

## BUSINESS VISION & SERVICES PORTFOLIO



# SHAN BROOM COACHING

**PSYCHOLOGICAL  
SAFETY**

**INCLUSIVE  
EXCELLENCE**

**CULTURAL  
COMPETENCE**

**TRANSPARENCY AND  
AUTHENTICITY**

# ABOUT

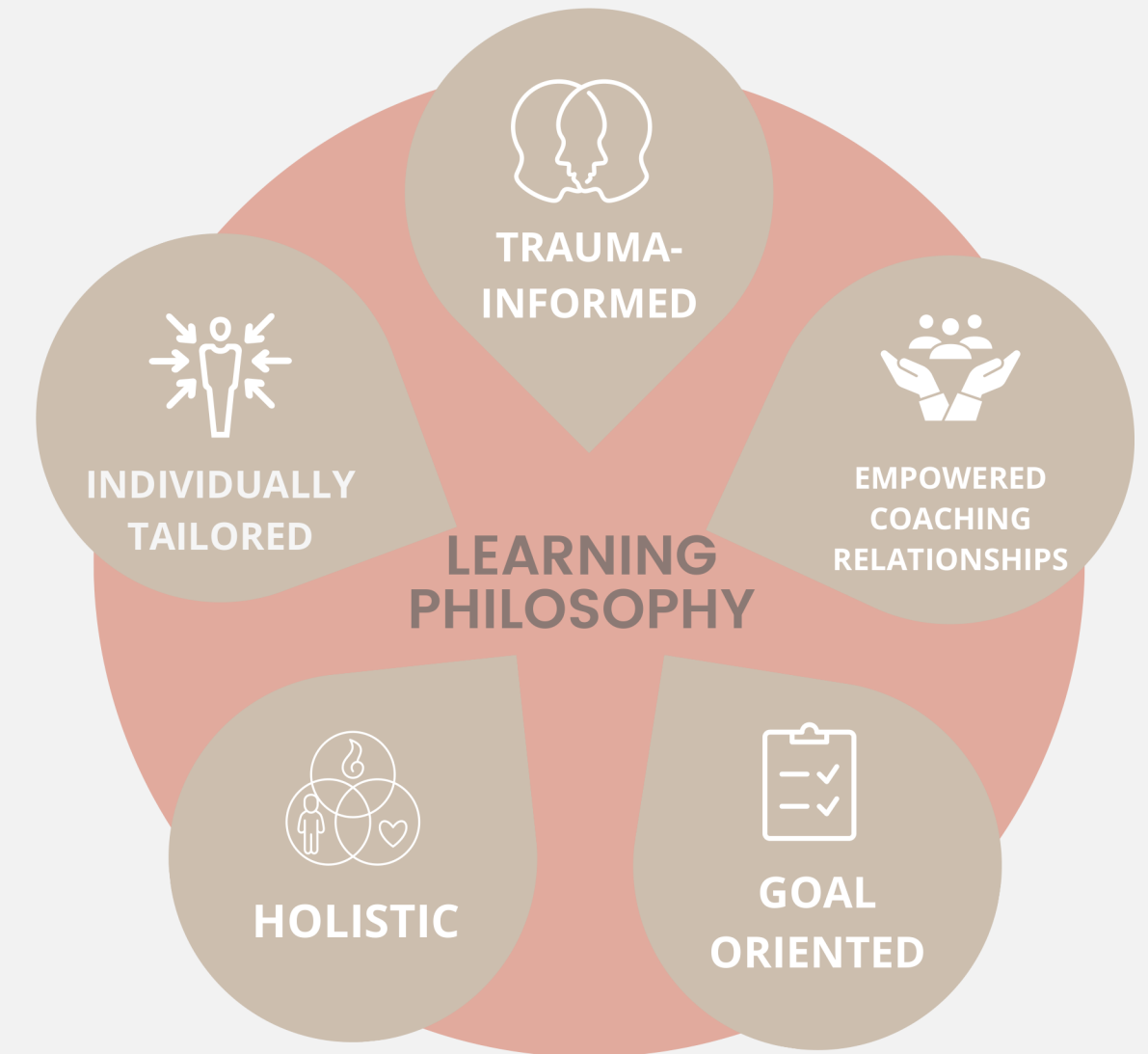
## Dr. Shaniquè (Shan) Broom

Dr. Broom is a **career mindfulness coach** dedicated to empowering Black women in higher education. With over a decade of experience spanning roles in housing, diversity, equity, inclusion, admissions, student success, and curriculum design, her journey was shaped by overcoming and healing from challenging professional experiences.

Motivated by the need for support systems, especially for first-generation professionals of color, Dr. Broom founded Shan Broom Coaching in 2021 to foster resilience and guide individuals in surpassing their goals.

Dr. Broom is a learning and development consultant with a robust philosophy centered on trauma-informed learning, deconstructing the learner-educator dichotomy, inclusive learning strategies, 360-degree learning, and alignment with organizational goals.

This philosophy forms the foundation of her comprehensive approach to coaching and consulting, aimed at empowering individuals and organizations to thrive in their pursuits.



For more information or to inquire on how Shan Broom Coaching can support you:



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Explore Dr. Shaniquè Broom's curriculum vitae



Welcome to the heart of empowerment, where resilience meets transformation. This comprehensive portfolio is your gateway to understanding the multifaceted world of Dr. Shaniquè Broom and the impactful services offered by Shan Broom Coaching (SBC).

**About the Founder:**

As the Founder of Shan Broom Coaching, Dr. Shaniquè Broom is not just a career mindfulness coach but a catalyst for change. With over a decade of experience in various facets of higher education, Dr. Broom's journey has been marked by overcoming challenges and cultivating resilience. This portfolio shares her leadership philosophy and her commitment to empowerment.

**SBC Leadership and Consulting Philosophy:**

SBC's leadership and consulting philosophy is guided by key pillars: trauma-informed learning, disrupting the learner-educator dichotomy, fostering inclusive learning environments, embracing a 360-degree learning approach, and ensuring organizational alignment. These principles shape a holistic and transformative approach, prioritizing individual growth, equity, and strategic alignment within organizations.

**Individual Coaching Excellence:**

Explore career mindfulness coaching, tailored to uplift Black women in higher education. This section unravels the transformative journey offered by individual coaching sessions, designed to identify, achieve, and surpass personal and professional goals.

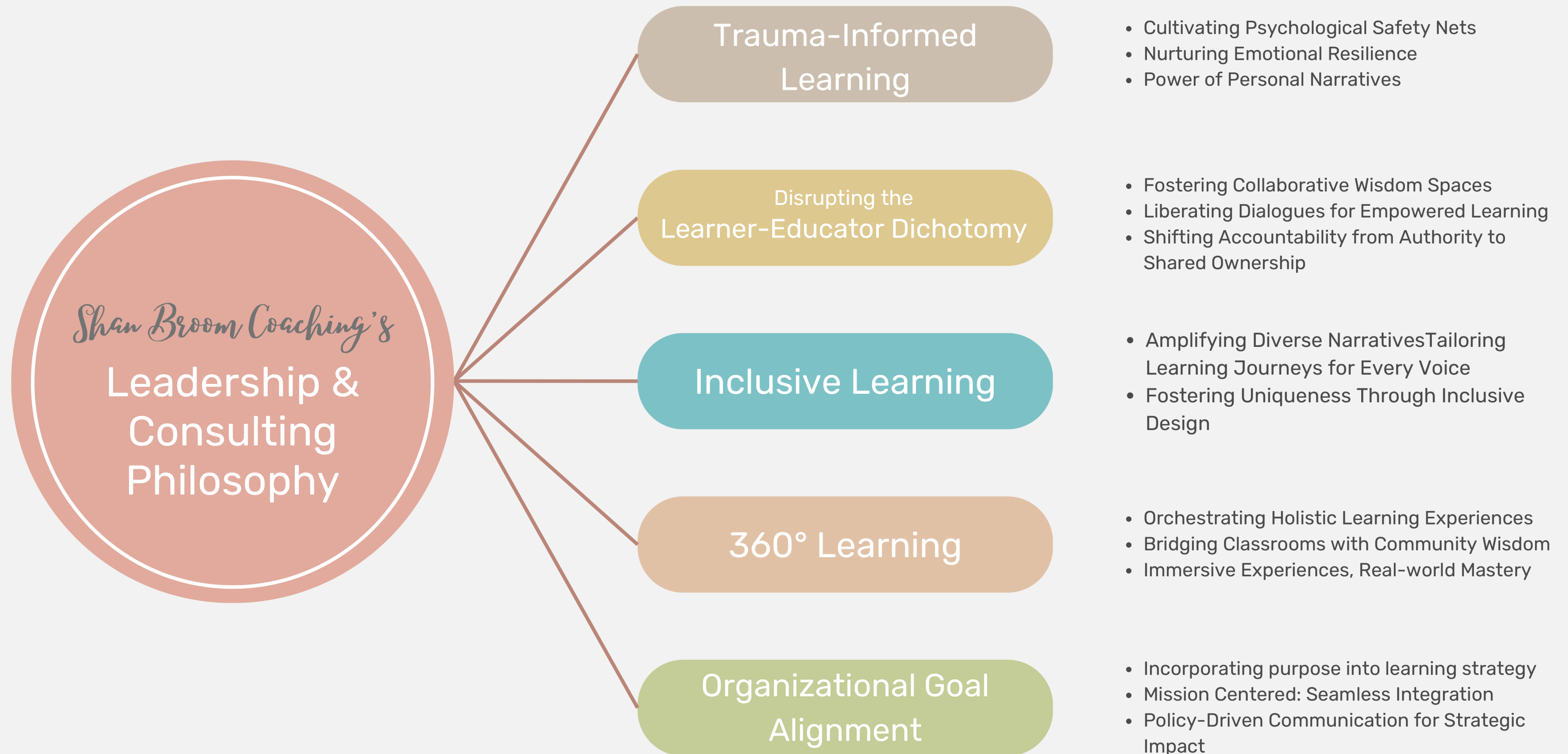
**Consulting Brilliance:**

Unlock the potential of your educational institution with SBC's Consulting Excellence. Driven by a passion for Diversity, Equity, and Inclusion (DEI) and Learning & Development, SBC offers tailored packages designed to elevate your institution's mission and learning experience.

**Pricing:**

Transparent and class-equitable pricing lies at the core of SBC's values. Delve into the pricing structure that embodies fair accessibility and supports a more equitable world.

Embark on a journey of empowerment and self-discovery as you explore the pages of this portfolio, where coaching and consulting excellence converge.





## Trauma-Informed Learning

### **Cultivating Psychological Safety Nets:**

Drawing on over a decade of higher education experience, Dr. Broom fosters environments that prioritize psychological safety, allowing learners to navigate academic challenges with confidence and resilience.

### **Nurturing Emotional Resilience:**

With a background in psychology, Dr. Broom infuses evidence-based strategies into the learning journey, ensuring individuals not only acquire knowledge but also develop emotional resilience essential for personal and professional growth.

### **Power of Personal Narratives:**

Dr. Broom, with extensive research expertise, views personal narratives not just as stories but transformative tools. These narratives become powerful instruments for healing, empowerment, and shaping profound learning experiences.

## Disrupting the Learner-Educator Dichotomy

### **Fostering Collaborative Wisdom Spaces:**

As an adjunct faculty member, Dr. Broom emphasizes collaborative wisdom spaces, breaking down traditional hierarchies. This approach cultivates environments where both educators and learners actively contribute to collective knowledge.

### **Liberating Dialogues for Empowered Learning:**

Grounded in diversity, equity, and inclusion principles, Dr. Broom facilitates liberating dialogues that empower learners to engage openly, challenge assumptions, and foster transformative growth.

### **Shifting Accountability from Authority to Shared Ownership:**

Dr. Broom, committed to supporting first-generation professionals, advocates for shared ownership. By shifting accountability away from authority, a collaborative and supportive learning culture is created.

## Inclusive Learning

### **Amplifying Diverse Narratives:**

Dr. Broom's advocacy for diversity and inclusion permeates the learning environment, ensuring that diverse narratives are not only heard but celebrated, contributing to a richer educational experience.

### **Tailoring Learning Journeys for Every Voice:**

Leveraging expertise in curriculum design, Dr. Broom tailors learning journeys to individual needs, accommodating diverse learning styles and ensuring inclusivity.

### **Fostering Uniqueness Through Inclusive Design:**

Dr. Broom, with a background in curriculum and learning design, champions inclusive design principles that celebrate the uniqueness of every learner.

## 360° Learning

### **Orchestrating Holistic Learning Experiences:**

Dr. Shan Broom, drawing on her background in educational strategy, orchestrates 360-degree learning experiences. With expertise in aligning learning goals with organizational objectives, she ensures participants engage in comprehensive educational journeys, integrating various facets for a well-rounded learning experience.

### **Bridging Classrooms with Community Wisdom:**

Dr. Broom's engagement with community collaborations bridges academic knowledge with real-world insights, fostering a 360-degree learning approach that extends beyond traditional classroom boundaries.

### **Immersive Experiences, Real-world Mastery:**

With a history in leadership development, Dr. Broom ensures that immersive experiences translate theory into practical skills, preparing learners for real-world mastery.

## Organizational Goal Alignment

### **Incorporating Purpose into Learning Strategy:**

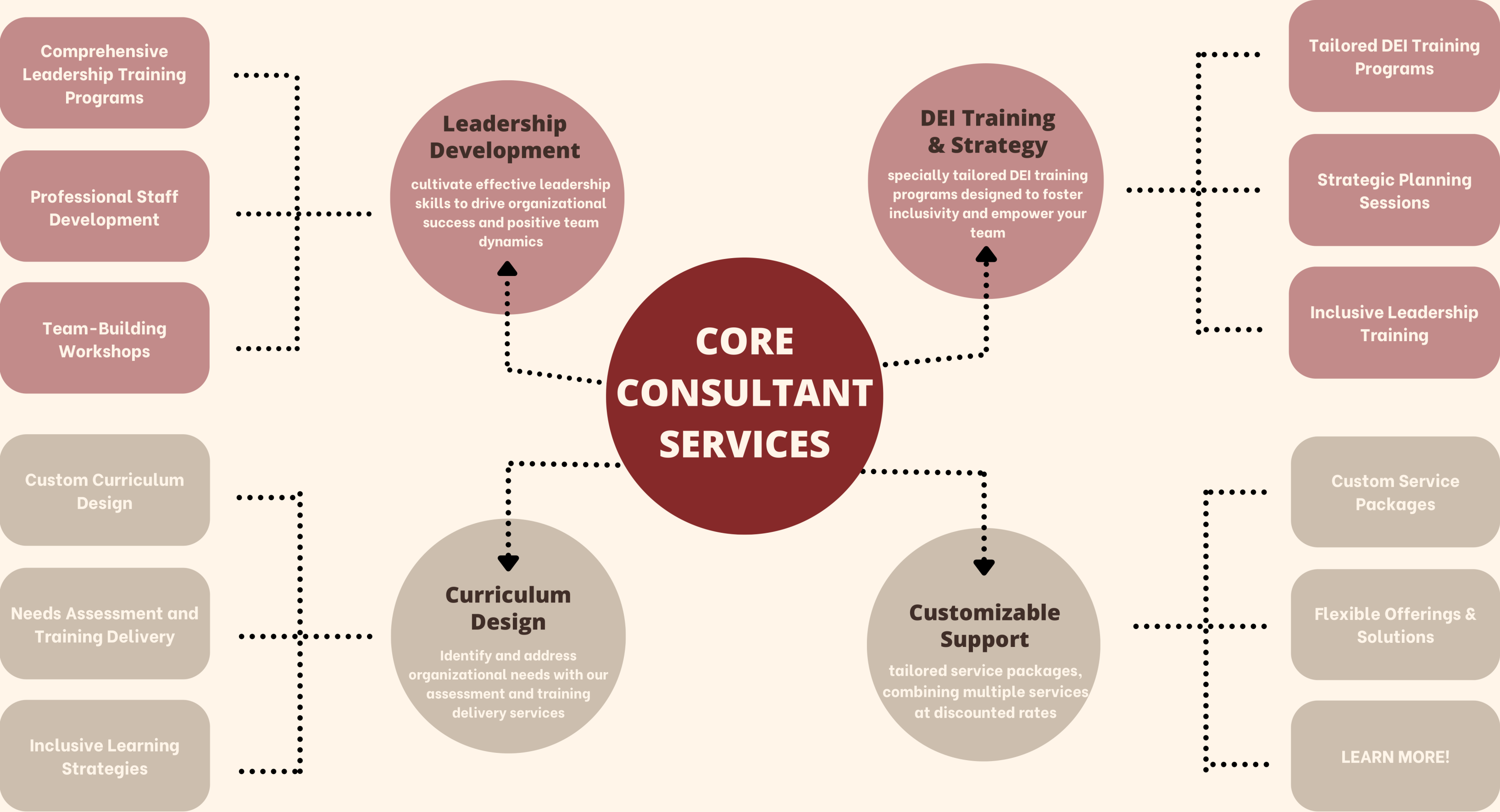
Dr. Broom aligns learning strategies with organizational purpose, leveraging her experience in DEI training and strategy to seamlessly contribute to broader organizational goals.

### **Mission Centered: Seamless Integration:**

Dr. Broom seamlessly integrates the organizational mission into learning initiatives, creating a cohesive and purpose-driven educational framework.

**Policy-Driven Communication for Strategic Impact:** Leveraging her policy research experience, Dr. Broom ensures that policies drive strategic impact, facilitating effective communication and contributing to the achievement of organizational goals.

# SBC Consultant Services



# SBC Pricing Strategy: Consultant Fees



## Hourly Rates

Virtual: \$225 per hour  
In-Person: \$310 per hour

\*Hourly rates are applicable to both presentation and facilitator research. Please note that all events require a minimum booking of 3 hours for optimal engagement and effectiveness.



## Retainer Packages

Monthly Retainer (10 hr):  
Starting at \$2,000

Quarterly Retainer (30 hr):  
Starting at \$5,500

Annual Retainer (120 hours):  
Starting at \$20,000



## Workshop Packages

Half-Day Workshop:  
(3.5 hours or less)  
Starting at \$3,000

Full-Day Workshops:  
(4-6 hours)  
Starting at \$5,000



## Custom Packages

Create custom packages based on the unique requirements of your institution.

Combine multiple services at a discounted rate for a personalized approach.



# SBC Individual Coaching Services



"Reclaim Your Power" is a 6-month coaching program.

The program offers a comprehensive approach to leadership development, focusing on trauma-informed practices, strategic thinking, stakeholder engagement, conflict resolution, and self-care. By working through the program, participants will gain the skills and strategies they need to succeed in leadership roles, overcome obstacles, and create positive change in their organizations.

With a combination of in-person coaching sessions and a comprehensive workbook, "Reclaim Your Power" offers a powerful and effective way for Black women to take their leadership to the next level.



## 1:1 COACHING

Individual virtual coaching that accommodates your schedule and allows you to get specific training specific to your experience and goals!



## COMMUNITY ENGAGEMENT

Monthly group coaching and 24/7 access to a community of peers with access to group coaching where you learn from and inspire others in the community.



## CURRICULUM

Access to SBC coaching curriculum including the "PowerPath Framework." Curriculum includes life time access\* to videos, webinars, workbooks and more!

# SBC Class Equitable Pricing Strategy

## Individual Coaching - Individual

### Individual Rates

For individuals investing in private coaching.  
Payment plans are available.

At Shan Broom Coaching, we believe in the power of coaching to transform lives, and we are committed to ensuring that our services are accessible to everyone. Recognizing the importance of inclusivity and social responsibility, we offer a class-equitable pricing tier for both individuals and organizations.

Our class-equitable pricing tier is designed to break down financial barriers, making our coaching services available to individuals and organizations with diverse economic backgrounds. This tier extends a hand to those facing financial constraints, allowing them to benefit from the expertise and guidance offered by Shan Broom Coaching.

By embracing a class-equitable pricing structure, we aim to foster inclusivity, address socioeconomic disparities, and contribute to positive social impact. It is our belief that coaching should be a tool for empowerment, available to all, regardless of economic privilege.

Join us in building a community where coaching is not just a service but a pathway to growth and resilience for everyone. Explore our pricing tiers and discover how Shan Broom Coaching is making a difference through accessible and class-equitable coaching services.



#### Empowerment

**6 sessions: \$2150**  
**12 sessions: \$4000**

For those with financial security, property ownership, or personal savings, willing to contribute to creating a more equitable world through coaching support.



#### Progression

**6 sessions: \$1720**  
**12 sessions: \$3200**

Designed for individuals with steady income, allowing them to invest in personal growth without significant impact on their financial well-being.



#### Aspiration

**3 sessions: \$860**  
**6 sessions: \$1200**  
**12 sessions: \$2100**

Structured for individuals with access to basic needs, enabling them to save up for coaching and aspire towards personal and professional development.

If the middle tier presents financial challenges, please reach out to discuss personalized options.

# SBC Class Equitable Pricing Strategy

## Individual Coaching: Organization Sponsorship

### Organizational Rates

For organizations sponsoring one-on-one coaching for employees or members.

Shan Broom Coaching extends its commitment to inclusivity to organizations through our class-equitable pricing tier. We understand the importance of supporting organizations with diverse financial structures, including publicly traded companies, those with corporate responsibility programs, and entities with executive compensations exceeding seven figures.

Our tiered sponsorship rates ensure that organizations, regardless of their economic advantage, can access coaching services that align with their commitment to growth, development, and social responsibility. Partner with us in creating a more equitable and empowered organizational culture through coaching that transcends financial barriers.

Join us in building a community where coaching is not just a service but a pathway to growth and resilience for everyone.

Explore our pricing tiers and discover how Shan Broom Coaching is making a difference through accessible and class-equitable coaching services.



#### Empowerment

**6 sessions: \$2900**  
**12 sessions: \$5500**

For financially resourced organizations such as publicly traded companies, companies with corporate responsibility and/or supplier diversity or Minority/Women-owned Business Enterprise programs, and 7-figure executive compensation or more.

Your organization has had structural advantage and the people within it have access to wealth.



#### Progression

**6 sessions: \$1900**  
**12 sessions: \$3500**

For organizations able to access resources via fundraising or contracts with public and private institutions.

Your organization is able to regularly provide professional development to employees or members and your executives' salary is over \$100,000.




#### Aspiration

**3 sessions: \$1060**  
**6 sessions: \$1400**  
**12 sessions: \$2400**

For organizations with budgets <\$500K or otherwise limited resources, and/or with BIPOC leadership.

If this rate is still inaccessible to you, I encourage you to reach out to discuss your options.


# TESTIMONIALS



“While this is not therapy, it feels full circle amplifying the self work I am doing in therapy and in my personal life to evaluate my thoughts and behaviors, combines accountability through behavioral change practices and writing to help me reach my goals. This is all accomplished with genuine support, honest and direct feedback grounded in humility, humor, and centers me as a whole person not just a worker participating in a capitalistic system. I very much appreciate being centered as a black, queer person, by a coach who celebrates me as a whole person and gives me the direct no fluff feedback that provokes thought, engagement and active behavioral change.”

- T. Haynes, Coaching Client

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“I appreciate the engaging PD sessions with Dr. Shan Broom. Her support in critical thinking has been invaluable, and the challenges she presents push us to grow. The videos and student perspectives added a refreshing dynamic to the sessions, making them enjoyable. I look forward to more focus on specific strategies to support the success of our Black students. These PDs are essential, and a toolbox for continuous learning would be a great addition.”

- J. Conner, K12 Educator

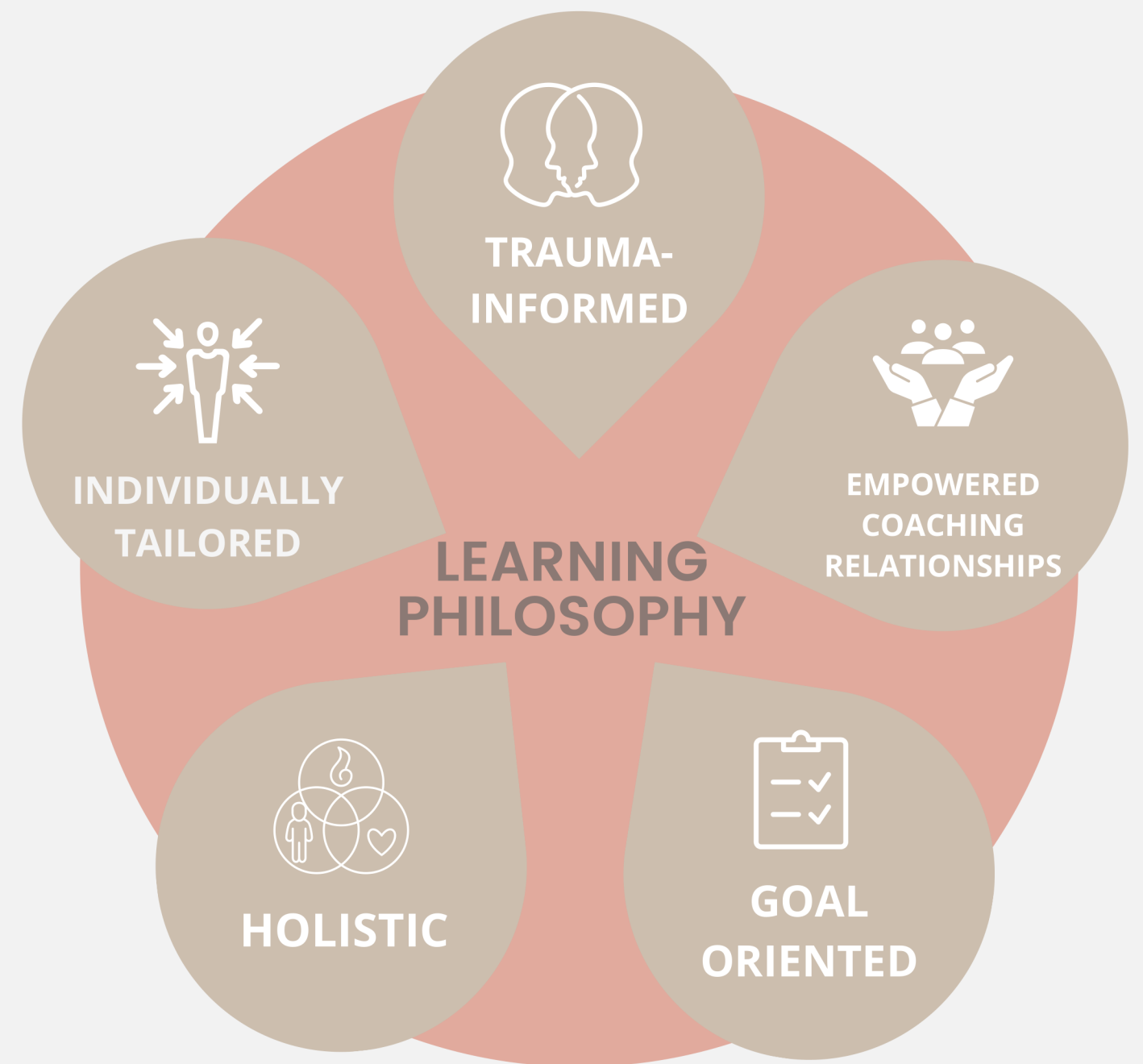
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# SHAN BROOM COACHING

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For more information or to inquire on how Shan Broom Coaching can support you:



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Explore Dr. Shaniquè Broom's curriculum vitae