



# YOUR GROWTH HEADQUARTERS

*Catalog of Services*

2026



# Welcome

## YOUR GROWTH HEADQUARTERS

### 2026 CATALOG OF SERVICES

#### WE HELP YOU DO GROWTH

Thank you for considering our growth-focused services that deliver practical solutions for businesses and individuals striving to reach their full potential. In times of uncertainty, success demands adaptability and strategic thinking, which is why our services focus on goal setting and goal achievement, leadership development, training program management, and employee performance and growth. Our comprehensive suite of services is carefully designed to help you achieve your growth objectives and maximize your opportunities. We would be honored to partner with you on your journey of development and success, where our expertise and guidance will help turn your aspirations into reality. We are dedicated to making sustainable growth accessible and achievable for every business and individual we serve.

# STRATEGIC ALIGNMENT & GOAL SETTING RETREAT



Our Strategic Alignment & Goal Setting Program helps organizations achieve their full potential. When your teams and organizations consistently miss targets, waste resources on competing initiatives, or experience employees being pulled in different directions, these are clear signs that strategic alignment needs attention. Our program provides practical solutions to break down barriers, establish clear priorities, and ensure everyone understands how their work directly contributes to achieving your most important business goals.

## GET ON THE SAME PAGE

Transform your organizational vision into actionable reality through our customized alignment retreats for leadership teams and organizations. This immersive experience provides a structured framework to:

- Define clear, measurable organizational objectives that drive growth
- Establish transparent accountability and ownership across all levels
- Create simple, actionable roadmaps with specific timelines
- Ensure cross-functional alignment and commitment
- Develop clear communication protocols for ongoing progress tracking

Our experienced facilitators guide your team through a proven process that breaks down complex organizational goals into clear, achievable milestones. Each retreat is tailored to your organization's unique needs and culture, resulting in a unified team with shared purpose and understanding.

## THE RESULTS

**Clear Direction:** Everyone is clear on the organizational vision and the role they play in getting there

**Better Teamwork:** Departments work together instead of competing or duplicating efforts

**Faster Results:** Teams spend less time in meetings and more time achieving goals

**Focused Action:** Resources and effort align with what matters most to your success

# THE YGHQ GROWTH ACCELERATION PROGRAM



The Growth Acceleration Program helps teams and organizations break through barriers to growth. When your well-defined strategies fail to deliver results, projects consistently run behind schedule, or your teams encounter the same obstacles repeatedly, this often reveals hidden roadblocks preventing your progress. Our consultants will help you get clear on what is holding you back and provide solutions to overcome them, allowing you to finally convert your strategic vision into tangible business outcomes.

## — FROM OBSTACLE TO OPPORTUNITY —

We'll unlock your organization's growth potential through a methodical discovery and solution-building process. Our diagnostic approach combines:

- Strategic team interviews that surface hidden growth barriers
- Root cause analysis to identify core challenges, not just symptoms
- Team or organizational assessment of roadblocks
- A solution-building workshop focused on innovation and creative problem-solving
- Prioritization and implementation of high-impact opportunities

Our experienced consultants guide your team through a proven discovery process leading to a team workshop that turns vague challenges into specific, solvable problems. Each deliverable is customized to your organization's unique context, resulting in actionable strategies that remove barriers to growth.

## THE RESULTS

**Clear Insight:** Understand what is holding your organization back

**Focused Solutions:** Stop wasting time on symptoms and address root causes

**United Approach:** Get everyone on the same page about priorities and solutions

**Practical Plans:** Move from knowing the problems to actually solving them

**Measurable Progress:** Track specific improvements as barriers are removed

# LEADERSHIP FOUNDATIONS PROGRAM



A comprehensive leadership development program supporting leaders at all levels, combining essential skills for new leaders with deeper, more advanced learning for experienced ones. These workshops blend practical tools, proven frameworks, and real-world application to strengthen leaders' ability to inspire others, foster accountability, and drive results across the organization.

## — TRUE LEADERS GROW THEMSELVES FIRST —

From aspiring leaders to managers and supervisors with years of experience, core competencies covered in the Leadership Foundations program include:

- Project Management and Strategic Decision Making
- Emotional Intelligence and Inclusive Leadership
- From Beginner to Advanced Coaching Skills
- Conflict Management
- Team Culture and Trust Building
- Purpose Driven Leadership

*“Sharing stories amongst other managers was very helpful and caused moments of self-reflection. I was able to identify my leadership weaknesses and created goals moving forward.”* - Supervisor - Oil & Gas Industry

## THE RESULTS

**Clarity:** Set clear expectations, provide direction, and reduce confusion

**Trust & Accountability:** Build ownership, safety, and follow-through

**Confident Communication:**  
Communicate clearly and handle difficult conversations

**Develop Others:** Empower, delegate, and coach for growth

**Collective Wisdom:** Expand understanding & insight through peers

# TRANSFORMATIVE LEARNING & DEVELOPMENT PROGRAMS



Many traditional training programs find individuals returning from workshops energized but quickly reverting to old habits. When teams can't apply new concepts to real challenges, or when initial enthusiasm fades without meaningful improvement, your development approach needs rethinking. Unlike conventional programs that rely on passive learning and generic content, our solutions are focused on experiential learning and are highly customized so that they connect directly to your business priorities, ensuring new skills become permanent rather than temporary inspiration.

## HELP YOUR PEOPLE GROW

Our learning consultation and custom training programs transform these challenges into growth opportunities through:

- In-depth needs assessment to identify true skill gaps and learning objectives
- Custom program design using proven adult learning principles
- Experiential learning activities that drive real behavior change
- Integration of your organization's specific challenges and scenarios
- Follow-up reinforcement to ensure lasting impact

**Lasting Change:** Utilization of new skills long after training ends

**Immediate Impact:** Practical tools that can be used right away

**Engaged Teams:** Interactive learning that motivates and inspires

**Measurable Results:** Clear evidence of behavior change and skill development

**Cultural Growth:** Shared language and approaches that strengthen the team

## THE RESULTS

### Examples of Training Focus Areas:

- Personal Productivity
- Communication & Collaboration
- Effective Meeting Management
- Technical Skills
- Trust Building & Team Dynamics
- Custom Programs Based on Your Needs

### Format:

- In-Person or Virtual
- 1-Hour to Multiday Engagements
- Small to Large Groups
- Ongoing Reinforcement

# TRAINING & DEVELOPMENT PROGRAM MANAGEMENT



Whether your organization has never had a formal training and development function or has an established program in need of evolution, YGHQ can partner with you to strategically manage and elevate learning efforts. Acting as an extension of your team, our consultants bring clarity, momentum, and practical execution to ensure learning initiatives are aligned, scalable, and impactful. The result is a training function that supports the business, not just adding more activities to the calendar.

## FROM VISION TO EXECUTION

hands-on leadership and operational support for training and development inside your organization:

- Strategic management of training and development programs
- Interim or fractional leadership for learning or training teams
- Designing or optimizing learning management processes or systems
- Overseeing learning programs, projects, and cross-functional coordination
- Building scalable systems for registration, tracking, reporting, and rollouts
- Developing and overseeing coaching, mentoring, and leadership development programs

## THE RESULTS

**Clearer Decisions:** Make learning decisions aligned with business goals

**Stronger Execution:** Turn plans into action with clear ownership and follow-through

**Aligned Strategy:** Build cohesive, intentional learning across teams

**Reduced Overwhelm:** Remove inefficiencies, confusion, and unnecessary complexity

**Lasting Impact:** Systems and programs built for sustainability and scalability

# CORE VALUES DISCOVERY & ALIGNMENT



Core Values are at the heart of every individual, team, and organization. When clearly-defined values are missing from a group or individual values get lost or ignored in the greater whole, it causes a ripple effect - complicating decisions, weakening team cohesion, and preventing the deeper connections that drive purpose-driven work. By identifying and leading with core values, teams and individuals make better decisions, collaborate more effectively, and achieve their goals in a shorter amount of time.

## LET PURPOSE BE YOUR GUIDE

Our values discovery programs create transformative insights through:

- Individual values exploration and personal discovery sessions
- Team-based values identification workshops
- Integration of personal and organizational values
- Development of values-based decision-making frameworks
- Creation of team standards and behavioral guidelines

Our experienced facilitators guide participants through a proven process that uncovers core values and transforms them into practical tools for daily decision-making and interaction. Each program can be customized for individuals, teams, or entire organizations

## THE RESULTS

**Clearer Decisions:** Make decisions that align with what truly matters

**Stronger Relationships:** Understand and respect what drives each team member

**United Direction:** Create a shared foundation for team goals & actions

**Authentic Culture:** Build an environment where people can be their best selves

**Sustainable Change:** Develop lasting principles that guide future growth

# PERSONAL GROWTH AND SUCCESS COACHING



Coaching is the greatest gift you can give yourself. We've all experienced a time where we lost our direction, or just couldn't break through to the next level, or we constantly battled the same obstacles over and over again. In these moments, dedicated support from a coach can be the catalyst to moving forward. Research shows that individuals are 65% more likely to reach their goals when they commit those goals to someone else, and that number jumps to 95% when they have regular meetings with a coach.

## — ACHIEVE ALL YOUR DREAMS —

Our personalized one-on-one coaching partnership drives transformation through:

- Deep discovery of core values and motivations
- Identification of limiting beliefs and behavioral patterns
- Goal-setting and strategic action planning
- Regular accountability check-ins and progress reviews
- Tools and techniques for overcoming obstacles
- Celebration of wins and adjustments for challenges

Our certified coaches create a confidential, supportive environment where breakthroughs happen naturally and sustainable change takes root. Each coaching relationship is uniquely tailored to your goals, pace, and preferred style of growth.

## THE RESULTS

**Clarity:** Gain insight into what truly drives you

**Focus:** Move from scattered to strategic actions

**Momentum:** Break free from limiting beliefs and old patterns

**Results:** Studies show coached individuals achieve goals 70% faster

**Growth:** Develop sustainable habits that continue long after coaching ends

# Our Story



Brooke Layman founded Your Growth Headquarters after working in the consulting world, serving clients of all sizes and industries, spanning the globe. With over a decade of experience as a learning consultant, master trainer, and coach, Brooke is now ready to roll up her sleeves and take your growth challenges head-on.



Brooke's experience in the realms of strategy, goal setting, process optimization, and employee development allows her to continue to be a dynamic force dedicated to empowering individuals to reach their fullest potential. Grounded in an unwavering passion for fostering growth and transformation, she seamlessly blends creativity with problem-solving prowess to deliver impactful solutions.

Brooke lives in Denver, Colorado, and enjoys spending time reading, cooking, and attempting to lower her handicap on the golf course.

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PROUD TO HAVE SERVED

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WHOLESALE

Microsoft

**Deloitte.**



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ACADEMY