

Project Brief

Roz Ross Executive Coaching

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Group twenty-8

Background

Roz Ross is an experienced executive coach, having helped numerous executives to become better at what they do since January 2017, both online and in person. She gained interest in learning how to coach when she worked with one herself, and was fascinated with the inner-workings and how well it worked after having gotten two promotions thanks to numerous sessions. She went to school in executive coaching in British Columbia for seven months, and has been doing motivational speaking engagements and helping executives ever since with the mindset of moving things forward. She is now taking a more focused approach, needing a brand and a way to market herself now that she has both short-term and long-term plans as a coach.

Executive coaches build strong relationships between their clients to build leadership skills and maintain professional drive. Executive coaches are there to challenge you to co-create a future that inspires their client if they don't know how to get there. While there's competition in Ottawa, coaches feel like there's room for a wide variety for different people, and the business seems to be moving and changing in the next few years. Noteworthy executive coaches around the city like Judith Laws, Lynda Pedley, Tanya Smith, and Peter Frauley are some of the few active competitors to keep in mind.

Objectives

Our client's primary business objectives are to focus on five or fewer clients at any given time. An achievable goal was set in place, until her business grows, to have two to ten clients a week. In five years, she plans to move from part-time to full-time coaching. Motivational speaking engagements for large audiences about once a month are also a goal.

Some specific challenges that may be faced are scheduling with busy executives. Marketing to other countries may be an issue because online coaching is also part of Roz' services. When engaging audiences with motivational speaking, a challenge may be connecting with the audience and speaking to people who do not wish to change. Otherwise, people connect with her service because they wish to be there.

Audience

Roz Ross's customers are executives, however she does focus on the government because that is her current place of work. They are people who hire her and usually willing to accept change and grow from the service she provides. Executives are professionals who work a lot in busy environments. She seeks clients who really want and believe they need coaching. The needs Ross's service meet are improving time management, gain self-awareness, clarify and achieve goals, and unlock potential. Roz will act as a non-invasive and motivating voice forward to clients.

Message

Roz Ross wants to create a personal brand that attracts customers that are seeking professional change. Her unique selling point is her 100 Day Journey and 1000 Day Journey which offers her clients an innovative and easy to grasp understanding of their professional growth. Roz is better than her competition because she has the ability to listen to her clients without distraction, and absorb information to help them more efficiently. Her personal photography and blog posts on her new website will enable potential clients to see that she is approachable and personable and information about her specific programs will allow them to see what her specific strengths and ideologies are.

Design Principles

1. **Less is more.** Using restraint when designing will help us limit our visual design to elements that are simple and minimal. Choosing a single standout element and giving things plenty of space will help us achieve the minimalist look Roz wants.
2. **Fluidity.** This principle relates back to the theme of water and how it's a big theme in Ross's life. Helping clients meeting a path that they can get on is what Roz does. This relates to creating responsive design with content that easily flows will guide users easily through her website.
3. **Approachability.** Creating a balance between a professional minimalist look and an approachable design is essential to get her message across. Colours that relax the user

will contribute to Ross's brand foundation. Meaning, as a coach she listens deeply, is fully present and makes people capable. She helps with stress management so the website should reflect that. It is important to keep the design human and have a friendly vibe while keeping professional.

4. **Leadership through experience.** Roz using her experience to fuel leadership development with her clients is a big plus one over competition. Leaders are not born, they're made, which reflects a lot on what Roz is offering.

Scope

What we want to do is to convey a sense of "moving forward" when a client is looking for an executive coach. Clients are looking for someone who can bring them to a different plain of success, so we need to make that apparent. We will be creating a brand that represents Roz Ross and her business, and brand guidelines to keep that brand as consistent as possible. Everything needs to be kept to a minimum, as simplicity is extremely important for Roz. Same thing goes for having the whole feel of the brand be as approachable as possible.

The website should be personable, as Roz is very open on her social media and general online presence, so it would be necessary to add a few of her social media links. Having a way to pay on the website would be ideal. A blog can also be incorporated with an open-source CMS provided.

Success Criteria

We will measure the success of our project goals by measuring the amount of engagement the new webpage receives, and how happy the client is with the final outcome. We will focus on user engagement as our main indicator of success, by asking viewers to engage in a qualitative survey before exiting the website.

Stakeholders

Internal Stakeholders:

- Roz Ross

External Stakeholders:

- Current consumers
- Potential consumers

To be Consulted:

- Roz Ross
- Jed Looker
- Greg Treadwell
- Thomas Bradley

To be Informed:

- Website hosts

Team

- Alex Spagnuolo – Team Lead
 - Focused planning & organization, effective team communication
- Holli Holton
 - High performance under pressure, efficient worker
- David Preseault
 - Outside-of-the-box thinker, extremely driven designer

Schedule

- SEPT 17 - Initial Client Meeting and Data Collection
 - SEPT 24 - Project brief
 - OCT 1 - Choice of methods
 - OCT 8 - Fresh eyes and practice pitches

- OCT 15 - Client Meeting - Pitch
 - OCT 22 - Backlog
- NOV 12 - Client Feedback
 - NOV 12 - Prototype
 - NOV 19 - Usability
- DEC 3 - Client Meeting - Deliverables
 - DEC 3 - Poster and deliverables

Appendix

- [Interview data](#)
- [Data coding](#)