellence Platinum Program is a 12-MONTH commitment which includes your two 3-day retreats, monthly one-on-one coaching, psychological assessments and the group calls. If for any reason you choose not to continue, or stop participating, you will continue to be liable for the fees of this program.

Coaching is a powerful process and at times, you may feel “up against a wall” or as if something isn’t working. This is often a perfect sign that you are releasing obstacles and letting go of limiting beliefs. My request is that any and all concerns regarding assignments and coaching be addressed with me so I will be the best coach to you I can be and assure the coaching relationship is in integrity. Working together, we will make sure your needs are met.

I am dedicated to YOU and YOUR SUCCESS – no matter what! I am passionate about seeing you unleash your greatness, own your power and be phenomenal in your authentic life and business.

With warm regards and deep appreciation,

Kelley Pearson

Kelley Pearson



Application for The Women of Culinary Excellence

Platinum Inner Circle Program 2009 / 2010

- “Kelley, I understand you will personally review my application. This application alone does not obligate me in any way to participating in the Platinum Program.”
- This application officially indicates my interest in being accepted into this program. I understand I will be provided with a Payment Enrollment form upon acceptance into the program.
- I understand that once I submit my Payment Enrollment form that I will immediately move forward with the financial commitment for the program, which includes a one-time, non-refundable deposit.
- I also understand that the WCE Platinum Program starts July 1, 2009 and concludes June 30, 2010.

Please be Honest and Authentic With Your Answers!

Name

Company

Address

City

State

Zip

Office Phone

Cell Phone

Fax

Birth date

Email

Website(s)

Spouses/Children/Partners/Pets:

❖ Is there anything you think you have to give up to create brilliant success in your life and business vision?

❖ Do you have any other commitments that could keep you from being 100% successful in this program? This could be a job, community service, board commitments, family, etc.

❖ On a scale of 1 – 10, please rate the following questions (1 being “not at all”, 5 being “somewhat” and 10 being “yes!”):

How willing and committed are you to this program, doing whatever it takes, being in integrity with your commitments and supporting your colleagues?

If you are accepted into the program will you be able to commit to the fee without undue stress?

(NOTE: The specific payment options will be given to you after your application has been submitted (remember, your application does not commit you in any way to the program).

❖ If you are accepted into the program, what are the top 3 goals you want to be really excited and happy about having accomplished by the end of the program year together?

- ❖ In 50 words or less, tell us why you should be selected for this exclusive opportunity to be coached and mentored by me in this program...

THANK YOU!

Now please fax back your application to 757-277-0230 by **Friday, June 19, 2009** to be considered for this program!