



Life is a Banquet Coaching Services



Transformational Life Coaching

Group Sessions, Workshops and Webinars

WWW.SHELLEYBRADFORDBELL.COM

Shelley@shelleybradfordbell.com
415-749-1083
800-605-3790



Inspirational Introductory Session \$125.00



This one-hour introductory session will provide a safe space to explore the benefits of coaching for your personal growth and where to begin.



DURING THE ONE-HOUR SESSION CLIENT AND COACH WILL EXPLORE

- What you are looking to gain from coaching.
- What outcomes and expectations you envision?
- Your life, hobbies, and how you think coaching will help you.
- Your main outcomes to achieve through this process?
- Have you gone through a process like this before?
- Are you ready and willing to commit?
- Possible ways coaching can help.

PURCHASE A COACHING PACKAGE WITHIN 60 DAYS OF
THE SESSION AND RECEIVE \$125.00 OFF.

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1. \$125.00 paid in full at time of registration.
2. One 55-minute session to explore the benefits of coaching and what best fits the client's needs.
3. Must be used within 30 days of purchase.
4. Non-refundable / Non-transferable

INSPIRATIONAL INTRODUCTORY SESSION \$125.00

1. \$125.00 paid in full at time of registration.
2. One 55-minute session to explore the benefits of coaching and what best fits the client's needs.
3. Must be used within 30 days of purchase.
4. Non-refundable / Non-transferable
5. Purchase a coaching package within 60 days of the session and receive \$125.00 off the package.

This one-hour introductory session will provide a safe space to explore the benefits of coaching for your personal growth and where to begin.

During the one-hour session Client and Coach will explore

- ✓ What you are looking to get from coaching
- ✓ What outcomes and expectations do you envision?
- ✓ A conversation about you, your life, hobbies, and why you desire coaching.
- ✓ Your main outcomes to achieve through this process?
- ✓ Have you gone through a process like this before?
- ✓ Are you ready and willing to commit?
- ✓ Possible ways coaching can help.

Banquet List One-Month Coaching Package – \$1,750.00



Through this process, you learn how to “Feast on Life”. You learn how to put action to your dreams. The sessions guide you as you layout your dream, then shows you how to take small significant actions to achieve the dream. You will develop a new mindset. You will learn to say yes to the things you want more of in your life, and how to balance responsibilities and dreams to experience the things, both great and small, that have been pushed into a bucket mentality. This approach teaches how to feast. It teaches you how to evaluate the things you must do while including the things they desire.



4 x 55-minute sessions via Zoom
Email Support

Sessions recorded (Optional)

Short-term goal setting, and tentative action plan with benchmarks.

Final evaluation/assessment report provided at end of session.

An assessment of Short-term goals is conducted. A review of what you wish to accomplish and what can realistically be accomplished in the short-term plan is provided. From there a Plan of Action with timeline of benchmarks is developed based on the client's current reality, ability, and willingness to execute the plan. This is ideal for the client who wants to focus on a specific short-term goal.

CALL OR EMAIL NOW, TO START YOUR SESSION TODAY!

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- \$1,750 paid in full at time of registration.
- Must be used in one 30-day period.
- 3 Sessions must begin within 60 days of registration.
- Non-refundable / Non-transferable



BANQUET LIST ONE-MONTH COACHING PACKAGE – \$1,750.00

1. \$1,750 paid in full at time of registration.
2. Must be used in one 30-day period.
3. Sessions must begin within 60 days of registration.
4. Non-refundable / Non-transferable

When the film “The Bucket List” came out everyone embraced the ‘it’s on my bucket list mantra’. But bucket lists are what you make when you are nearing the end of life. You say if I could just get a bit more time, I would do these things. For many putting it on their bucket list was putting it out of sight and out of mind. Without immediate action we fall back into our routines and forget about our dreams. It becomes a deep part of our unconscious selves that putting it on a list is as far as it will go.

Through this process, the client learns how to “Feast on Life”. They learn how to put action to dreams. The sessions guide the client into how to layout the dream, then take small significant actions to achieve the dream. Clients develop a new mindset. They learn to say yes to the things they want more of in their lives, and how to balance responsibilities and dreams to experience the things, both great and small, that have been pushed into a bucket mentality. This approach teaches how to feast. It teaches clients how to evaluate the things they must do while including the things they desire.

- ✓ 4 x 55-minute sessions via Zoom
- ✓ Email Support
- ✓ Sessions recorded (Optional)
- ✓ Short-term goal setting, and tentative action plan with benchmarks.
- ✓ Final evaluation/assessment report provided at end of session.

BANQUET LIST APPROACH

An assessment of Short-term goals is conducted. A review of what you wish to accomplish and what can realistically be accomplished in the short-term plan is provided. From there a Plan of Action with a timeline of benchmarks is developed based on the client’s current reality, ability, and willingness to execute the plan. This is ideal for the client who wants to focus on a specific short-term goal.

Path To Mindful Wellness – 3-Month package \$4750.00



Through this approach, you learn how to push past the hurt, anxiety, and worry of past hurts and fears to focus on the present and the goal you desire to achieve. You are supported through each session and provided with the tools to recognize and release triggers that block your growth. You transform and mindfully focus on living life with renewed inner peace and greater self-confidence.



- 24 x 55-minute Zoom sessions
- Sessions recorded (Optional)
- Email support between coaching sessions.
- Assessment interview
- Short- and long-term goal setting
- Psychometric DISC Assessment
- Post coaching session follow up to assess client success at following the action plan with recommendations.
- A one-hour complimentary check-in 30 days after the completion of the coaching session to assess how well the client executed the action plan and if additional coaching would be valuable. Offer good for one month.
- Non-refundable – Non-transferrable

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- \$4,750 paid in full at time of registration. (\$500.00 off one-month plan)
- Sessions must begin within 60 days of registration.
- All sessions must be completed within six months of the first session.
- Non-refundable / Non-transferable



PATH TO MINDFUL WELLNESS – 3-MONTH PACKAGE \$4750.00

1. \$4,750 paid in full at time of registration. (\$500.00 off one-month plan)
2. Sessions must begin within 60 days of registration.
3. All sessions must be completed within six months of the first session.
4. Non-refundable / Non-transferable

Sometimes our growth is blocked by our past hurts, our current anxieties, and our worries about the future. We often miss the good times in our day because we are focused on things that steal our peace of mind. We are paralyzed. Unsure and afraid of which direction to take, what task to accomplish first, and the thoughts of “what if we fail”.

When we learn to live mindfully, we release the past, we find peace. We gain the confidence in ourselves necessary for our growth, and we release fear, worry and anxiety. We grow in confidence that we have all we need to succeed.

Through this approach, the client learns how to push past the hurt, anxiety, and worry to focus only on the present and the goal they desire to achieve. The support given through each session and techniques provided to recognize and release triggers allow the client to focus on the goal with renewed inner peace and greater self-confidence.

- ✓ 24 x 55-minute Zoom sessions
- ✓ Sessions recorded (Optional)
- ✓ Email support between coaching sessions.
- ✓ Assessment interview
- ✓ Short- and long-term goal setting
- ✓ Psychometric DISC Assessment
- ✓ Post coaching session follow up to assess client success at following the action plan with recommendations.
- ✓ A one-hour complimentary check-in 30 days after the completion of the coaching session to assess how well the client executed the action plan and if additional coaching would be valuable. Offer good for one month.
- ✓ Non-refundable – Non-transferrable

PATH TO MINDFUL WELLNESS APPROACH

A DISC Psychometric assessment is conducted. The DISC assesses the client in four primary personality areas – Dominance, Influence, Steadiness and Conscientiousness. This helps the coach assess the client’s common habits and strengths and identify their strengths and motivators to develop a realistic individual-based plan of action.

Using the assessment, a plan of action is created based on what can realistically be accomplished within a short-term plan. This is ideal for the client who wants to focus on a specific short-term goal.

The Action plan includes a timeline and benchmarks for outcomes. Over the 3 months the client and coach work closely via Zoom meetings and email to monitor, review and as needed revise the plan to guide the client to success.

Authentic Change and Transformation (ACT) – Ten Month Coaching PACKAGE \$12,500.00



ACT is designed to help you push aside the “noise” of the outside world and approach your personal transformation without worry or concern for what others expect of them. You receive the support and tools to adapt to change. Your coaching sessions conducted in a centering, nonjudgmental environment where they are safe to feel vulnerable. You have a support system to keep you true to your goals and supported throughout the emotional ups and downs you will face. As you progress, you'll begin to respond to life from the transformed Self. This is a process of “becoming” a new you.



- 55-minute Zoom sessions
- Sessions recorded (Optional)
- Email and text support between coaching sessions.
- DISC Assessment interview
- Short- and long-term goal setting
- Psychometric DISC Assessment
- Text and email reminders for the next steps
- Written report after every coaching session.
- Monthly action item review
- Quarterly Progress Assessment
- Post coaching session follow up to assess client success at following the action plan with recommendations.
- A one-hour complimentary check-in 30 days after the completion of the coaching session to assess client executed the action plan and if additional coaching would be valuable.

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- \$11,500 paid in full at time of registration. (\$1,000.00 off for payment in full)
- \$12,500 paid in two installments \$6,250 at time of registration, and \$6,250 prior to start of month 6-10.
- Sessions must begin within 60 days of registration.
- All 10 months - 40 sessions must be completed within eighteen months of the first session.
- Non-refundable / Non-transferable

AUTHENTIC CHANGE AND TRANSFORMATION (ACT) – TEN MONTH COACHING PACKAGE \$12,500.00

\$11,500 paid in full at time of registration. (\$1,000.00 off for payment in full)

\$12,500 paid in two installments \$6,250 at time of registration, and \$6,250 prior to start of month 6-10.

Sessions must begin within 60 days of registration.

All 10 months - 40 sessions must be completed within eighteen months of the first session.

Non-refundable / Non-transferable

As we grow from childhood to adults, our personal transformation is authentic and automatic. We lose interest in playing with toys, we blossom into teenagers, perhaps head off to college and/or become young parents. We find jobs, buy homes, raise kids, authentically progressing through the phases of life. However, at some point we may grow tired with the way things are. The way we are. We seek a different way of living. Often, it's just a deep feeling in our spirit that we desire change. It haunts us but never reveals exactly what it is we need or want in order to assuage the discomfort and anxiety that has taken up residence in our spirit and shadows our happiness.

ACT is designed to help the client push aside the “noise” of the outside world and approach their personal transformation without worry or concern for what others expect of them. It gives the client the support and tools to adapt to change. Transformation is a very personal and emotional process. It is a journey that family and friends may find impossible to understand. They find the “new you” a stranger to them and may even grow resentful and distant. For the client on the journey of transformation, the coaching sessions are a centering, nonjudgmental environment where they are safe to feel vulnerable. Clients have a support system to keep them true to their goals and support them through the emotional ups and downs they face whether within themselves or from others. ACT is the life line clients need to prevent giving up when they feel isolated and misunderstood even by themselves. As the client progresses, they shed their past self and respond to life from the transformed Self. This can be uncomfortable and strange, causing them to question their decisions and weaken their confidence. This is a natural and normal reaction because who they were and who they are becoming are in many ways strange to one another.

The client begins with exploration of their Self, using journaling, uncovering the true reasons they seek change, what they expect, and who they see themselves becoming. The sessions address the stages of transformation and how to recognize and cope with the emotional journey.

- ✓ 40 weekly 55-minute Zoom sessions
- ✓ Sessions recorded (Optional)
- ✓ Email and text support between coaching sessions.
- ✓ DISC Assessment interview

- ✓ Short- and long-term goal setting
- ✓ Psychometric DISC Assessment
- ✓ Text and email reminders for the next steps
- ✓ Written report after every coaching session.
- ✓ Monthly action item review
- ✓ Quarterly Progress Assessment
- ✓ Post coaching session follow up to assess client success at following the action plan with recommendations.
- ✓ A one-hour complimentary check-in 30 days after the completion of the coaching session to assess client executed the action plan and if additional coaching would be valuable.

AUTHENTIC CHANGE AND TRANSFORMATION (ACT) APPROACH

A DISC Psychometric assessment is conducted prior to the first session. The DISC assesses the client in four primary personality areas – Dominance, Influence, Steadiness and Conscientiousness. This helps the coach assess the client's common habits and strengths and identify their strengths and motivators to develop a realistic individual-based plan of action.

Using the assessment, a plan of action is created based on what can realistically be accomplished. This is ideal for the client who is looking to transform their life..

The Action plan includes a timeline and benchmarks for outcomes. Over the 10 months the client and coach work closely via Zoom meetings, text, and email to monitor, review and as needed revise the plan to lead the client to success.

Follow-up and check-in will be a part of every session. Clients will report on what they accomplished, where they may have become stuck, and why. Together the client and coach will identify obstacles or emotional blocks and adjust the action steps if found to be too ambitious or realistic now.

The coach is the Brain's Trust for the client. Available to sort through the confusion and pinpoint where adjustments may need to occur. Through a non-judgmental environment, the coach keeps the client honest and accountable, while simultaneously identifying and addressing the difficulties the process of change is having on them.

SHELLEY BRADFORD-BELL



CONTACT INFORMATION

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ONLINE PRESENCE

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Professional Profile

Shelley Bradford Bell is founder and CEO of 3FIVE55 Communications LLC, a consulting, coaching, and publishing business and publishing company. Shelley founded 3FIVE55 after 38 years of creating marketing campaigns, and providing consulting services to corporations, nonprofits, and C-suite clients, for her company SBB Communications. She founded and produced the San Francisco International Women's Day Awards Luncheon and Summit from 2011 to 2017 and the Northern California Environmental Expo, which ran for two years.

Shelley is a successful community organizer representing community organizations. She provides organizational development and strategic leadership planning to Non-profit organizations, as well as serving as Interim Director for organizations experiencing Executive Director transition.

She has created and executed public relations and promotions campaigns for a long list of corporations since 1983, specializing in public relations for small businesses, corporate relations programs, and Incentive, and Executive Travel Services and Nonprofit Management Services.

Shelley Bradford-Bell served as Executive Director of the Bayview Opera House from 1997 until 2007, raising more than \$10 million for programs and the restoration of this historic landmark.

She provided Fund Development for Booker T. Washington Community Service Center (BTWCSC), successfully helping to raise \$34 million to build a new state-of-art Community Center with transitional housing for Emancipating Youth. In 2022,

Shelley later served as Interim Director for BTWCSC during the leadership transition within the organization.

POLITICAL APPOINTMENTS

1999-2002 served as Vice President of the San Francisco Commission on the Environment. Appointed by Mayor Willie Brown.

2002-2006, appointed to 4-year term on the San Francisco Planning Commission, by Mayor Willie Brown. She served as Commission President from 2002-2004

PAST AND PRESENT CLIENTS (PARTIAL LIST)

Coca Cola, Bank of the Orient, Bank of America, Lucky Stores (now Albertsons), Colossal Graphics, Wells Fargo Bank, Union Bank, World Connect, Visit-SF, Visit Puerto Rico, Alliance Française of San Francisco, Blue Lion Films, Jim Yager Media, Booker T. Washington CSC, Global Travel Media, and SCLC. Internationally, Shelley has worked with arts organizations in Paris and Africa. She designs programs which build global connections between communities relative to cultural heritage and the arts, health and environmental justice, and economic development.

NON-PROFIT SERVICE

Shelley continues to serve on numerous non-profit boards. Currently she is on the board of Wells International Foundation, and The Knights of Saint Francis.

Former board positions include President of Infusion One; President of Florence Crittenton Services, Co-Chair of the Bay Area Black Journalists Association, Board Member of the YWCA of San Francisco and Marin, Chair of the Structural Committee of the Bayview Neighborhood Jobs Initiative Welfare-to-Work Committee, and a member of the board of the Bethel A.M.E. Economic Development Corporation.

AWARDS AND RECOGNITIONS

The Outstanding Community Service Award from San Francisco Village Project; Distinguished Community Service Award from the Martin Luther King Jr. Civic Committee; Community Service Award from the San Francisco Housing Development Corporation; Maida Springer-Kemp Award from the A. Phillip Randolph Institute; Joint California State Recognition from Assemblywoman Carole Migden and State Senator John Burton; Local Hero Award from KQED Television for community service; Bay Area Black Journalists Association, member of the year; Visionary Award from Spotlight Magazine/Noir Records, Trendsetter Award from the Women's Foundation; Community Leader Award for Bay Area Black Journalists Co-chair services from Black Women Organized for Political Action.

In addition, Shelley has received numerous certificates of recognition from former San Francisco Mayor Willie Brown Jr., the late Mayor Edwin Lee, and the San Francisco Board of Supervisors for her service and commitment to community.