



## Coaching With Me: What It Is, What It Isn't, and Why It Works

Coaching, the way I practice it, isn't about "fixing" anything. It's about sharpening — your clarity, your instincts, your presence, and the story you lead from.

Most of the leaders I work with are already successful. They're just navigating a shift: a new role, a bigger spotlight, a decision that's equal parts head and gut, or a season where the ground is moving under their feet.

My work sits at the intersection of **identity, leadership, and communication**, because that's where real change actually happens.

### What to Expect

#### Confidential by Design

Our conversations are protected. I use a coaching agreement that spells out confidentiality, and I can sign an NDA if needed. This gives you the space to talk through the things you can't bring to your team, your board, or your CEO.

#### A Reflection Partner + Strategic Sounding Board

Leaders who move quickly rarely stop long enough to hear themselves think. Coaching gives you a place to zoom out, see the system more clearly, and notice what your instincts have been trying to tell you.

This isn't therapy. It's real-time clarity for real-time leadership.

#### A Communication Lens to Everything

I spent decades shaping narrative in high-visibility environments — senior leaders, national security, crisis environments, athletics, and public life.

So whether we're talking decisions, conflict, transitions, or career arcs, I'm always listening for:

- the story underneath
- the pattern that's running you
- the language that opens doors (or closes them)

Your leadership story becomes a tool, not a burden.

#### Optional Enneagram Insight (for the curious)

Not a BuzzFeed quiz. A research-backed personality assessment that gets underneath the behavior to the *motivation*. It helps us understand your drivers, blind spots, and growth edges — and gives us a shared map for navigating how you lead.

## When Coaching /s a Good Fit

Coaching tends to work best when you're:

- performing well, but want your ideas and presence to land more consistently
- preparing for what's next without rushing toward an exit
- ready to define what "better positioned" actually means for you
- open to examining patterns without turning yourself into a project

## How We Define Progress

Progress here isn't abstract. Together, we look for shifts like:

- you speak earlier and more clearly in rooms that matter
- your ideas land with you, not two minutes later
- you spend less energy over-editing yourself after the fact
- others begin referencing your thinking without you chasing it
- you can articulate what you're building toward, even if the role doesn't exist yet

We name what matters at the start so you're not guessing at the end.

## Structure & Cadence

Most clients start with a **six-month retainer**. It provides room to use me when you need it — for decisions, high-stakes conversations, communication strategy, interviews, or moments when the next step feels fuzzy.

Clients average **1-2 formal sessions per month**, with additional support by text or email as things arise. The work flexes with your leadership reality, not the other way around.

Individual or company-funded options both work. If organizational sponsorship is helpful, I'll assist with the language.

## In Short...

Coaching with me is a partnership: part story, part strategy, part identity work, and a whole lot of honest conversation.

We sharpen what's already there. We build what's emerging. And we help you lead from a place that feels unmistakably yours.

**In your corner,**

*Brooke*

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