

MEDIA KIT

**A BETTER
PLACE
CONSULTING**

What does it take to create a purposeful, thriving business that works in your life?

A coach with business acumen, leadership experience, and a passion for using her counseling specialty to bring your purpose to the surface.

A coach that is driven by her mission to make the world a better place, one person at a time.

Welcome to A Better Place Consulting

Our vision is to make the world a better place, one business and business owner at a time.

The key to progress, achieving goals, and success is not doing MORE, but CHANGING what you are doing.

Many clients come to A Better Place Consulting because they want different results from their business and lives. They learn that to really make a change in your business, you must commit to changing elements in your professional and personal life.

After all, your business success is directly related to the solid foundation of the individual that you are. The good news is that this does not mean working harder, longer hours, or putting more things on your to do list. Rather, it means looking at the things you're currently doing, figuring out what is making the most impact, and letting go of what doesn't work for you. Professionally and personally.

You may find it difficult to change patterns, habits, routines, processes and goals, especially if you've been doing these things for years. But your business must change, grow, adapt and to address not only the evolving needs of clients, staff, and the industry but also for your family and life. **Your business should work for you, not the other way around.**

A Better Place Consulting was born to out of a desire to guide individuals and companies through their journey of finding their value and purpose and learning how they can achieve their goals while living their mission. Our purpose is to be thought leaders, pioneers, counselors, guides, co-discoverers, visionaries, problem solvers and accountability experts.

Vision & Passion

Core Value Work

Team
Development

Organizational
Psychology

Commitment to
Purpose

Team
Engagement

Burnout
Prevention

Experiential
Learning

We pride ourselves in using our experience with psychology and human behavior to facilitate measurable positive outcomes in a practical and professional environment. Our passions include:

Mission, Vision,

abetterplaceconsulting.com

Bunny S. Young, MA, QMHP

Growth Coach, Speaker, Retreat Facilitator, Counselor & Author

Following an undergraduate research focus on internationally-recognized alternative therapies and treatment methods, such as canine therapy and sensory stimulation, Bunny became a qualified mental health professional. She continued her education and received her master's degree in Counseling and Psychology with a concentration in Equine Assisted Mental Health. As a third-generation entrepreneur, she combines her keen business intuition with her therapist background to prove to company after company that the key to success is people, not profits.

Connect

After recognizing the dissatisfaction in organizations and employees, Bunny founded A Better Place Consulting to empower and educate businesses and organizations on cultivating a positive work environment while crushing business growth goals.

/abetterplaceconsulting Bunny's clients include individual business owners and corporations, such as Virginia

/abpdifferencemakers/

Health Systems, Blue Pearl Veterinary Partners, and professional associations. Bunny also enjoys teaching burnout prevention to law enforcement, military, and correctional officers.

After being diagnosed with a heart condition at an early age and depending on a service dog for a higher quality of life, Bunny emphasizes inclusion and sensitivity for all populations in

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her work while keeping the process engaging and meaningful.

Our clients are passionate pioneers in their industry.

Living by our vision means that we have the honor to work with startups all the way up to Fortune 50 companies. Our commitment is to use our unique discovery process to engage potential clients in a meaningful discussion about their business and the future. This is at no cost to our potential clients. From there our talented team can guide the next steps to one of our concierge programs, remote engagement, or make a qualified referral to one of our trusted partners who are without a doubt the best at what they do in the industry (after all, they are a part of our herd).

We are honored and proud to call the following difference makers our clients:

Our Clients

What's with the horse and starfish stuff?

STARFISH

Our story is simple. We take the best knowledge in the world and deliver it in the most engaging and efficient manner so that it has the greatest impact on making a difference in this world. If you have never heard the full starfish story about how one person can make a huge difference, you'll want to flip to the next page. This story has been around for ages, but we still find such inspiration from the young boy's dedication and conviction to create a better place and a better opportunity for as many individuals as he could impact. It resonated so strongly that we decided to use it as the foundation that the business has been built upon.

HORSE

S

The equine learning aspect of our business requires participants to be FULLY present (why would you not be when you are in the company of a 1300-pound animal?).

Because of this full engagement, workshop material and lessons learned during our equine retreats and workshops are 6 times more effective than their boardroom counterparts.

"I took my experience as a simple cowgirl with a love of equines and respect for what they teach us and

turned it into a career of therapy,
retreats, and lessons for professionals.” -
Bunny

Once upon a time, there was an old man who used to go to the ocean to do his writing. He had a habit of walking on the beach every morning before he began his work. Early one morning, he was walking along the shore after a big storm had passed and found the vast beach littered with starfish as far as the eye could see, stretching in both directions.

Off in the distance, the old man noticed a small boy approaching. As the boy walked, he paused every so often and as he grew closer, the man could see that he was occasionally bending down to pick up an object and throw it into the sea. The boy came closer still and the man called out, "Good morning! May I ask what it is that you are doing?"

The young boy paused, looked up, and replied "Throwing starfish into the ocean. The tide has washed them up onto the beach and they can't return to the sea by themselves," the youth replied. "When the sun gets high, they will die, unless I throw them back into the water."

The old man replied, "But there must be tens of thousands of starfish on this beach. I'm afraid you won't really be able to make much of a difference."

The boy bent down, picked up yet another starfish and threw it as far as he could into the ocean. Then he turned, smiled and said,

"It made a difference to that one!"

adapted from The Star Thrower, by Loren Eiseley (1907 – 1977)

Our Services

Workshops

Our workshops take an experiential approach to learning. Providing information in a manner that the knowledge is not only retained but also immediately put into action to achieve maximum results.

Retreats

Creating space is the only way to allow change. Retreats offer not only time to recharge but also permit teams to have maximum creativity and innovation through a change of environment and perspective. Our retreats are designed for inspiration, energy, and creativity.

Team Development

Hiring and having the necessary people in place is only half of the equation for success. Once you have the people now you need the team. A focus on team development includes improving and establishing communication, retention processes, accountability, and

collaboration. Even the very best teams
can benefit from this service.

Our Services (continued)

Individual Coaching

Having an individual focus can lead to optimal results quicker by creating a focus and more accountability. Through our customized approach, individuals find that they achieve more thorough outcomes that help them be more professionally engaged, passionate about their responsibilities, and dedicated to their role within the organization.

Consulting

Specific to areas of subject matter expertise and thought leaders in the industry, our consulting can bring guided plans to achieve the outcomes that your organization is looking for. From assessments to the entire strategic plan, having a third-party consultant give you their feedback and observations saves time and precious resources.

Speaking

Bunny Young delivers a high energy and impactful message to groups and organizations around the themes of being a part of a team, banning burnout, and overall professional happiness. If you are looking for motivation as well as content that makes you think and even take action, then you will not find a more powerful speaker.

Our Services (continued)

Strategic Planning

An organization lives by their mission, vision, and core values. Or at least they should. Often these are just words on a wall. Our approach to strategic planning is completely different. Not only do we review what's working and what not in an organization, but we make the process fun and get complete buy-in. Our unique goal setting process ensures that there will be accountability to execute at every level.

Webinars

This is a remote option for organizations to receive our workshops at the comfort of their own computers. Optional accountability programs are available to coincide with the webinar learning.

Organizational Health Assessment

Knowing where you want to go as an organization (strategic plan) is wonderful. It is imperative though that organizations know their baseline or starting point as well. This step is essentially charting the course by identifying how the team is currently executing on the goals you have set out and where the gaps currently are. This information makes tracking success and progress easier and more efficient

for all metrics and dashboards.

Take evidence-based psychology, add just the right amount of business concepts, with a whole lot of accountability, and you get the tried-and-true ABPC Method.

Using this Method with our clients enables our team to streamline success.

Our Process

Team Workshops

Burnout Prevention 101: How to recognize it, repair it, and recover from it.

4 Hours This interactive workshop provides experiential activities to deepen the understanding of this killer of productivity and engagement. Stress impacts everyone personally and professionally and simply cannot be ignored if a company desires to have a healthy workplace culture.

4 Stages of Success for a Team

4-8 Hours In this session, participants will learn about the 4 stages that a team must go through in order to achieve their highest level of success. We recommend this training as a part of our buy-in phase (see graphic on previous page) for every individual client we work with because it ensures that each and every training thereafter will have the highest level of impact. Each stage has experiential activities to drive home the lessons taught. Includes take-home workbook as well as suggested accountability activities. This session comes highly recommended for any company that does monthly training or continuing educational opportunities for their teams.

Death of a Salesman

1.5-3 Hours Learn this psychology-based integrity selling approach that will attract clients rather than having to chase prospects. This is not a productivity training or your typical sales training. It will save you time and money in the long run but the biggest thing that it will save is your company reputation by building an army of referral partners and happy clients.

How to Handle Failure

It is not a matter of if but a matter of when a failure will happen. We plan for successes but very rarely are teams logistically and psychologically prepared with what to do when their plan goes sideways and then upside down. This session teaches teams how to cope, plan, and strategically make the most out of failures that they encounter.

Popular Speaking Topics

How Curiosity can Cure Culture

When did we stop asking the question “What do you want to be when you grow up?”. The adult version of this question is “What are you passionate about?”. A team that quits learning, quits growing. Continuing to be curious and fine tune can lead to big results for companies. This talk showcases how to foster creativity, curiosity, and the space to let it flow whether on a team or for a solopreneur. Organizations and individuals can expect to learn a safe and productive way for organizations to create these opportunities for curiosity and the mindset around this. Supported by a third-generation entrepreneur with a background in counseling, attendees will receive experiential activities and mindset exercises to take back to their workplaces and improve culture and speak creativity

Burnout Prevention

Stress and burnout cost companies millions of dollars each year if not more. Studies indicate that at one time or another we have all been there. Whether personal or professional no one teaches Burnout 101 in school. They should. Learn the path to burnout and signs that indicate you are headed there long before the physical, mental, and emotional toll it takes on a family, a company, and an individual. Using the simple steps discussed in this talk your team, organization, and self can save yourself, literally. Organizations who have implemented these steps say it was like “therapy for their business and made everything else make so much more sense”. Born from a background in business and a master’s degree in psychology this presentation is supported with all the right tangible

examples and real-life situations to have an immediate and long-lasting impact for your organization and self. **This is our most popular talk, often selected as a keynote for associations and organizations.*

Entrepreneur Psychology in Corporate

Today almost everyone has a side hustle. With technology and online learning, so many people are taking advantage of the opportunity to fully engage themselves in making a profit from their passions. What if you could unlock this passion in your team from 9-5? What would it look like if rather than getting 20% from your staff and their side hustle getting the other 80% you could have 100% all in and productive employees who cared about the outcomes of your company the way they would if it was their name on the building. Here is the thing, you can. You can build the right team, with the right passions, in the right positions and unleash the inner entrepreneur in each of your team members so that they give their current positions just as much attention and energy as they would for their own companies. Learn from a third-generation entrepreneur with decades of experience in organizational psychology what it takes to hire staff that will actually stay (solve retention), engage your staff (solve productivity and attention to detail), and ultimately deliver the highest quality service and product that your entire team is proud of.

Know Your Herd: The true story of engagement and workplace culture

How well do you really know your team members? Have you spent thousands of dollars on team building that only lasts a few hours or days after the event? The truth is that engagement and workplace culture is a little more complicated than bowling and beers. If personality-based training and ropes courses are not getting you the results you were dreaming of, then how about taking experiential concepts that have worked for thousands of years for survival, teamwork, and evolution to create a dream team. After learning how to ride horses before she could walk,

Bunny has been fascinated with horses and herd dynamics. After a decade of working in organizations on the psychology of success and using hundreds of herd dynamic examples, she found the solution. She started bringing the office “herds” to the ranch. Learn what lessons have come out of these days at the ranch and how to bring them back your own herds to increase morale, engagement, and retention TODAY.

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Popular Speaking Topics (cont)

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