

SHONA GOODALL COACHING LTD.

Success and Wellbeing for Everyone

NEUROINCLUSIVE COACHING • COMMUNITIES • ORGANISATIONAL WELLBEING

SHONAGOODALL.COM



SHONA GOODALL COACHING LTD.

BUSINESS BUILT AROUND YOU

Start, strengthen or scale a business designed around how you think, work and live—while protecting family life and wellbeing.

SUCCESS AND WELLBEING FOR EVERYONE



RECOGNISED IN 2026

Two award-finalist honours

For entrepreneurship, impact and a different way of defining success.

NORFOLK Muddy Stilettos Awards 2026 FINALIST

SBA 2026 FINALIST at The Official UK Small Business Awards

> *Success means nothing if it costs you your health, your family or yourself.*

Shona Goodall — neurodivergent Success & Wellbeing Coach, writer, entrepreneur and founder

WHAT THE RECOGNITION REPRESENTS

Strategy joined with wellbeing. Commercial thinking joined with humanity. Ambition joined with real life.

WHAT YOU ARE INVESTING IN

Experienced eyes, an honest conversation and a personalised plan—not another one-size-fits-all formula.

Award recognition is lovely. The real measure is helping people build businesses and lives they no longer need to escape from.

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Your route through the coaching, programmes, communities and wider wellbeing work

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NOT SURE WHERE TO BEGIN? SCAN TO BOOK A FREE 20-MINUTE CALL.



You are not the problem.

You need a plan built around you.

You did not start a business so it could consume your health, your relationships or the life you wanted it to support.
Much of the usual business advice assumes uninterrupted days, unlimited energy and no caring responsibilities. When the strategy does not fit real life, it can feel as though you are the problem.
Business Built Around You is personalised success and wellbeing coaching for parents who want to start, strengthen or scale a business without burning out. Together, we create a clear, practical strategy around how you think and work, your natural rhythm, business ambitions, family responsibilities, health and priorities.

> *Build your business around your life. Don't bend your life around your business.*

There are no generic formulas.
No hustle-culture pressure. No expectation that success must come at the expense of wellbeing. Just clear strategy, practical tools and the right level of support for sustainable action.

1 **CLARITY**
Know what matters now.

2 **FIT**
Work with your natural rhythm and real life.

3 **ACTION**
Move forward sustainably.

A QUESTION WORTH ASKING

What would change if your business was designed around your real capacity instead of an imaginary perfect week?

THE POSSIBILITY

Clearer decisions. Less frantic activity. A business that supports the life you are building it for.



Your Natural Rhythm

Build around the patterns that are actually present—not an imaginary perfect week

Your energy, concentration, creativity and capacity do not remain identical every hour, every day or every season. Family responsibilities change. Health and sleep affect what is available. Some tasks create momentum; others demand more recovery than they appear to on paper.
This does not make you unreliable or less ambitious. It gives us information.

> *Your natural rhythm is not a weakness to eliminate. It is information you can use to build more intelligently.*

YOUR INDIVIDUAL OPERATING STYLE

Your natural rhythm describes **when capacity changes**. Your individual operating style describes **the conditions that help you think, decide and act at your best**.

Together, they turn self-knowledge into practical business design.

WE NOTICE...	WE DESIGN...
Energy, concentration and recovery patterns	A workload that uses stronger windows well and protects lower-capacity periods
Preferred communication and processing	Sessions, summaries and decisions presented in a usable way
Task initiation, switching and follow-through	Clear priorities, smaller steps and accountability that helps
Sensory, emotional and visibility load	Marketing and delivery that do not depend on constant exposure
Family, caring, health and life demands	Contingencies and a business model that remain workable in real life

The question is not, "How do successful people work?" It is, "What conditions help you do your best work sustainably?"

Neuroinclusive by Design

Clear but flexible. Practical but human. No diagnosis required.

This coaching is particularly welcoming to neurodivergent parents and founders—including autistic, ADHD, dyslexic and otherwise neurodivergent people, whether formally diagnosed, self-identifying or still exploring what fits. Shona is a neurodivergent founder and parent. Parents in Business has also organically become a strongly neurodivergent community, revealing a need for business support that is flexible, practical and non-shaming.

> *You are not a problem to solve. The business needs to be designed around the way you work best.*

WHAT CAN BE ADAPTED

- ✓ **Information** Plain language, visual structure and concise written summaries.
- ✓ **Pace** Processing time, breaks and realistic decision windows.
- ✓ **Communication** Agreed preferences and camera flexibility where appropriate.
- ✓ **Accountability** Support that helps you restart rather than feel ashamed.
- ✓ **Planning** Priorities and contingencies designed for variable capacity.

NO DIAGNOSIS OR DISCLOSURE REQUIRED

We begin with what helps you understand information, communicate, make decisions and take sustainable action.

A CLEAR COACHING BOUNDARY

This work supports business strategy, working patterns, boundaries and action. It is not diagnosis, therapy, crisis support or trauma treatment.

STRUCTURE WITHOUT RIGIDITY. ACCOUNTABILITY WITHOUT SHAME. AMBITION WITHOUT SELF-ABANDONMENT.

YOU MAY RECOGNISE...
Strong ideas accompanied by overwhelm, task paralysis or difficulty choosing where to begin.

YOU MAY NEED...
Clear priorities, processing time, flexible structure and a way back in after disruption.

YOU CAN BUILD...
A serious business that uses your strengths without requiring constant masking or overwork.

Business coaching for a whole person

Not a business plan that ignores the rest of your life

INSTEAD OF...	YOU RECEIVE...
A generic strategy built for somebody else's circumstances	A plan shaped around your business, operating style, capacity, priorities and family life
More information and a longer to-do list	Clear priorities and a realistic order of action
Pressure to stay constantly visible, available or productive	Sustainable strategies that respect health, energy and boundaries
Being told what success "should" look like	Space to define what success means to you and your family
A plan that disappears into a folder	Optional coaching and honest accountability to support implementation

> *Clear strategy. Accessible systems. Honest accountability. Sustainable action.*

What this coaching promises
Greater clarity, better decisions, a practical roadmap and skilled support to help you implement it.

What it does not promise
Guaranteed income, overnight growth or success at the expense of your health and values.

If the business is growing but your life is shrinking, the strategy is not working well enough.

Imagine making decisions from clarity instead of panic, and building growth your health and family can live with.



Choose the pathway that fits now

First choose the business need. Then choose the depth of implementation support.

START

Turn an idea into a business you can genuinely build.

For a business idea, a recent launch or too many ideas without a clear route forward.

Outcome: A personalised step-by-step plan that turns uncertainty into realistic action.

RESET

Find what is holding the business back and refocus.

For a business that is stuck, underperforming, overwhelming or no longer sustainable.

Outcome: An honest audit and focused plan showing what to stop, simplify, strengthen and start.

SCALE

Grow the business without growing the pressure.

For an established business consistently producing a full-time income and ready for its next stage.

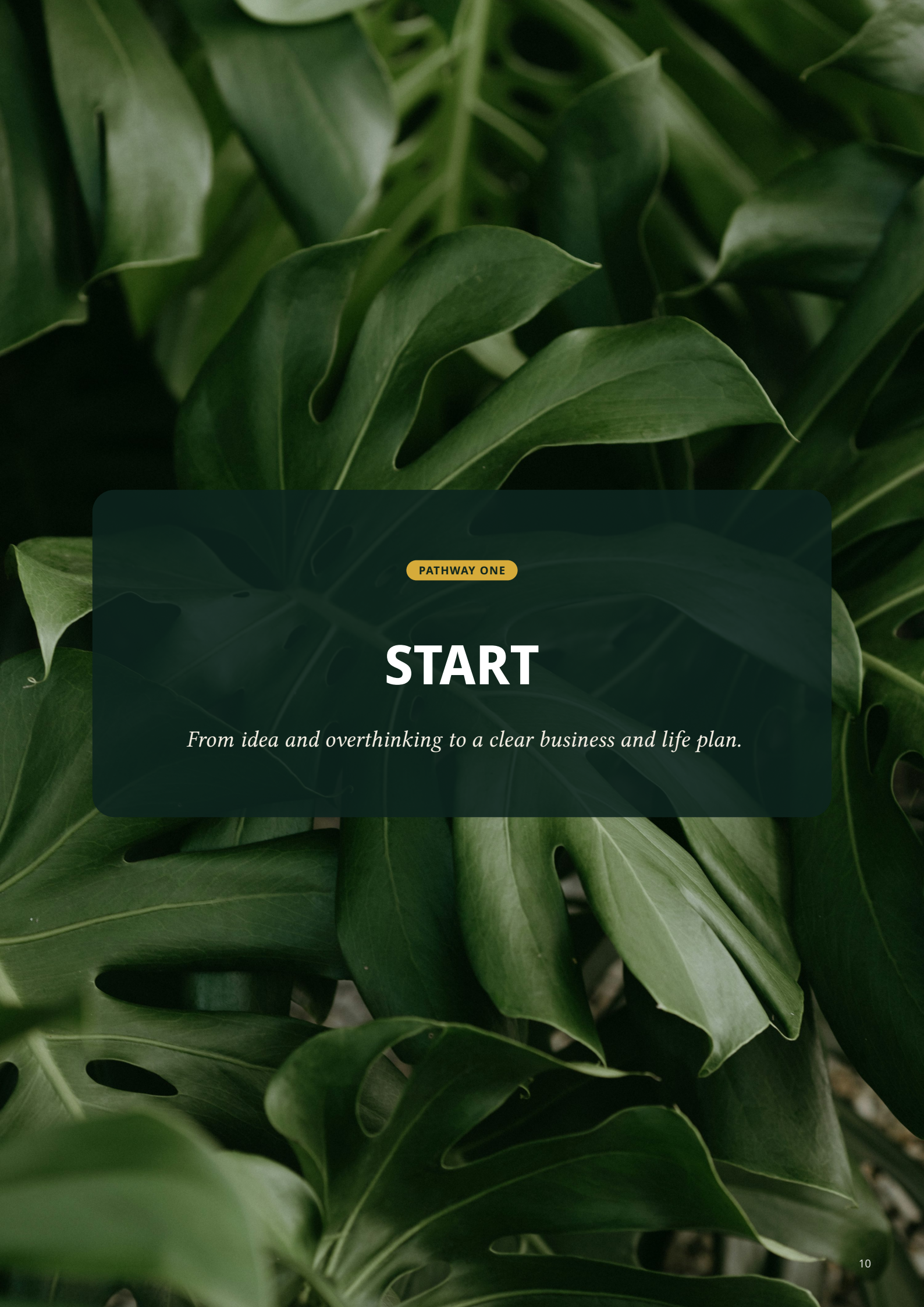
Outcome: A sustainable scale strategy built around capacity, systems, profitability, family and wellbeing.

Every pathway begins with a 90-minute private strategy session and a bespoke, full-colour digital blueprint.
Take the plan away and implement it independently—or add structured 1:1 coaching and WhatsApp accountability.

> *You do not need every answer today. You only need an honest starting point.*

WHICH SENTENCE FEELS TRUE?

I need to begin. I need to fix what is not working. I am ready to grow differently.



PATHWAY ONE

START

From idea and overthinking to a clear business and life plan.



START BLUEPRINT

The Business & Life Blueprint

Turn the idea in your head into a business you can genuinely build

This session is for parents preparing to start a business, newly self-employed or carrying too many ideas without a confident plan. It brings business ambition and real life together so you know what you are building, why it matters and what to do first.
Your blueprint clarifies direction, priorities, audience, offer and immediate goals. It also accounts for available time and energy, responsibilities, working style, wellbeing needs and the practical realities of family life.

> *Leave with a realistic sequence of actions—not another overwhelming list of things you "should" do.*

WHAT IS INCLUDED

- ✓ **Pre-session preparation** A focused questionnaire exploring ideas, ambitions, priorities and current challenges.
- ✓ **90-minute private strategy session** A collaborative session shaped around the way you think and work, your life and business plans.
- ✓ **Personal Business & Life Blueprint** A full-colour branded digital e-book containing your personalised strategy.
- ✓ **30–90 day roadmap** Clear priorities showing what to focus on now and what can wait.

ONE PRIVATE 90-MINUTE SESSION
Blueprint, strategy and 30–90 day roadmap included

£250

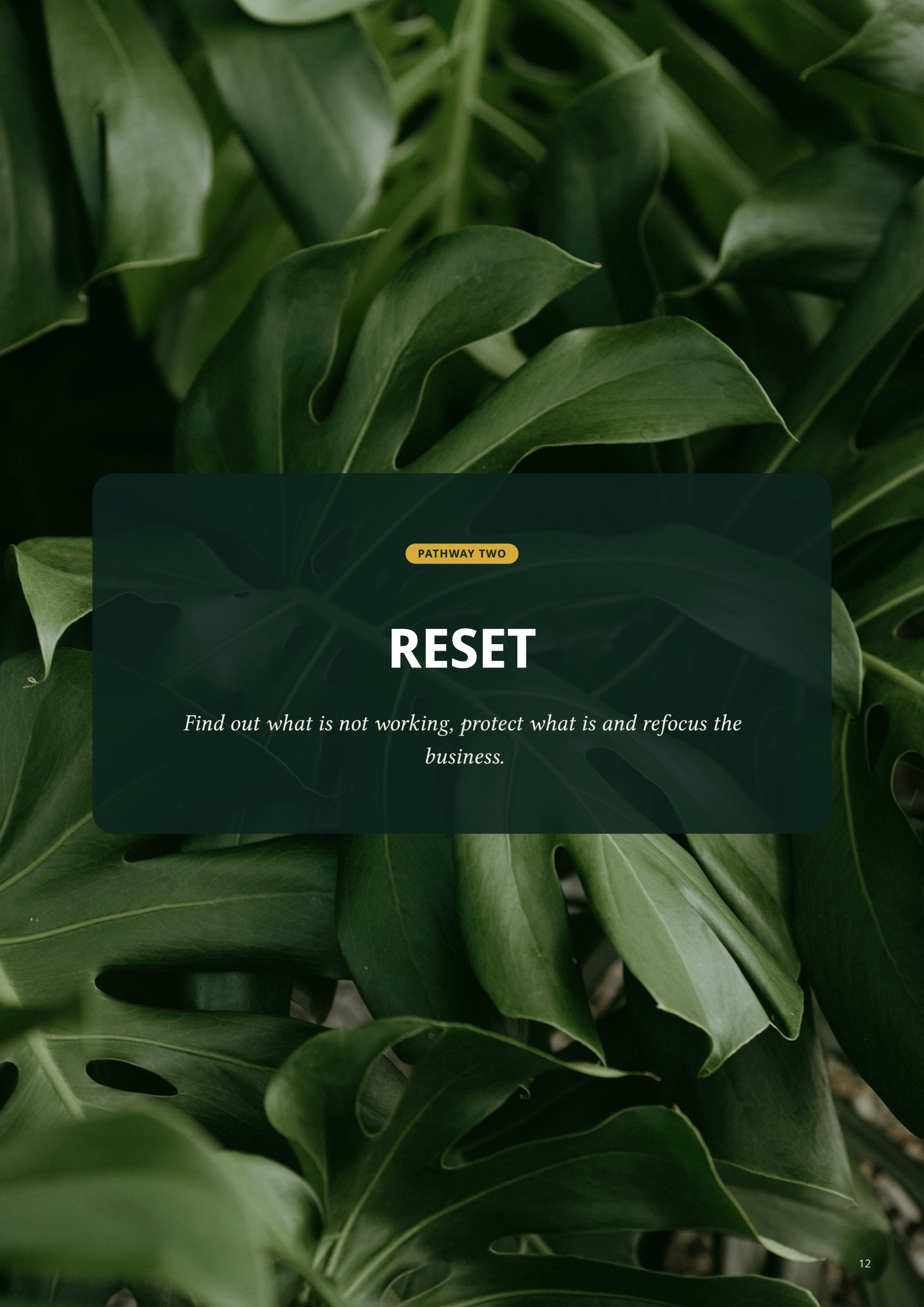
THIS IS LIKELY RIGHT FOR YOU IF...

The idea keeps returning; you are collecting advice but not moving; or the business must fit around limited and unpredictable time.

THE SHIFT

From ideas, pressure and second-guessing to a clear offer, practical priorities and a first plan you can actually use.

START WITH CLARITY



PATHWAY TWO

RESET

Find out what is not working, protect what is and refocus the business.



RESET BLUEPRINT

The Business Audit & Reset Blueprint

Turn hard work and uncertainty into focused improvement

This session is for parents whose business is not progressing in the way they hoped. You may be working hard without seeing enough return, juggling too many offers, struggling to attract consistent clients, losing confidence or feeling that the business has taken over your life.
We examine direction, offers, marketing, clients, working patterns, capacity, systems, finances and pressure points. Then we identify the most important gaps and opportunities and turn them into a practical reset plan.

> *Use your effort where it can make the greatest difference.*

WHAT IS INCLUDED

- ✓ **Pre-session business review** A focused questionnaire covering results, challenges, priorities and ways of working.
- ✓ **90-minute private audit** A strategic review of what is working, what is not and what needs to change.
- ✓ **Personal Business Reset Blueprint** A branded digital e-book containing findings, priorities and a step-by-step plan.
- ✓ **30–90 day reset roadmap** Clear decisions about what to stop, simplify, strengthen and start.

ONE PRIVATE 90-MINUTE SESSION
Business audit, blueprint and reset roadmap included

£250

THIS IS LIKELY RIGHT FOR YOU IF...

Effort is no longer producing enough return, too many offers are competing for attention, or the business feels heavier than it should.

THE SHIFT

From working harder at the same problems to a clear diagnosis, stronger priorities and a practical route out of the stuck place.

RESET WITH PURPOSE



PATHWAY THREE

SCALE

Build a stronger business—not simply a busier one.



SCALE BLUEPRINT

The Sustainable Scale Blueprint

Grow the business without growing the pressure on you or your family

This session is for established parents in business who are consistently generating a full-time income and are ready to grow. You may have reached the limit of what you can deliver alone, feel that revenue depends too heavily on your time or know that the current systems cannot support the business you want to build.
We audit the business through a sustainable-growth lens, looking beyond revenue to profitability, capacity, positioning, delivery, systems, support, leadership, wellbeing and the effect growth will have on family life.

> *Growth should create a stronger business—not a more exhausted owner.*

WHAT IS INCLUDED

- ✓ **Pre-session scale review** A focused questionnaire covering performance, capacity, constraints and ambitions.
- ✓ **90-minute private scale audit** A strategic review of opportunities, risks and foundations for growth.
- ✓ **Personal Sustainable Scale Blueprint** A branded digital e-book containing recommendations and priorities.
- ✓ **90-day scale roadmap** Clear action across systems, capacity, profitability, leadership and wellbeing.

ONE PRIVATE 90-MINUTE SESSION
Scale audit, blueprint and 90-day roadmap included

£250

THIS IS LIKELY RIGHT FOR YOU IF...

Revenue depends too heavily on your time, growth is exposing weak systems, or the business needs a different version of your leadership.

THE SHIFT

From reactive growth and personal over-reliance to stronger value, capacity, systems and next-stage decisions.

PLAN SUSTAINABLE SCALE



From blueprint to action

A brilliant plan changes a business only when it is implemented

If you want personalised coaching, problem-solving and accountability as you put your blueprint into practice, choose the support level that matches the depth and pace of change you need.

4 **BLUEPRINT TO ACTION**
Four focused weeks. Blueprint + 4 private sessions + WhatsApp accountability. £600.

8 **BUILD & EMBED**
Two months. Blueprint + 8 private sessions + Monday–Saturday support. £900.

12 **FLOURISH**
Three months. Start or Reset Blueprint + 12 sessions + resources and continuation roadmap. £1,500.

12 **SCALE WITHOUT SACRIFICE**
Three months. Scale Blueprint + 12 sessions + implementation support and next-stage roadmap. £1,500.

Payment plans are available.
Choose the structure that gives you enough support to take action without creating additional pressure.

CHOOSE 4 WEEKS
When momentum and focused accountability are the priority.

CHOOSE 2 MONTHS
When implementation needs time, learning and adjustment.

CHOOSE 3 MONTHS
When the strategy and the way you work both need to change.

> *The right support does not create dependence. It helps you build the clarity, confidence and systems to keep leading after the programme ends.*

4-WEEK PROGRAMME

Blueprint to Action

Focused implementation, realistic weekly priorities and honest accountability

This is the right option when you are ready to act and want a short, structured period of support to build momentum. It combines your chosen **Start or Reset Blueprint** with four private 1:1 coaching sessions over four weeks.

TOGETHER WE WILL

- ✓ **Turn the plan into weekly priorities** Keep each action manageable around family, energy and commitments.
- ✓ **Make decisions** Work through uncertainty before it becomes delay or overwhelm.
- ✓ **Resolve obstacles** Adapt the plan as the real business develops.
- ✓ **Build momentum** Use WhatsApp accountability to stay connected to the decisions you made.

YOUR PACKAGE

- ✓ **Chosen Blueprint Session** Start or Reset 90-minute session and personalised digital blueprint.
- ✓ **Four 1:1 coaching sessions** Weekly implementation and problem-solving.
- ✓ **WhatsApp accountability** Between-session check-ins within agreed support hours.
- ✓ **Personal action tracking** Weekly priorities and progress checkpoints.

FOUR WEEKS
Suggested plan: two monthly payments of £300

£600

BY THE END OF FOUR WEEKS

The plan should have moved from paper into real weekly action. Key decisions should be clearer, obstacles should feel more manageable and visible momentum should be building around the priorities that matter most.

PUT MY BLUEPRINT INTO ACTION

CHOOSE THIS WHEN...
You know what needs doing but want help turning intention into consistent weekly movement.

> *Momentum is not doing everything at once. It is knowing the next useful action—and taking it.*

2-MONTH PROGRAMME

Build & Embed

Implement the strategy and create a stronger way of working

This option is for parents who want more than a burst of motivation. Across two months, you implement a chosen **Start or Reset Blueprint**, review what happens in the real world and adapt the strategy as the business develops.

> *The aim is not only to complete tasks. It is to establish an approach you can continue using long after the coaching ends.*

The additional depth gives us time to strengthen decision-making, mindset, routines, boundaries, systems and confidence alongside the practical business work.

YOUR PACKAGE

- ✓ **Chosen Blueprint Session** Start or Reset session and personalised blueprint.
- ✓ **Eight 1:1 coaching sessions** Implementation, review and refinement across two months.
- ✓ **Monday–Saturday WhatsApp support** Accountability and practical support during published hours.
- ✓ **Tailored resources** Planning tools, worksheets and decision-making frameworks.
- ✓ **Longer-term working plan** A structure for continuing progress beyond the programme.

TWO MONTHS
Suggested plans: 2 × £450 or 3 × £300

£900

BY THE END OF TWO MONTHS

You should have implemented the core plan, learned from real results and created stronger working patterns that feel more focused, confident and sustainable.

BUILD AND EMBED THE CHANGE

CHOOSE THIS WHEN...
The plan needs time to be tested, adjusted and built into the way the business actually runs.

> *Useful change becomes sustainable when it survives real weeks—not only ideal ones.*

3-MONTH PROGRAMME

Flourish

Build a business that supports the way you want to live

Flourish is the highest-support programme for parents starting or strengthening a business. It is designed for deeper, lasting change: not simply a better to-do list, but a clearer strategy, more sustainable working patterns and greater confidence in leading the business around your priorities.

THE THREE-MONTH FOCUS

Implement the chosen Start or Reset Blueprint, respond to challenges as they emerge and address the practical and personal patterns affecting progress.

Consistent coaching, accountability and tailored resources help new decisions and ways of working become established.

YOUR PACKAGE

- ✓ **Chosen Blueprint Session** Start or Reset session and personalised blueprint.
- ✓ **Twelve weekly 1:1 sessions** Strategy, implementation, mindset and sustainable progress.
- ✓ **Monday–Saturday WhatsApp support** Consistent accountability during published hours.
- ✓ **Tailored coaching resources** Worksheets, planning tools, prompts and strategic frameworks.
- ✓ **Progress reviews and continuation roadmap** A reusable plan for the months and years beyond coaching.

THREE MONTHS
Suggested plan: three monthly payments of £500

£1,500

BY THE END OF THREE MONTHS

You should understand the business and yourself more deeply, hold stronger strategic habits and have a continuation roadmap for the next season of growth.

HELP MY BUSINESS FLOURISH

CHOOSE THIS WHEN...
You want deeper support with the strategy and the personal patterns that shape implementation.

> *Flourishing is not constant ease. It is having the clarity and support to keep choosing what matters.*

3-MONTH SCALE PROGRAMME

Scale Without Sacrifice

Sustainable growth without making yourself the exhausted centre of every process

This programme is for established parents in business who want to grow revenue, reach or impact without growing chaos and personal pressure.

STRATEGIC THEMES

- ✓ **Positioning and profitability** Make growth commercially meaningful.
- ✓ **Offers and delivery** Build value without overloading capacity.
- ✓ **Systems and delegation** Reduce dependence on the owner.
- ✓ **Leadership and visibility** Step into the next-stage role with clearer boundaries.

YOUR PACKAGE

- ✓ **Sustainable Scale Blueprint** 90-minute audit and personalised digital scale roadmap.
- ✓ **Twelve weekly 1:1 sessions** Implement and refine the scale plan.
- ✓ **Monday–Saturday WhatsApp support** Decision space and accountability during published hours.
- ✓ **Tailored scale resources** Tools for planning, systems, capacity and leadership.
- ✓ **Next-stage roadmap** A clear continuation plan after the programme.

THREE MONTHS
Suggested plan: three monthly payments of £500

£1,500

BY THE END OF THREE MONTHS

Next-stage priorities should be clearer, growth decisions should be less reactive and the business should rely less heavily on your constant personal effort.

SCALE WITHOUT SACRIFICE

CHOOSE THIS WHEN...
Growth is possible, but the current model relies too heavily on your time, energy or constant presence.

Scale should increase the strength of the business—not the pressure carried by its owner.

Compare every option

Choose the right pathway and the right depth of support

OFFER	BEST FOR	1:1	INVESTMENT
Business & Life Blueprint	Turning an idea or early-stage business into a clear plan	—	**£250**
Business Audit & Reset Blueprint	Diagnosing and refocusing a stuck or underperforming business	—	**£250**
Sustainable Scale Blueprint	Planning the next stage of a full-time-income business	—	**£250**
Blueprint to Action	Creating momentum with four weeks of support	4	**£600**
Build & Embed	Implementing and refining across two months	8	**£900**
Flourish	Deep implementation across three months	12	**£1,500**
Scale Without Sacrifice	Implementing sustainable growth across three months	12	**£1,500**

BLUEPRINTS

Each £250 Blueprint includes preparation, one 90-minute private session, a bespoke full-colour digital e-book and a focused 30–90 day roadmap.

COACHING PROGRAMMES

The 4, 8 and 12 coaching sessions are additional to the 90-minute Blueprint Session. Payment plans are available.

> *Choose the support that makes implementation more likely—not the package that creates more pressure.*

CLARITY
Choose a Blueprint.

MOMENTUM
Choose four weeks.

IMPLEMENTATION
Choose two months.

DEEP CHANGE
Choose three months.

Do not choose the package that sounds most impressive. Choose the support that makes follow-through most likely.



What you receive

Five connected outcomes that make the work practical, personal and sustainable

1 **CLARITY**
Know what matters now, what can wait and what success means to you.

2 **YOUR OPERATING STYLE**
Build systems and decisions around how you work best.

3 **FAMILY-FIT STRATEGY**
Create plans that account for time, care, energy and real responsibilities.

4 **SUSTAINABLE WELLBEING**
Protect health, boundaries and capacity as the business develops.

5 Use coaching, tools and honest accountability to turn the strategy into progress.

The result is not a perfect life or a guaranteed revenue figure.
It is clearer thinking, more confident decisions, a personalised roadmap and practical support to build the business in a way you can sustain.

WHAT SUSTAINABLE SUCCESS CAN FEEL LIKE

Fewer panicked decisions. More trust in your priorities. Work that has edges. Growth that does not require you to disappear inside the business.

You do not need to become a different person. You need a business designed for the person you already are.



THE PHILOSOPHY BEHIND THE WORK

A Sustainable Success Manifesto

A business can be ambitious and humane.

It can make money without making health the hidden cost. It can respect family life without apologising for having priorities. It can be built around a neurodivergent way of thinking and working, changing energy, caring responsibilities and a life that does not run to a corporate timetable.
We choose **clarity over chaos**, **strategy over frantic activity** and **honest numbers over vanity**.

We choose **boundaries over constant availability**, **support before burnout** and **progress we can live with over growth we cannot sustain**.
We define success deliberately—emotionally, domestically, financially and personally—not by somebody else's timetable.

The goal is not to fit more business into your life. The goal is to build the right business for the life you want.

Your business can have edges.

Your ambition can include wellbeing.

Your success can belong to you.

BUILD SUCCESS AROUND YOUR LIFE



Client Voice

Personal transformation begins with feeling understood



"The trajectory of every aspect of my life has already drastically altered for the better... Shona has an innate and uncanny ability to get right to the root cause of any blocks or challenges."

ABI STALEY

Paediatric Nurse, Teacher and Home-Educating Mum



"Shona takes the time to get to know you by asking thoughtful questions that encourage deeper reflection on what you think, feel and believe. Her genuine curiosity and ability to listen help create meaningful conversations and valuable personal insights."

CLAIRE PALLETT

Impactful Connection participant

> *The coaching is not about supplying somebody else's answers. It creates the clarity, structure and conditions in which your own strongest decisions become possible.*

FEEL UNDERSTOOD
Start from your real context rather than a generic formula.

SEE THE PATTERN
Turn reflection into clearer choices and useful insight.

MOVE FORWARD
Translate insight into a practical next step.

Client Voice

Focus, insight and organisational impact

Shona's work spans individual development, business leadership and organisational wellbeing—turning complex conversations into practical movement.



"Shona has a high degree of acuity and is able to distil complex discussions... I would commend Shona as an excellent coach who will help you to stretch your ambitions and make you more focused and resilient."

CHARLES EASTON MA

Director of Eastons' Group of Companies, Farming and Contracting



"Great workshop content... it was very engaging and interesting."

SIMONE JACKMAN

Organisational Workshop participant • 5/5 overall experience

Whether the work begins with one founder or an organisation, the aim is the same: clearer thinking, stronger choices and success that can be sustained.

5/5	5/5	5/5
OVERALL EXPERIENCE	ENGAGEMENT	LIKELIHOOD TO RECOMMEND

All six feedback-form respondents, June–July 2026.

Parents in Business

Ongoing community, practical support—and Coffee with Coach inside





Parents in Business is the ongoing community behind the coaching: a place to learn, ask, practise, reset and keep moving with people who understand what it means to build around family life.

COFFEE WITH COACH IS INSIDE THE COMMUNITY

These relaxed live sessions offer a weekly space for coaching, personal growth, mindset or business topics, followed by open questions and answers. Bring a drink, an open mind and the question you have been carrying alone.

- ✓ **Live coaching** Ask the question that matters now.
- ✓ **Training and resources** Use practical tools between sessions.
- ✓ **A supportive community** Build without pretending you have it all worked out.

> *You do not have to build alone, and you do not have to perform certainty before you are allowed to ask for support.*

SCAN TO JOIN

Magnificent Mama

Preventative, emotional and practical support for all mums



THE GO-TO APP FOR ALL MUMS

Magnificent Mama offers 24/7 emotional, practical and preventative support when it is needed most—run by mums, powered by AI and grounded in lived experience.

- ✓ **Support on demand** A place to turn when the next step feels unclear or heavy.
- ✓ **Practical and preventative** Help with the realities of life, not only moments of crisis.
- ✓ **Accessible choices** Language and display options designed to make the experience easier to use.

Start your 14-day free trial and choose how the app works for you.

START YOUR 14-DAY FREE TRIAL
Preventative, practical and emotional support when you need it.

SCAN TO EXPLORE

WHEN YOU NEED TO BE HEARD
Emotional support and space to make sense of the moment.

WHEN YOU NEED A NEXT STEP
Practical help for the real-life problem in front of you.

BEFORE EVERYTHING FEELS TOO MUCH
Preventative tools for everyday wellbeing and growth.

Support should not begin only when everything has become too much.

ElevateWell™

Strategic wellbeing solutions for high-performing organisations



ElevateWell™ integrates innovative scientific wellbeing principles with practical success coaching, creating a bespoke blueprint designed to safeguard an organisation by empowering its most valuable asset: its people.

FLEXIBLE DELIVERY

- ✓ **Standalone workshops** Focused support for a defined organisational need.
- ✓ **Bespoke programmes** A tailored combination of wellbeing and performance priorities.
- ✓ **Ongoing partnerships** Support for meaningful, lasting change in culture and behaviour.

PEOPLE AND PERFORMANCE

The programme covers six core areas of organisational wellbeing and performance. It brings together strategic thinking, behavioural insight and real-world application so support is compassionate, commercially relevant and operationally effective.

EXPLORE ELEVATEWELL™
Strategic wellbeing solutions for high-performing organisations.

SCAN TO EXPLORE

CLARITY
Understand the pressures, patterns and priorities that matter most.

CAPABILITY
Equip people and leaders with practical tools they can use.

CULTURE
Create conditions where wellbeing and performance reinforce one another.

> *When people feel supported, understood and equipped, wellbeing becomes a performance strategy—not a peripheral benefit.*

Frequently Asked Questions

Clear answers before you choose your next step

DO I NEED A DIAGNOSIS?

No. The coaching adapts to the needs and preferences you describe. You do not need to disclose a diagnosis to request clarity, processing time or another reasonable adjustment.

HOW DO I CHOOSE START, RESET OR SCALE?

Choose Start for a clear foundation, Reset for a stuck or underperforming business, and Scale for established sustainable growth. A free clarity call can help you decide.

IS THIS ONLY FOR PARENTS?

Parents remain a central specialism. Business Built Around You can also support founders whose natural rhythm, operating style, health, energy or life circumstances make generic advice a poor fit.

WHAT HAPPENS IN THE BLUEPRINT SESSION?

We clarify the outcome, explore the business and life context, identify constraints and opportunities, then turn the conversation into a practical personal blueprint and roadmap.

WHAT IF MY CAPACITY CHANGES?

Your plan can include priority levels, lower-energy actions, contingencies and realistic margin so the business is more resilient when capacity changes.

CAN THE FORMAT BE ADAPTED?

Yes. We can discuss pace, communication, written summaries, processing time, breaks, camera preferences and accountability style before beginning.

IS THIS THERAPY?

No. This is business coaching focused on strategy, working patterns, boundaries and action. It does not diagnose, process trauma or replace medical or mental-health support.

ARE PAYMENT PLANS AVAILABLE?

Yes. Payment arrangements can be discussed and agreed before the coaching begins.

> *No diagnosis is required. We work with what helps you understand, decide and take sustainable action.*

STILL UNSURE?

You do not have to choose alone. The free 20-minute call is a calm space to ask questions, explain the current situation and identify whether the coaching is the right fit.



Start with one clear conversation

You do not need to solve the whole business before asking for support

1. **SCAN OR BOOK**
   Choose a free 20-minute enrolment call at a suitable time.

2. **TALK HONESTLY**
   Share where the business is now, what feels difficult and what you want instead.

3. **CHOOSE THE RIGHT ROUTE**
   Identify whether Start, Reset or Scale—and which level of support —fits now.

4. **BEGIN WITH CLARITY**
   Agree useful adaptations and take the first step with a plan designed around you.

SCAN TO BOOK YOUR FREE 20-MINUTE CALL

PREFER TO MESSAGE?

WhatsApp **START**, **RESET** or **SCALE** to **07919 342740**

> *The conversation is where clarity begins.*

CALENDLY.COM/SHONAGOODALL/ENROLLMENT-CALL

About Shona

Neurodivergent coach, Shadow Work Practitioner, entrepreneur, writer and founder



Shona's path has taken her from a council estate in Norwich to scholarship education, international study and work, founding an NGO in West Africa, building a farm education enterprise, advising SMEs, writing and running businesses of her own.

During the pandemic, profound personal loss and the collapse of a business changed everything. Rebuilding as a mum deepened Shona's understanding of ambition, health, family, identity and the capacity to enjoy the life being built.

Today, Shona brings together lived experience, commercial thinking, writing, coaching and a longstanding fascination with human behaviour. As a neurodivergent founder and qualified Shadow Work Practitioner, Shona understands the value of honest reflection—and turns that self-knowledge into practical business decisions, workable systems and sustainable action.

WHY THE APPROACH FEELS DIFFERENT

Parents in Business naturally attracted neurodivergent parents. Shona recognised that she had built the coaching she knew was missing: clear but flexible, commercially serious but deeply human, and designed around how each person thinks, works and lives.

> *True success comes from alignment; when our ambition, wellbeing and family life work together.*

EDUCATION AND PRACTICE

Queen Mary College, University of London; qualified Shadow Work Practitioner; advanced training in Positive Psychology; and postgraduate study in Human Rights Law, Business and Corporate Social Responsibility.

THE WORK TODAY

Founder of Parents in Business, Magnificent Mama and The Successful Single Mama programme; creator of ElevateWell™; business owner, writer and two-time 2026 award finalist.

SUCCESS AND WELLBEING FOR EVERYONE

Biography and portrait: shonagoodall.com/about

EXPLORE THE NEXT STEP

A business designed around you.

Your natural rhythm. Your individual operating style. Your priorities. Your definition of success.

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