

Case Study

Design Your Year Event for Life Designers

Purpose

This case study highlights the depth, clarity, and measurable impact of a Design You Coaching® engagement. Coaching and consulting engagements often involve multiple interconnected leadership, team, and organizational goals that evolve throughout the process. While the case study reflects a real client experience, names and identifying details have been changed to protect client confidentiality.

Client Snapshot

A group of professional and emerging leaders participated in a Life Design workshop created to help to hope individuals pause, reflect, and intentionally define what they wanted for the next chapter of their lives and leadership.

Many participants arrived carrying significant personal and professional demands while navigating uncertainty, transition, burnout, career shifts, evolving relationships, or a side business they want to launch. Rather than focusing on surface resolutions, the experience invited participants to explore deeper questions around identity, fulfillment, growth, and direction.

Engagement Focus

Throughout the one-day workshop, we used the **DREAM. DISCOVER. DESIGN™ framework** to help participants deepen self-awareness, reconnect with personal values and priorities, and create more intentional approaches to leadership, career development, well-being, relationship, and strategies they can use to more fully lead and lean into their life.

While Design You Coaching® does not provide legal, financial, or clinical health advice, this work recognizes that leadership is practice in and outside of work. How people think, make decisions, manage pressure, communicate, and care for themselves shapes every aspect of how they lead and move through life

DREAM

To workshop began by crating space to slow down, reflect, and reconnect with possibility. Through grounding practices, guided reflection, music, storytelling, and creative exercises, participants explored what they truly wanted for this season of life rather than simply reacting to external expectations or pressure. This work encourages participants to rethink

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success on their own terms and begin redefining personal goals, priorities, and aspirations with greater honesty and intention.

DISCOVER

Through interactive and reflective exercises, coaching conversations, and group dialogue, participants explored the patterns, beliefs, emotional triggers, and internal narratives shaping how they approached work, relationships, leadership, and change. Together participants explored how their lived experience, communication styles, and personal habits influenced their autopilot habits, decision-making, and overall well-being.

DESIGN

Participants translate their insights into practical and sustainable action. Through collaboration, accountability, and community dialogue, participants redefined their goals, clarified priorities, and developed realistic next steps aligned with the life they want to lead.

Life designers are focused on:

- Identifying strengths, blind spots, and habitual patterns
- Engaging personal leadership development across their work and life
- Calibrating priorities and managing competing demands
- Navigating transition, reinvention, and uncertainty
- Building more sustainable approaches for continued growth and exploration

Engagement Results

Participants reported increased self-awareness, clarity around personal and professional priorities, stronger emotional insight, and a more grounded sense of direction. Many left with clearer decision-making frameworks, renewed motivation, and practical next steps.

A few testimonial participants shared include:

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Tanea inspired me to take ownership of my life and future.

This experience helped me reconnect with what I truly wanted.

I left with greater clarity, direction, and renewed energy.

I finally addressed areas of my life I had been avoiding for years.

Design You Coaching®

Leadership transformation begins within. The most meaningful change happens when clarity, awareness, and aligned action come together in practice. Real change requires real work. Connect with Design You Coaching® to facilitate the change you seek from within.

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