

Gracey Lichtenstein, MS Success Achieved... Simply



*Your expert training and coaching resource
to help you and your business team become
healthier, more productive, and reduce stress.*

Professional Development



Unmet goals, underperformance, employee turnover, absenteeism, chronic conflict, unnecessary mistakes, negative morale, workplace injury...

How much are these issues costing you? Not only in dollars, but in terms of your stress and sanity?

Let me support you in creating the team you look forward to working with every day!

Personal Development

Are you suffering from lack?

- lack of motivation
- lack of focus
- lack of accomplishment
- lack of joy

Let me support you in creating a life where you are successful at developing and meeting your goals: physical, emotional, and spiritual.



About Me

I completely, totally, and absolutely love what I do. For almost 20 years, I have worked with thousands of individuals and hundreds of business teams (as a holistic psychotherapist, coach, and award-winning, international trainer and speaker) to facilitate sustainable, solution-focused change. My focus is on changing the world by assisting people become healthier, more productive, and to reduce their stress.

I am able to quickly, and simply, help others make long-lasting, positive change through my training on neurobiology, systems theory and group dynamics, and learning and motivation. In addition, my diverse experience of working with thousands of people in 49 states and on 2 continents (ranging from native New Yorkers to Native Alaskans and from the FBI to the United States Conference of Catholic Bishops) has allowed me to pinpoint some of the universal characteristics of healthy individuals and teams.

(Sounds impressive, doesn't it!)

Some of the companies for whom I have provided training services in the last 12 months:



Services and Pricing Overview

I can provide the following services to your team(s), from groups of 5 to 5,000. Mix and match services to create a program that matches your team's needs. Booking multiple services/customized programs results in pricing discounts.

- Keynotes and breakout sessions
- Lunch-and-learns (1 or 1 ½ hours)
- Onsite trainings (full or half day)
- Web based trainings (1, 2, or 3 hours)
- Single and multi-day retreats/intensives
- Personal and executive coaching
- Holistic wellness coaching
- Facilitated biweekly, monthly, or quarterly mastermind sessions (1 or 2 hours)

All training and speaking services include 4 weeks of follow-up emails. Mastermind sessions include a dedicated, moderated, closed Facebook page for ongoing support and feedback.

A La Carte Pricing

- Keynote/Breakout sessions: \$3,000 per day
- Full day training (3+ hours): \$4,000
- Half day training (2-3 hours): \$2,500
- Lunch-and-Learn (onsite): \$1,275
- Web based trainings: \$750 per hour
- Retreats: regular training rate + \$150 per person/per day (includes meals and overnight accommodations)
- Coaching and masterminds: \$300 per week/per person (minimum 12 week commitment)
- For custom topics, there is an additional fee of \$150 per hour for development. Typically, every 2 hours of training requires 1 hour of development. *If desired, custom topics presentations and handouts will be branded and will become property of the customer upon completion.*

I do not charge any additional fees for equipment, supplies, or travel within the United States.

On-Line, Self-Study Programs

“30 Days Toward Becoming Healthy, Productive and Stress-Free”

Designed to cover the topics, concepts, and resources typically offered in my 12-week, live coaching program, this online course provides students the opportunity to make significant, positive change in their lives with reduced financial and time commitments. Just as in my live coaching program, manageable and realistic goals are created with a specific, written plan, with daily tools to create *achievable, manageable, long-term, and sustainable change*.

This online program includes 15 hours of video instruction accompanied by all the handouts, forms, and other resources I offer my live coaching clients. Topics of the videos include:

“How It Works”

- about me and how the program was created
- program and resources overview
- Declaration of Integrity
- goal setting and creating a vision
- developing “The Plan” and next steps

“The High 5”

- breathing (proper breathing and positive vs. negative stress)
- sleeping (sleep hygiene and opportunities to recharge)
- moving (healthy movement and goal setting and time management)
- eating (food as medicine and feeding the soul)
- intimate relationships (creating relationships and developing healthy intimacy)

“Creating Success and Addressing Barriers”

- creating, assessing, and maintaining change
- The Relapse Cycle
- subconscious beliefs and self-sabotage
- forgiveness and letting go
- Emotional Freedom Technique (EFT) for anxiety, depression, and trauma

Pricing: \$497 per person. (Contact me to find out how to cut \$300 off the price!)

The “Success Achieved...Simply” Certification Program

This program is designed for the busy professional who has a desire to focus on growth and development without creating commitment overload. Made up of information gleaned from 20 years of working with individuals and organizations about what makes people successful in the workplace, this program offers everything professionals have said, “I wish I had known this years ago!”

Courses are made up of a variety of information presentation genres to maximize students' different learning and processing styles including: video instruction, textbook, textbook audio (when available), and individualized coaching.

While this program is intended to take 24 weeks, the focus is on the student’s ability to set aside dedicated time to learn, apply, and receive feedback on each of the courses. It is not recommended that students take fewer than 12 weeks or more than 9 months to complete.

Core Courses

There are 5 core video courses each student must complete. A course is made up of 4 modules which are an hour each. For each course, there is another hour of assignments to start the process of incorporating the concepts into each student's real life. Each of these application assignments will be reviewed by the instructor who created the course to insure thorough understanding of the lesson and to provide feedback.

- “Who Do You Think You Are?” Excellence as a Choice
- Managing your Productivity
- “Say What?": Communication to Get You What You Want
- Essentials of Customer Service
- Turn Down the HEAT: Handling Difficult Situations

Elective courses

In addition to the core courses, each student will take 2 electives from the following list of video courses:

- R U LOL?: Basic Business Writing
- Global Communication and Leadership
- Does this make Cents? Financial Basics
- Do People “Like” You? Social Media skills
- From Stage Fright to Stage Fantastic: Basic Public Speaking Skills
- HR Skills: Hiring and Firing
- HR Skills: Policies and Procedures

- You, Me, and We: Meeting the Needs of the Individual AND the Team
- Break the Cycle: Addressing Self-Sabotage
- Forgiveness as a Business Best Practice
- Live Like a Rock Star! (without the fame, fortune, or having to get onstage)

Students can access more than their allotted 2 elective courses for an additional fee.

Don't see a course you would like? Let us know and we will create it for you at no additional charge.

Textbook based courses

In addition to the structured video courses, each student will receive textbooks of some the most powerful productivity and business books by industry thought leaders. When available, audio versions will also be provided. Upon completion of each of the required texts, students will work to create a plan of how these concepts can be applied in their specific workplace. In addition to these required texts, students will receive some recommended texts to read at their leisure.

Required texts:

- "Outliers" by Malcolm Gladwell (audio available)
- "The One Thing" by Gary Keller and Jay Papasan (audio available)
- "5 Dysfunctions of a Team" by Patrick Lencioni (audio available)
- "The Leadership Challenge" by Barry Posner and James Kouzes (audio available)
- "How Successful People Think" by John Maxwell (audio available)

Recommended texts:

- "The Business Communication Style Guide" by Michelle Poley and Dusty Crocker
- "The 7 Habits of Highly Effective People" by Stephen Covey (audio available)
- "Good to Great" by Jim Collins
- "How to Win Friends and Influence People" by Dale Carnegie
- "The 10-Day MBA" by Steven Silbiger
- "Thinking, Fast and Slow" by Daniel Kahneman
- "Freak Factor" by David Rendall

Finally, each student has access to additional resources which include:

- personalized needs assessment
- lifetime membership to a closed Facebook group of like-minded professionals to ask questions, get feedback, learn about new resources, and network

- six individual coaching sessions from the program expert of their choice
- free access to the annual, “Success Achieved...Simply” virtual conference to be held every March
- free copy of my signature, online, wellness program: “30 Days Toward Becoming Healthy, Productive, and Stress-Free”

Pricing: \$5,575 per person. Multiple student discount is available.

Customized Wellness Programs

Please contact me for details on how to create your own corporate wellness program.

Standalone topics:

Turn Down the HEAT

Learn how to manage difficult situations with assertive poise and confidence without taking things personally. Let productive options become the focus of the interaction rather than adding negativity. By objectively assessing emotional situations, it is also possible to minimize “stress contamination”: the negative residual effects of a stressful situation on other life areas.

Key points:

- the difference between objective and subjective situational interpretations
- the difference between taking something personally and developing personal insight respond to situations with a solution-focus rather than adding negativity to an already difficult situation
- change blaming and dis-empowering patterns of behaviors and responses to one of assertive communication

This topic can be presented as a keynote/lunch and learn, a half-day (3 hour), or full-day (6 hour) experience.

Managing your Productivity

“Do more with less” has become a common mantra in many organizations. However, this is often expected to mean you work *harder AND smarter!* Over time, this results in significant drops in productivity and morale. Instead, learn to develop a proactive vs. reactive process essential to sanity and productivity.

Key points:

- identify true priorities and plan accordingly
- insure your priorities dovetail with your supervisors'
- tame the e-mail beast
- have structured goals and still be able to “go with the flow”
- improve work quality by using time more effectively – not working faster
- ask for help and resources without appearing unable to do the job
- effectively create, communicate, and meet realistic deadlines

This topic can be presented as a keynote/lunch and learn, a half-day (3 hour), full-day (6 hour), or multi-day experience.

“Who Do You Think You Are?” Excellence as a Choice

Excellence and leadership are very popular buzzwords in the corporate arena. But what exactly do they mean and how do we make them part of our daily lives? The concepts of excellence and personal leadership are directly intertwined, and it is up to each of us to identify and commit to manifesting the individual strengths we bring to our relationships at work, at home,

and within our social circles.

Key points:

- the effect of self-talk
- how belief systems are created
- the impact of process-based belief systems of excellence
- becoming proactive vs. reactive
- directly impact our outcomes for desired results most of the time
- create positive relationships through servant leadership

This topic can be presented as a keynote/lunch and learn, a half-day (3 hour), a full-day (6 hour) experience, or a multi-day intensive.

You, Me, and We

Develop healthy and assertive conflict management skills to learn to ask for, and get, what you want and need. Learn to recognize what is most important to you and how to effectively communicate this to others positively, respectfully, and productively without feeling guilty. Understanding the relationship between individual and group goals is essential for productive and healthy teams and families. Learn how to effectively balance seemingly competing wants and needs between yourself and the others in your life: family, friends, coworkers, and customers.

Key points to be addressed:

- what assertiveness really means
- how members of a group take on roles within the group
- the difference between being nice and being respectful
- the necessity of healthy conflict
- the difference between selfish and healthily self-centered

This topic can be presented as a keynote/lunch and learn, a half-day (3 hour), full-day (6 hour), or multi-day experience.

“Say What?”

Communication to Get You What You Want

Effective communication is a core skill of successful professionals. Unfortunately, in our fast-paced, immediate-results driven world, thoughtful and effective communication is no longer the standard but, rather, the exception. Learning to listen and speak in other peoples' languages increases productivity, reduces stress, and enhances relationships.

Key points:

- respectful communication vs. being “politically correct”

- perception is reality: What image of ourselves do we present?
- the pro's and con's of stereotyping
inadvertent boundary violations that happen *all the time!*
- the power of listening
- the differences between verbal, nonverbal, and written communication

This topic can be presented as a keynote/lunch and learn, a half-day (3 hour), full-day (6 hour), or multi-day experience.

Break the Cycle

Learn how we, as human beings, have a tendency to develop and follow patterns of behavior (habits) whether or not those patterns are beneficial. These patterns must be broken in order to achieve what we truly want and need out of life.

Key points:

- the science of how behavioral patterns are developed and maintained
- the key factors which cause ineffective behaviors to be repeated
- methods to change each step of the unhelpful cycle
- tools that are essential to making long-term change

This topic is available as a half-day (3 hour) and full-day (6 hour) experience. It is strongly recommended that either group or individual follow-up sessions at 1 week, 30 days, and 6 months also be scheduled to maximize and support the therapeutic change that will occur.

Essentials of Customer Service

Customer service is not just about task completion: it is about relationship development. And, sometimes it's difficult developing these relationships when the wants and expectations others are unrealistic, they are behaving badly, or we are having a bad day. Learn how to provide exceptional customer service, to both internal and external customers, every day without burning out.

Key points:

- recognize our opportunities for developing customer relationships
- become motivated by our customer interactions
- do not take bad behavior personally
- develop a solution-focused attitude
- how to say “no” by saying “yes” (without lying!)

This topic can be presented as a keynote/lunch and learn, a half-day (3 hour), a full-day (6 hour) experience, or a multi-day intensive.

Forgiveness as a Business Best Practice

A sign of intelligence is one's ability to learn from experiences and apply this knowledge to

future experiences. This becomes a problem, however, when a negative experience impacts our ability to effectively interact with certain people or situations because of residual anger, regret, resentment, or anxiety. Often, conflicts, "bad attitude", and negative morale are not due to what is going on with the current situation but, rather, are the symptoms of previous negative experiences.

Key points:

- the true meaning of forgiveness
- let go of past issues that negatively color current interactions
- set healthy and appropriate boundaries
- become empowered in our outcomes
- reduce the negative stress in our relationships
- reduce chronic anger, frustration, and anxiety

This topic can be presented as a keynote/lunch and learn, a half-day (3 hour), a full-day (6 hour) experience, or a multi-day intensive.

R U LOL? Basic Business Writing

Advances in technology have made communication easier and faster. However, this is not always beneficial, especially in the workplace. In addition, the rules of grammar and punctuation for the English language change over time. Learn how to write correctly, clearly, and concisely in order to become more productive, manage your time more effectively, and project a truly professional image.

Key points:

- the correct punctuation and grammar rules
- the difference between a "writer focus" and "reader focus"
- eliminate writer's block and reduce writing time
- the differences between creative writing and business writing
- reduce unnecessary or unproductive emails
- become aware of the "tone" and image presented
- the formats and functional differences between different types of writing

This topic is available as a full-day (6 hour) or multi-day experience. Participants are encouraged to bring a writing sample (e.g. a resumé).

Live Like a Rock Star!

(without the fame, fortune, or having to get onstage)

Are you excited every day to be you (WOOHOO)? Do you believe you regularly manifest your natural gifts and talents (YIPPEE)? Do you believe that others value you and your relationship with them (APPLAUSE WHEN YOU ENTER A ROOM)?

Key Points:

- development of healthy and positive belief systems
- the real meaning of humility
- dealing with guilt, shame, and feeling “less than”
- identify your innate talents, strengths, and gifts
- develop a healthy support system
- learn how to deal with bad situations when there are no “good” options

This topic is only offered as a multi-day intensive.

Specialized Topics

The following topics are highly specialized for the indicated demographic and provides therapeutic-level content. Please contact me regarding details and participation requirements.

Self-Care in the Caring Professions

Research indicates that those who are in the helping or caring professions (teachers, pastors, therapists, etc.) report some of the highest levels of occupational and overall stress. Between rising expectations and reductions in resources, those who choose to help others are often the ones who need support the most.

Self-Care in Health Care

Health-care is consistently ranked as one of the most stressful industries in the US. Health-care workers are also less likely to access wellness services for themselves. Secondary issues include reduced patient satisfaction and diagnosis, as well as increased treatment errors.

Addressing Vicarious Trauma and Compassion Fatigue

Designed for professionals with secondary exposure to trauma (first responders, social workers, ED staff, etc.) to help boost psychological immunity, maintain emotional boundaries, and be able to effectively process and move through one's own response to trauma.