



Career Advantage Group Coaching: Elevate Your Admin Career with Confidence and Clarity



Inspiring.
Empowering.
Transforming.

www.peggyvasquez.net

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Introduction



I'm excited about the opportunity to work with you through my group coaching program. Empowering administrative professionals to elevate their careers and unlock their potential is at the core of what I do.

In this program, you'll gain practical strategies and actionable tools to inspire growth, build confidence, and achieve lasting impact in your career. I can't wait to help you take the next step toward your professional success!

14

Years of leadership experience

95+

Global and Fortune 50 Clients

3

Best-Selling Books

Career Highlights

-  Past President of Women Helping Women
-  Certified Leadership Trainer
-  Recipient of the Athena Leadership Award (2020)
-  Recipient of the Women of Distinction Award (2021)
-  Recipient of the I am Women Helping Women Award (2023)



My Journey



Peggy is an inspirational speaker, best-selling author, and empowerment coach with a background as a Chief Executive Assistant. Starting her career at the receptionist desk, she quickly recognized that business is about people, for people. Over time, she advanced into leadership roles, mastering the art of building strong relationships across all levels of an organization.

In 2010, while still working full-time, Peggy began her speaking career. By January 2020, she transitioned to full-time entrepreneurship, navigating the pandemic with resilience, a firm foundation in business, and solid relationships.

Peggy's passion for empowering others shines through in every interaction. Through her globally delivered keynotes, she equips audiences with the tools to enhance collaboration, boost morale and productivity, improve leadership presence, and recognize their value.

Peggy's experience has taught her that relationships are at the heart of success. She is committed to helping you build a powerful inner circle through strong connections and mentoring.



Why Work with Me

I understand the unique challenges administrative professionals face—the struggle to be seen as strategic partners, the constant demand to manage competing priorities, and the desire to grow their careers while making a meaningful impact. I've walked that path and know the power of having the right tools, strategies, and support to thrive.

Whether you've ever felt or been told you're "just an admin" or felt overwhelmed by the sheer volume of tasks on your plate, you are not alone. This program is designed to help you shift that mindset, step into your full potential, and gain the confidence to do higher-level, more meaningful work that aligns with your goals.

Your goal may be to strengthen your executive partnership, build confidence in your leadership presence, or advance your career with clarity and purpose. Whatever it is, I am committed to being your partner in this journey. This program is about transformation. It's about shifting your mindset from a "support role" to a strategic partner, building trust-based relationships, communicating with confidence even in high-stakes moments, and managing your workload with intention so you can focus on what matters most.

To Executives: I want to emphasize that exceptional administrative professionals are invaluable assets. By investing in their development, you're strengthening your organization's efficiency and success. Skilled communicators and empowered admins elevate every team they're a part of, fostering collaboration, streamlining operations, and driving meaningful results.

If you're ready to unlock your potential, strengthen your strategic value, and design a career that reflects your true potential, I'm here to help you get there. Let's take this journey together!



What You'll Get

Monthly Group Training and Coaching Sessions

One time per month for one hour:

Dynamic, personalized, engaging group training and coaching. Peggy will provide a safe environment built on trust, transparency, and accountability. Clear action steps to complete prior to each session so you know exactly what to do next.

Twelve Modules

You'll receive training on the modules during the monthly one-hour sessions. Coaching will be provided along the way to facilitate the learning application.

Application and Role-Playing

Effective facilitation and coaching require practicing what you have learned. During the sessions, you'll have time to partner with each other and practice the concepts that have been covered.

Recording of Session

Recordings of every session so you can focus and engage, rather than taking notes. Recordings will be held in confidence and only provided to this group. There are times when a refresh is needed and having the experience at your fingertips ensures you have what you need when you need it.

Worksheets, Tips & Strategies

Each week Peggy will provide you with tools to put to use based on that specific coaching session and conversation.



12 Module Titles and Descriptions

Module 1: You Are More Than an Admin: Unlocking Your True Potential

Challenge the misconception that you are "just an admin" and step into your power. This module helps you identify your unique strengths, communicate your value confidently, and shift your mindset from a support role to a strategic partner.

Module 2: Building a Powerful Executive Partnership

Discover the keys to building and nurturing a strong, impactful partnership with your executive. Learn practical strategies to foster trust, improve collaboration, and create a dynamic duo that drives organizational success.

Module 3: Leadership Mindset: Leading Without a Title

Leadership is about influence, not titles. This module empowers you to lead from where you are by enhancing your self-awareness, taking initiative, and influencing outcomes with confidence and credibility.

Module 4: Leadership Presence and Confidence in the Spotlight

Develop a commanding executive presence that builds trust and respect. Gain tools to enhance your body language, tone, and demeanor so you project confidence in meetings and everyday interactions.

Module 5: Speaking Up: Your Voice Matters

Learn how to confidently express your thoughts, share insights, and ask questions in meetings. This module covers strategies for overcoming self-doubt, structuring your input effectively, and ensuring your contributions are heard and respected.

Module 6: Goal Setting for Success: Designing Your Career Vision

Transform your ambitions into a clear, purpose-driven roadmap. In this module, you'll identify what success means to you, align your goals with your core values, and create actionable steps to reach your next professional milestone. Through proven frameworks like S.M.A.R.T. goals and vision-casting exercises, you'll gain the tools to define your next level and build the accountability needed to achieve it.

Module 7: Communication with Impact: Say It So It's Heard

Master the art of communication by tailoring your message to different audiences, managing difficult conversations, and navigating communication styles. Learn how to be persuasive, assertive, and empathetic in every interaction.



12 Module Titles and Descriptions Continued

Module 8: Navigating Conflict with Confidence: Understanding Personality Styles for Effective Communication

Master the art of navigating difficult interactions by understanding how different personality styles influence behavior and communication preferences. This module explores how people are wired, what motivates them, and how to flex your communication approach to foster collaboration and reduce friction. You'll gain practical strategies to adapt your tone, language, and approach to maintain composure, preserve relationships, and confidently advocate for yourself and your team in any situation.

Module 9: Presentation Mastery: Delivering with Confidence to Any Audience

Elevate your presentation skills to inspire and inform, whether addressing your leadership team, guiding your admin team, or presenting at a town hall. This module equips you with techniques to tailor your message to diverse audiences, from formal boardroom briefings to conference panels. You'll learn how to structure impactful presentations, use storytelling to connect, and project confidence and poise—even in high-stakes moments.

Module 10: Negotiation Strategies: Advocate for Your Needs and Value

Learn how to negotiate effectively, whether you're asking for resources, requesting feedback, or negotiating salary. This module offers insights into preparing for negotiations, framing your requests, and handling objections with confidence.

Module 11: Strengthening Resilience: Thriving Amid Change

Develop a resilience toolkit to embrace change with confidence. This module focuses on building adaptability, managing uncertainty, and staying focused during transitions and organizational shifts.

Module 12: Career Growth Through Connection: Mentorship and Networking

Grow your career by building a powerful support network. Learn how to cultivate mentorship relationships, expand your professional connections, and create a circle of influence that champions your success.



How It Works

The Platform

All sessions are conducted via Zoom, making it simple to connect no matter where you're located. Each session is recorded so you can access the recording and chat log for future reference.

You'll receive weekly reminders in advance, including session details and any homework assignments to help you prepare. After each session, you'll get a follow-up email with the recording, homework, and all relevant materials to support your growth and progress.

Ongoing Support and Accountability

Between sessions, you'll have access to email support for questions, clarifications, and encouragement from the Career Advantage team. The additional value lies in the community you'll join - a collaborative space designed for meaningful connection, shared growth, and mutual success.

While this is the first cohort of the Career Advantage program, participants from Peggy's other coaching programs have described the community as invaluable. Through a private group email thread, members share homework, ask questions, and celebrate their successes together.

One participant shared, *"One of the most valuable aspects of Peggy's coaching is the community she builds—a group where shared experiences and ideas lead to breakthroughs you never thought you'd have. Together, we don't just learn—we thrive."*

Peggy will also provide regular check-ins to ensure you feel supported and stay on track. Together, we're building skills and fostering a network of administrative professionals committed to helping each other thrive.

Tailored Materials

Each session comes with documents and materials tailored specifically to your learning journey. These resources are designed to meet administrative professionals' unique needs and goals, enhancing your understanding and application of each session's content.

You'll receive these materials, along with the session recording and homework, via email the day after each session - ensuring you have everything you need to succeed and stay organized.



Pricing Options

12-Month Exclusive Group Package Summary:

Live Virtual Group Coaching:

- Monthly Zoom calls featuring 12 modules of rich content, actionable strategies, and interactive discussions.

One-on-One Coaching:

- A dedicated hour of personalized coaching to address your unique goals.

Expert Training:

- Engage with an award-winning international speaker and training in dynamic virtual workshops.

Peer Support:

- Join a supportive community of like-minded professionals, fostering collaboration and encouragement.

Bonus Resources and Exclusive Discounts:

- A complimentary copy of Not Just an Admin to deepen your learning
- 10% off bulk purchases of Not Just an Admin for your team
- 10% off your personal copy of The Roadmap to Empowering You to guide your career development
- 15% off the full fee for an on-site training session tailored to your organization

Total Estimated Value: \$5,722.84

- 12 Monthly Group Coaching Calls: Value \$4,200
- Not Just an Admin Book: Value \$19.95
- 10% Off The Roadmap to Empowering You: Value \$2.89
- 15% Off On-Site Speaking Fee: Value \$1,500

Special Savings Full Payment Option \$998 (save \$166)

- Make a one-time payment of \$998 and enjoy exclusive savings.
- Your payment method will be charged at the start of the program.

Monthly Payment \$97.00

- Spread the cost over 12 monthly installments of \$97.
- A recurring charge will be set up beginning the first month of the program.

Why Choose the Full Payment Option?

By choosing the full payment option, you save \$166 and eliminate the hassle of monthly payments.



Letter to Executive

Subject: Request for Approval: Group Coaching Opportunity for Professional Development

Dear [Executive's Name],

I recently had the privilege of attending a session led by Peggy Vasquez, a highly regarded international speaker and empowerment coach. Her training on (insert relevant topic, e.g., "strategic engagement," "leadership discussions," or "mentoring") was incredibly impactful, and I believe it has the potential to make a significant difference in my professional development and our organization's success.

Peggy is now offering an exclusive group coaching program specifically designed for administrative professionals. By participating in this program, I will gain tools and strategies to work more effectively, make better decisions, and strengthen team collaboration—saving time and reducing inefficiencies. These improvements will directly support [your/our] strategic goals and drive better outcomes. Investing in this program represents a valuable opportunity to elevate the support I provide, ensure our team operates more effectively, and free up time for higher-priority initiatives.

Here's an overview of the program:

- **Monthly Group Coaching Sessions:** 12 sessions designed to deliver actionable strategies, rich content, and interactive discussions to enhance my skills and professional growth.
- **Complimentary Resource:** A copy of Not Just an Admin, packed with strategies for career advancement.
- **Additional Value:** Discounts on future team training and professional development tools: 15% off an on-site training session for our team and 10% off The Roadmap to Empowering You.
- **Start Date:** February 26, 2025
- **Time Commitment:** Monthly sessions are held on the last Wednesday of each month at noon PT via Zoom.
- **Investment Options:** Full payment: \$1,095 or Monthly payments: \$97/month

Why This Matters

- This program directly supports my role and professional goals by:
- Strengthening my leadership confidence, communication skills, and ability to deliver greater strategic support.
- Equipping me with actionable strategies to optimize workflows, build trust, and enhance collaboration—bringing immediate value to our organization.
- Connecting me with a curated group of professionals to exchange insights, foster accountability, and drive meaningful growth.

My Commitment

I am fully committed to applying what I learn directly to my role, ensuring our team benefits from enhanced processes, stronger collaboration, and elevated support. I will also share key takeaways to amplify the program's value across the organization.

This program represents a strategic investment in my professional development that will contribute to increased efficiency, better outcomes, and greater organizational success.

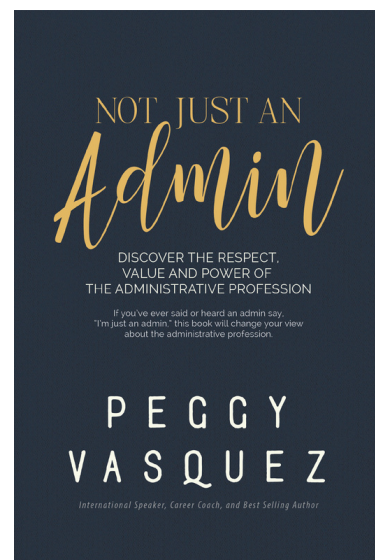
Thank you for considering this opportunity. I'd be happy to provide additional details or discuss it further. I look forward to hearing your thoughts and receiving approval to enroll in this program.

Best regards,
[Your Full Name]
[Your Job Title]

Best-Selling Books

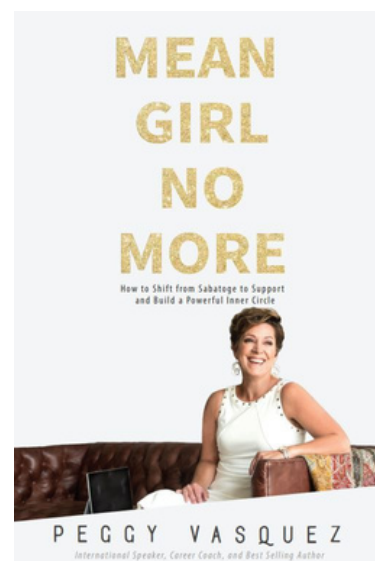
Not Just An Admin - Discover the Respect, Value and Power of the Administrative Profession

Not Just An Admin is a valuable handbook for anyone in the administrative profession wanting to succeed. Rarely do we find information that can make a difference both in our professional careers and personal relationships in one easy-to-read book. Filled with thoughtful questions and answers, this book guides readers on an exciting and well-laid-out journey to understanding what it takes to support their executive while rising to the top and reaching their career goals. This book is also a personal journey with the author into self-discovery, self-respect, and self-confidence. If you've ever said or heard someone say, "I'm just an admin," this book will change your view about the administrative profession.



Mean Girl No More - How to Shift from Sabotage to Support and Build a Powerful Inner Circle

Have you been in a situation with another woman where you felt sabotaged, demeaned, and put down in front of your colleagues? Or perhaps the feeling was more subtle—a tone that didn't match the seemingly normal words as another woman spoke, leaving you riddled with doubt and insecurity? Mean Girl No More addresses the pervasive issue of "mean girl" behavior in the workplace and beyond. This book teaches you how to create a culture shift among women—from sabotage to support. You'll discover powerful strategies to navigate challenging situations and foster supportive relationships. With real-life stories and practical advice, this book is a powerful tool for any woman looking to build stronger, kinder connections in her professional and personal life.



The Roadmap to Empowering You

Your journey begins here! Unlock your best self with our transformational guide. These 80 pages of carefully crafted worksheets are divided into four powerful journeys that will empower you to take control of your life.

- Develop a success mindset.
- Discover your values.
- Set goals and define priorities.
- Plan for success.

Examples of what's inside:

- Core Values exercise where you can focus on prioritizing your most important values.
- Mindset Pathfinder: This is a 7-day challenge each week to help you stay in a positive mindset.
- The popular Start, Stop and Continue exercise.
- How to set S.M.A.R.T goals.
- Undated so you can start anytime!



A Few Clients



Client Testimonials

Working with Peggy has been life-changing. Her empathy and ability to connect with me is both authentic and inspiring. The Empowering You coaching sessions have already yielded significant results for me, both personally and professionally. Each 1:1 session sparks my curiosity to dig deeper within, and the homework assignments assist me in replacing limiting beliefs with productive ones. I have completed three sessions but have experienced tremendous GROWTH quickly, including an excellent promotion within my organization. I recommend Peggy 1000%; she is not just a coach. She is a thought partner who is passionate about helping others elevate! ~ Monique Way

Thanks to Peggy's one-on-one coaching program, I have unlocked a whole new understanding of my role as an Executive Assistant. Her guidance has infused me with the confidence to make bold decisions and embrace the immense influence I possess as an administrative support professional. With her help, I have honed my organizational skills, resulting in a seamless flow of productivity with my executive. Today, my executive and I stand as an inspiring example for others in the office, setting the bar high for professional excellence.

~ Alex Davood

Everyone should know Peggy. Her story and experiences resonated deeply with me, aligning with my own in many ways. But she had something I didn't: confidence. Confidence in her abilities, skills, knowledge, and what she spoke and shared. I immediately approached my Executive to ask if I could reach out to Peggy as a coach. Fortunately, both Peggy and my Executive said yes, and that's when our mentoring began.

For the first time, I had someone to talk to about what I'd experienced and how they impacted my confidence and self-esteem. Peggy understood and offered insights from the business world that shifted my perspective. A few months in, I could gracefully accept a compliment—something I'd never done before. By my mid-year review, I received glowing feedback and a comment from my Executive: "I think this coach you have has really made an impact on you. Whatever you two are doing, keep it up."

Peggy has helped me see my capabilities and recognize that my confidence should never rely on external validation. She addressed my fears, answered my questions, and even reassured me about things that felt silly to ask—like whether even the best EAs occasionally make mistakes. Her guidance clarified handling group dynamics and affirmed my unique skill set should be valued, not hidden. It's okay to claim my strengths, and I now believe that. She's genuine, open, honest, and a wealth of knowledge and experience. I'm incredibly grateful for the relationship we've built and the growth I've experienced in such a short time.

~ Jenn Swierenga



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