

# Coaching

[crystalyan.com/coaching](http://crystalyan.com/coaching)

Hi, I'm Crystal Yan.

I run a career and leadership coaching practice, with a focus on supporting underestimated people to thrive in their careers and develop the knowledge, skills, and behaviors to grow into leadership roles.

My coaching is informed by my experience as a leader, manager, mentor, teacher, and facilitator. I spent the past 7+ years in product, design, and growth roles at high-growth technology startups like Stripe and Remitly. I've been both a career coach to students and entry-level talent and a leadership coach to senior Managers and Directors at companies like Facebook, Google, Dropbox, and Adobe. I work with people who want to tap into their superpowers to unlock their leadership potential and achieve results for their customers and business. In our coaching sessions, I help you identify what's holding you back in your career, outline options to move forward, and define steps to take action towards your goals.

## **What You May Need Help With**

- Getting unstuck in your job search, preparing for interviews, and negotiating your offer
- Navigating burnout, difficult managers, or challenging company/team cultures
- Preparing for performance reviews and asking for a promotion/raise

## **Why I Can Help You**

Early on in my career, I thought if I only focused on working hard, someone would notice eventually, recognize my hard work, and reward me.

I was wrong. Working hard left me feeling burnt out and underappreciated.

I decided to work smart instead. I sought out mentors and coaches, and I distilled insights from the greatest hits of business books. I put together a development plan to level up, implemented a series of habits and systems to nudge me to get there, found and created stretch assignments and special projects, and made shifts in my mindsets to make a case for raises and promotions.

It worked. Working smart AND working hard got me ahead.

In my own career, I've increased the scope of my responsibilities, earned 8 raises, and tripled my salary in seven years. I'll share how you take ideas to action to increase your strategic influence, win your review, and get promoted.

## **How We'll Work Together**

I work with clients through a three step coaching process:

- Clarity: I ask questions to help you identify the problem you really want to focus on
- Perspective: I help you outline potential options for what you can do next
- Action: I challenge you to create specific habits to achieve your ideal outcome

Going through this process to achieve your goals typically takes a few months. To help you achieve your goals, I will give you specific tactics, systems, and frameworks, and you should expect to put in work in between sessions.

My goal is to give you the tools, strategies, and habits you need to achieve your goals — whether it's changing careers, getting a new job, or earning a promotion.

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[crystalcy.com/coaching](http://crystalcy.com/coaching)

## **Single Session**

(\$300 / 60 min session)

Recommended for: if you're actively interviewing, for a resume review, a mock interview or mock offer negotiation.

## **Six Session Package**

\$1500 for six sessions  
(\$250 / 60 min session)

Recommended for: if you're looking to transition functions or industries, for feedback on your resume and portfolio, planning your job search, and preparing for interviews.

## **Ten Session Package**

\$2000 for ten sessions  
(\$200 / 60 min session)

Recommended for: if you're currently working and early or mid level in your field, for candid feedback on what skills you can focus on developing further, developing a professional development plan and putting it into action, creating visibility for your achievements, and effectively managing up to strengthen your relationship with your manager.

## **Payment**

The price for each package is due at booking prior to the first session.

Payment methods: Venmo ([venmo.com/crystalcy](https://venmo.com/crystalcy)), PayPal ([paypal.me/crystalcy](https://paypal.me/crystalcy)), or private payment page for card/bank transfer payments.

For those with a learning and development stipend, invoices are provided for all packages.