

Ideal Customer Profile #1

The Overwhelmed EVP

VPs and Senior Directors at 1,000-10,000 employee companies whose high-performing teams are showing signs of burnout

Origin Story: Written from Their Perspective

Sarah has been VP of Product at a mid-sized tech company for three years. When she took the role, she inherited a team of 25 talented engineers and product managers. The work was challenging but manageable, and her team consistently delivered. But over the past 18 months, everything has intensified. Two major product launches back-to-back. Three critical hires to replace people who burned out. Endless stakeholder meetings where she's expected to defend roadmap decisions while her team waits for her input on technical questions. She's spread so thin that her one-on-ones have become status updates rather than actual coaching conversations. Last month, her best product manager told her he's "feeling the grind" - code for looking elsewhere. Her team's engagement scores dropped 12 points in the latest survey. And when she facilitated their quarterly planning session, she could feel the room's energy - depleted, reactive, going through the motions. Sarah knows the problem isn't the work itself. Her team is capable. But they're running on fumes. So is she. The Sunday night anxiety has returned. She finds herself holding her breath in meetings without realizing it. Her neck is constantly tight. She's tried the usual fixes - brought in a team-building facilitator (helped for a week), adjusted sprint cycles (minimal impact), pushed for headcount (denied due to budget constraints). HR suggested she explore "wellness initiatives," but yoga classes feel like band-aids when what she really needs is for her team to rediscover their focus and resilience. What Sarah needs - but doesn't quite know how to articulate yet - is something that actually addresses the root cause: her team has forgotten how to regulate their nervous systems under pressure. They need to relearn how to breathe, think clearly, and perform sustainably. She needs a solution that doesn't feel like "wellness theater" but actually makes them better at their jobs. When she hears about breath and performance work grounded in elite training - the same techniques used by world-class performers - something clicks. This isn't about relaxation. It's about high performance under pressure. That's what her team needs.

Demographics

Title: VP, EVP, Senior Director, Head of [Function]

Function: Most likely in Product & Engineering (high cognitive load), Operations (high stress, complex coordination), Sales (performance pressure, quota stress), or Marketing (creative burnout, always-on culture)

Company Size: 1,000 - 10,000 employees (large enough to have budget and L&D; resources, small enough that VPs still directly manage teams)

Industry: Technology (software, SaaS), Pharmaceuticals/Biotech, Financial Services, Consulting/Professional Services

Age Range: 38-55

Location: Major metro areas (Seattle, SF/Bay Area, NYC, Boston, DC, Chicago)

Reports to: C-suite (CEO, COO, CFO)

Team Size: 15-50 direct and indirect reports

Psychographics

Values: Results and performance, their team's wellbeing (but struggles to balance it with delivery pressure), authenticity over corporate theater, evidence-based solutions

Leadership Style: Collaborative not command-and-control, invested in team development, high standards for themselves and others, willing to try new approaches if they see logic

Work Environment: Hybrid or fully remote teams (adds to coordination stress), fast-paced high-stakes projects, constant pressure to "do more with less," culture of being "always on"

Personal Challenges: Struggling with own stress management, notices they're holding breath in meetings, sleep issues or Sunday night anxiety, feels like constantly firefighting vs. leading

Pain Points

Team-Level Pain

- Burnout signals showing up: Disengagement, increased turnover, "quiet quitting"
- Performance decline: Team missing deadlines, quality slipping, more mistakes
- Low energy in meetings: People are present but not engaged, creativity gone
- Difficulty focusing: Constant context switching, meetings that go nowhere
- Tension and conflict: Small issues escalating, people on edge

Personal Pain

- Carrying team's stress: Feels responsible for team morale but doesn't know how to fix it
- Own nervous system dysregulation: Physical symptoms (tight neck, shallow breathing, anxiety)
- Guilt about not being available: Knows team needs more from them but overwhelmed
- Tried surface solutions: Nothing has created lasting change
- Fear of losing key people: Can't afford more attrition

Organizational Pain

- Pressure from above: C-suite expects sustained high performance
- Budget constraints: Can't solve with more headcount
- Engagement scores dropping: HR flagging their team as "at risk"
- Skepticism about "wellness": Seen too many initiatives that don't move the needle

Goals

Immediate Goals (Next 3-6 months)

- Stabilize team energy and morale
- Reduce visible signs of burnout
- Improve focus and meeting effectiveness
- Retain key talent

Medium-term Goals (6-12 months)

- Return to sustainable high performance
- Rebuild team resilience and adaptability
- Create culture where people can handle pressure without breaking
- Improve own leadership presence and calm

Long-term Goals (1-2 years)

- Build reputation as leader who develops high-performing, resilient teams
- Be seen as someone who 'gets results AND develops people'
- Create competitive advantage through team wellbeing
- Model sustainable leadership for organization

Purchasing Triggers: 'I Need This NOW' Moments

1. **Planning team offsite/retreat** - Proactive moment when budgeting for team development
2. **Key person gives notice** - Especially if they cite burnout/stress as reason
3. **Engagement survey disaster** - Team scores significantly below company average
4. **Major project failure** - Team couldn't deliver due to burnout/lack of focus
5. **Personal health scare** - Their own stress manifests physically (panic attack, blood pressure, etc.)
6. **360 feedback mentions their team's energy** - Blind spot becomes visible
7. **Peer recommendation at exactly right moment** - Trusted colleague shares success story from their own offsite

Most Receptive Timing:

- Q2 (April-June): Budgets freed up, teams settled after Q1 push, planning offsites
- After annual reviews: Fresh awareness of team issues
- Before major initiatives: Proactive investment in team readiness

Entry Point & Upsell Path

CRITICAL: This reflects J and Rachel's guidance - offsite workshops are entry, weekly programs are harder sell

PRIMARY ENTRY: Offsite Workshop (\$10-15K)

- 45-minute session for 15-25 person team
- Low commitment, high impact proof point
- Company already budgeting for offsite/retreat
- Easier "yes" than ongoing commitment
- Session everyone talks about after

UPSELL PATH A: Private Executive Coaching (Most Common)

- EVP experiences workshop → wants techniques for themselves
- Foundation (\$3K) or Mastery (\$4.5K) package
- Then optional ongoing sessions (\$1K/month for 1-2x monthly)
- Focus: High-stakes moments - board presentations, difficult conversations, major decisions
- This is often more valuable to them personally than team program

UPSELL PATH B: Quarterly Team Sessions

- Not weekly (that's harder sell, comes later)
- Quarterly reinforcement workshops
- 3-4x per year at same workshop rate (\$10-15K each)
- Maintains momentum without weekly commitment
- Positioned as "refresh" sessions

LATER-STAGE UPSELL: Weekly/Ongoing Team Program

- Only after proven value through workshop + either Path A or B
- Requires executive sponsorship and budget commitment
- Positioned as performance optimization, not wellness initiative
- This is the hardest sell - don't lead with it

Key Messaging That Resonates

What Works

- "Perfect session for your Q2 offsite"
- "Elite performance techniques for high-stakes business moments"
- "What opera singers use at Carnegie Hall, adapted for your leadership team"
- "Sustainable high performance, not temporary stress relief"
- "45 minutes that changes how your team handles pressure"
- "The session everyone remembers from the retreat"

What Doesn't Work

- "Weekly wellness workshop"
- "Ongoing stress management program"
- "Team building through singing"
- "Mindfulness for the workplace"
- Anything that sounds like HR-mandated training or long-term commitment

Critical Framing

Emphasize PERFORMANCE outcomes over wellness language. This is about making them better at their jobs under pressure, not relaxation. And always lead with the low-commitment offsite workshop, not ongoing programs.

Notes for Outreach Strategy

- 1. Start with warm network:** James (Amazon), Alicia (AstraZeneca), Stephen (Eli Lilly)
- 2. Position for their next offsite:** "Planning a team retreat in Q2?" not "Want weekly sessions?"
- 3. Offer "Partnership Rate" pricing:** Founding client pricing for pilot workshops - makes them feel special
- 4. Lead with 45-minute workshop:** \$10-15K depending on team size and offsite context
- 5. Plant seed for personal coaching:** "Many executives I work with also do private sessions" - don't push, just mention

Opening Email Framework

Subject: "Question about [team name]'s next offsite"

Body: Reference upcoming retreat or team challenge → Brief mention of transformative 45-min sessions at offsites → "Would this fit your Q2 plans?" → Ask for 15-minute call

Example: "Hi James, heard [team name] might be planning an offsite for Q2. I work with VPs at similar companies on something that doesn't fit typical 'team building' - 45-minute sessions using performance techniques from my Carnegie Hall background, adapted for high-pressure business moments. Attendees consistently say it's the session they remember most. Worth a quick conversation?"

First Call Objectives

- Understand their team offsite plans and timing (Q2 ideal)
- Share Brandon's workshop success story as proof point
- Gauge interest in workshop for April-June 2026 offsite
- Mention private coaching as option - casually, don't push
- Get L&D; contact if they coordinate retreats

Don't: Pitch weekly programs, give full pricing menu, promise specific outcomes, make it about you

Success Metrics They Care About

For Workshop (Immediate)

- Observable energy shift in the room
- Team feedback immediately post-session
- Whether people bring it up unprompted days/weeks later
- Requests for 'more of this'

For Private Coaching (3-6 months)

- Their own stress levels and physical symptoms
- Leadership presence in high-stakes moments
- Performance in board presentations, difficult conversations
- Quality of decision-making under pressure
- Unsolicited feedback from colleagues about their demeanor

For Quarterly Sessions (6-12 months)

- Sustained team engagement scores
- Retention of key talent
- Meeting effectiveness
- Team's ability to handle pressure during crunch periods
- Manager observations of energy and focus

Personas Within This ICP

Persona A: 'The Firefighter' - Rachel, 42

VP of Engineering at 3,000-person SaaS company. Constantly in reactive mode. Team burned out from back-to-back releases. Knows something has to change but no time to fix it. Planning team offsite for Q2, looking for something meaningful to include.

Trigger: Star engineer gives notice citing exhaustion, offsite coming up in 6 weeks

Persona B: 'The Analytical Optimizer' - James, 48

VP of Operations at pharma company. Data-driven, metrics-focused. Sees declining team performance in numbers. Skeptical of "soft" solutions but willing to experiment if there's logic. Has annual team retreat budget.

Trigger: Engagement scores drop, CEO asking questions, retreat planning in progress

Persona C: 'The People-First Leader' - David, 45

VP of Product at tech company. Deeply cares about team wellbeing. Already tried yoga, meditation apps, flexible work. Frustrated nothing creates lasting change. Always looking for better solutions for upcoming offsites.

Trigger: Trusted peer shares success story about your offsite workshop

This ICP is a living document. Update based on actual conversations and client feedback.