

A high-speed photograph of a water splash, creating a complex, flowing shape. The water is rendered with sharp highlights and deep shadows, giving it a three-dimensional appearance. The background is a smooth gradient from a deep blue on the left to a vibrant pink on the right. Several small, spherical water droplets are captured in mid-air, scattered around the main splash. The overall composition is energetic and visually striking.

ADVISORY 83

2025
CAPABILITIES DECK

In today's global marketplace, leaders must be agile and mobilize with a clear sense of purpose. It has become a business imperative. It is critical that organizations have a strategic partner in place as an extension of their team who will help them be competent, intentional and exemplary leaders in the areas of:

- Strategic Planning
- Diversity/Equity/Inclusion
- Executive Coaching
- Research/Assessment

At Advisory 83, we know that many leaders face serious dilemmas in long range planning with an eye towards execution and in-market impact. We become your organization's partner for building more innovation and forward-thinking to disrupt your organization and sustain your competitive advantage.



Advisory 83 is guided by the following set of core values:

- A sensitivity to cultural differences including differences in race, ethnicity, gender identity, nationality, age, physical and mental ability, socioeconomic status, education and religion.
- A high-tolerance for tackling tough challenges and taking responsibility for high-stakes projects with tact and professionalism.
- An interest in helping organizations create culturally diverse and inclusive experiences.
- A confidence to coach and counsel leaders on cultural barriers.
- A desire to guide organizations through culture shifts and changes.
- A specialized knowledge in designing and implementing culturally relevant strategies.
- A winning ability to develop and execute strategies that yield impressive results.
- A talent for understanding the needs and interests of an intercultural consumer base.
- A focus on ensuring that organizations implement the strategic planning process to reach innovation.

Advisory 83 is led by Dr. Aerial Ellis, a sought-after thought leader and an award-winning strategist recognized globally for the proven ability to transform culture, improve diversity, navigate change, increase exposure, build community, strengthen leadership, and drive innovation.



DR. AERIAL ELLIS

More about Dr. Ellis:

Executive Coach: Accomplished in providing actionable feedback, accountability, and encouragement to professionals, with a focus on culturally sustainable coaching for high-performing professionals and underrepresented leaders; facilitating goals in executive presence and positioning.

Organizational Strategist: Skilled in shaping organizational culture and aligning strategic initiatives with business goals. Expertise includes developing and executing comprehensive strategies that drive organizational growth, foster collaboration, and deliver measurable results for national and international clients.

DEI Advocate: In-demand for helping organizations navigate intergenerational and multicultural challenges by maximizing productivity across five generations in the workforce, while centering racial identity as cultural capital.

Global Facilitator Experienced in delivering cross-cultural communication training and strategies to international audiences and emerging markets, with expertise in Hong Kong, Finland, South Africa, London, Nepal, and Qatar.

Educator and Researcher: Expertise in linking strategic objectives to business outcomes through leadership development, intercultural competence, curriculum design, program evaluation, and behavioral assessment.

Intergenerational Expert: Writer of *The Original Millennial*, a thought leadership book outlining six defining lessons of leadership for millennials, accompanied by a professional development curriculum for the intergenerational workforce.

Certified Practitioner: Holds certifications in workforce diversity and inclusion, executive coaching, and talent development, with practical expertise driving organizational success.



Advisory 83 has performed services for the following clients and partners:

Strategic Planning



Executive Coaching



Diversity/Equity/Inclusion



Research/Assessment



CLIENTS SAID...

“Working with Advisory 83 gave us a great foundation to grow with through strategy and coaching services. Dr. Aerial and her team handled us with care and truly felt like a real extension of our team helping us launch two new units and map out an extended vision for the company.”

– JB, Corporate Strategy & Coaching Client

“Our business was navigating some significant challenges – both to our advantage and potential disadvantage. The Advisory 83 team really became our closest advocate. Every piece of guidance provided worked out when we applied it, and our leaders are now much more strategic with improved culture and increased revenue as a result.”

– CS, Strategy Client

”Beyond grateful to have Dr. Aerial as an executive coach because she sees people. She is our go-to and is one of our biggest champions.”

– KT, Corporate Coaching Client

A high-speed photograph of a water splash, creating a sense of motion and energy. The water is captured in mid-air, with various droplets and ripples visible. The background is a smooth gradient from a vibrant pink on the left to a deep blue on the right. The text 'SIGNATURE PROGRAMS' is overlaid in the center, in a bold, white, sans-serif font.

SIGNATURE PROGRAMS

EXECUTIVE COACHING PROGRAM | Corporate Employees

Initial Assessment & Goal Setting

- Personality and Leadership Assessments:** Utilize tools like DiSC, Hogan, or VIA to identify unique attributes and leadership styles.
- Goal Setting Session:** Define goals and success metrics tailored to each participant’s role and aligned with organizational objectives.

Monthly 1:1 Coaching Sessions

(2 sessions per month)

- Format:** 60-minute virtual or in-person coaching sessions.
- Focus Areas:** Executive presence/positioning, strategic thinking, decision-making, resilience, imposter syndrome, DEI practices, and cultural competence.
- Approach:** Culturally competent coaching that respects individual backgrounds and aligns with corporate culture.
- Accountability:** Ongoing action plans and accountability check-ins to ensure steady progress toward personal and professional goals.

Quarterly Group Workshops:

2-hour interactive virtual or in-person sessions; reinforce individual coaching insights and foster peer learning, collaboration, and shared leadership skills across teams.

Potential Topics:

- Leading with Emotional Intelligence
- Navigating Change and Uncertainty
- Building High-Performance Teams
- Cultivating an Inclusive Culture

Quarterly Progress Reviews and Reporting

- Progress Review:** Evaluate individual progress toward set goals, adjust strategies, and establish new priorities as needed.
- Organizational Report:** Provide aggregated, anonymized insights to the company on leadership trends, strengths, and areas for development.
- Feedback Collection:** Gather participant feedback to refine the program and ensure it continues to meet evolving needs.

On-Demand Support and Resources

- Email Access:** Participants can reach out to their coach between sessions for advice or support.
- Resource Library:** Access to curated articles, books, videos, and exercises that support their development goals.
- Personalized Development Plan:** Tailored resources and exercises to promote continuous growth outside of structured coaching sessions. organizational needs, with program features scalable accordingly.

Annual Retreat, Reflection, and Celebration

A 2-3 day immersive, in-person retreat held at an offsite location, designed to be both a reflective, celebratory experience.

Features:

- Workshops & Intensive Training
- Goal Reflection & Progress Assessment
- Personal Goal Setting for the Upcoming Year
- Team-Building & Networking Activities:
- Celebration of Success

Additional Features

- Optional DEI Coaching Add-On:** Extra sessions focused on enhancing cultural competence and inclusive leadership practices, particularly beneficial for organizations with diverse or global teams.
- Customized Leadership Development Tracks:** Tailored tracks designed for various leadership levels or roles within the organization (e.g., emerging leaders, senior executives).
- Quarterly Executive Briefings:** High-level briefing sessions with senior leadership to discuss program impact, share insights, and align on strategic development needs.

INVESTMENT:

\$319,000.00/year*

*Multi-Year Agreement Pricing and Structure for a Two-Year Agreement (24 Months)

\$189,000.00/
six months

VIP Coaching Retreats

- **Price:** \$4,500 per employee (up to 20 employees max)
- **Description:** A premium, immersive coaching retreat designed for high-impact transformation. Participants engage in workshops, interactive sessions, and reflective exercises to deepen self-awareness, enhance leadership capabilities, and foster team alignment.
- **Features:**
 - Customized retreat agenda based on team or organizational goals.
 - Leadership and personal development exercises.
 - One-on-one coaching sessions for each participant.
 - Team-building activities and networking opportunities.
- **Ideal For:** Corporate teams looking to boost engagement, build cohesion, and empower leaders in an intensive setting.

High-Level In-Person Strategy/Coaching Session

- **Price:** \$14,000 per day
- **Description:** A strategic, high-impact in-person session tailored for executives or leadership teams. This session is designed to address specific challenges, align on strategic goals, and develop actionable next steps.
- **Features:**
 - Full-day in-person session with customized agenda.
 - Focused coaching on leadership challenges, decision-making, and vision alignment.
 - Hands-on exercises for strategy development and implementation planning.
 - Immediate feedback and action plans to address pressing issues.
- **Ideal For:** Leadership teams and executives seeking strategic alignment or quick wins on critical issues.

Strategic Planning and Facilitation Services

- **Price:** \$40,000 - \$75,000 (3-6 month engagement)
- **Description:** Comprehensive strategic planning support, including facilitation of planning sessions, stakeholder engagement, communication planning, and the development of a multi-year strategic plan. This engagement is structured over several months to ensure alignment and buy-in across the organization.
- **Features:**
 - Initial assessment to understand organizational needs and goals.
 - Facilitated planning sessions with key stakeholders.
 - Development of a strategic roadmap with clear objectives and KPIs.
 - Progress check-ins and final strategy presentation.
- **Ideal For:** Organizations seeking a cohesive, long-term strategy with input from stakeholders and alignment with business objectives.

Research & Cultural Assessment

- **Price:** Starting at \$45,000
- **Description:** A detailed cultural assessment and research study to gain insights into organizational culture, identify areas of improvement, and provide actionable recommendations. This service may include data collection through surveys and focus groups.
- **Features:**
 - Data collection through customized surveys, interviews, or focus groups.
 - Analysis of findings to uncover strengths, gaps, and areas for improvement.
 - Report with insights on cultural trends, DEI opportunities, and employee engagement.
 - Actionable recommendations to support a healthier, more inclusive workplace.
- **Ideal For:** Organizations aiming to better understand their current culture, assess DEI effectiveness, or improve employee engagement and retention.

Training Development & Evaluation

- **Price:** Starting at \$45,000
- **Description:** End-to-end curriculum development and evaluation service for organizations seeking to create impactful learning programs. This includes the design, development, and evaluation of training content tailored to specific learning objectives.
- **Features:**
 - Needs assessment to identify training objectives and target audience.
 - Design and development of customized curriculum and training materials.
 - Pilot testing and evaluation of curriculum effectiveness.
 - Final report with insights on learner engagement and areas for improvement.
- **Ideal For:** Organizations developing new training programs or looking to enhance existing ones with data-driven evaluation.

Corporate Keynote Speaking Services

- **Price:** \$25,000 - \$50,000
- **Description:** High-energy, thought-provoking keynote presentations for corporate events, conferences, or leadership summits. Keynotes are tailored to resonate with the audience and address relevant topics such as leadership, DEI, and communication.
- **Features:**
 - Tailored keynote presentation based on event theme and audience.
 - Focus on current trends, leadership insights, and actionable takeaways.
 - Engaging storytelling and practical examples to inspire the audience.
 - Optional Q&A session to engage the audience further.
- **Ideal For:** Organizations hosting conferences, retreats, or events where an impactful keynote can inspire and motivate attendees



THANK YOU.

LET'S BUILD!

www.advisory83.com

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