

# Better Self Breakthrough | Coach Charmaine Ashby

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## REFRAME: A Transition Guide for Entrepreneurs Moving Into Corporate Spaces

*You are not starting over. You are bringing your experience to a new environment - and that is power.*

### Why This Matters

You have spent over 15 years running your own business and working independently. Now you are stepping into a season of transition-learning new tools, adapting to corporate expectations, and deciding how to show up with confidence in unfamiliar territory.

### What May Be Holding You Back

1. You may feel unsure how your entrepreneurial experience fits into a more traditional setting.
2. You may be navigating fear of not being 'corporate-ready.'
3. You may wonder how to grow without shrinking the powerful voice you have built.

### The REFRAME Framework

R - Recognize Your Strengths: What have you led, built, or solved that is still relevant?

E - Embrace the Learning Curve: What new skills or systems do you need to feel fluent in?

F - Frame Your Value: How do you position your entrepreneurial background as an asset, not a gap?

R - Reflect on What You Want: What kind of structure actually helps you thrive?

A - Align with the Culture: Where can your work ethic and independence elevate a team?

M - Map Your Next Move: What would success look like in this new space?

E - Evolve Without Erasing: How do you grow forward without losing what makes you unique?

### Coaching Questions to Consider

- What parts of entrepreneurship do you want to keep-even in a corporate role?
- How have you already proven your adaptability?
- What is the real fear underneath this transition-and what is the deeper desire?
- Who do you want to become in this next chapter-and what support will help you get there?

### Let's Reframe This Together

I work with high-capacity women who are shifting spaces-not because they failed, but because they are evolving.

Let's build a strategy that honors where you have been-and prepares you for where you are going.

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- Strengthen your mindset and voice
- Build tech fluency without fear
- Navigate change with confidence and clarity

Call or text 215-380-4870 or visit [www.charmaineashby.com](http://www.charmaineashby.com) to schedule your complimentary clarity session.