



Activate your Personal Brand: Coaching

Build Influence. Lead with Confidence. Shape How Others See You.

Discover the self-awareness and strategic clarity to elevate your leadership presence, strengthen your influence, and turn your Personal Brand into a true competitive advantage.

Who this is for:

This experience is designed for professionals, entrepreneurs, and business owners who are ready to elevate their leadership trajectory.

Specifically those who desire to:

- Clarify their next “Big Thing” and seek coaching, structure, and accountability to make their goals and dreams a reality.
- Navigate a career pivot or transition and need to reposition the way they show up.
- Strengthen their credibility and reputation with the stakeholders who influence the path to their Big Thing.
- Step into the next level of leadership and want to position themselves for sustainable success.

thoughtium®

ForthRight
PEOPLE

↘ Coaching Opportunities

Two Coaching Formats Designed to Meet Your Needs

Discover the self-awareness and strategic clarity to elevate your leadership presence, strengthen your influence, and turn your Personal Brand into a true competitive advantage.

- **Regular Cadence Coaching**

A steady, growth-focused coaching rhythm tailored to your timeline. This format supports ongoing leadership transformation.

Recommended commitment: no less than once per month for a minimum of six months

Investment: **\$250-\$650/hr depending on frequency and expectations.**

- **Sprint Coaching**

An accelerated, high-intensity coaching experience for leaders seeking immediate clarity and rapid change. This format includes immersive support and **unlimited connection** throughout the sprint to drive fast, meaningful breakthroughs.

Recommended duration: every 4–6 weeks

Investment: **\$2000-\$4000/sprint depending on length of time and effort.**

Those who have successfully completed the **Activate your Personal Brand** workshop will receive a 20% discount.

The Partnership Commitment

This coaching is not theoretical. It is built for meaningful momentum and progress in your leadership. We commit to showing up with transparency, respect, and the depth of experience required to challenge, support, and accelerate your growth.

In return, you commit to bringing curiosity about yourself and a genuine willingness to change as well as the courage to take action on what you discover. Together, we create a powerful partnership which looks like you on the path to your Big Things.

Meet Your Coaches



Speciality:
Overcoming
Struggle + Shifting
Perception

Anne Candido (anne@forthright-people.com, 513-289-4669)

Anne's coaching focus is ambitious execs, business owners and founders who are forging a leadership path yet are meeting or feeling resistance or challenges. She helps these execs uncover what is getting in their way, develop strategies for overcoming these struggles and then incorporate them into their Personal Brand for activation. She blends her experience in corporate (20+ years at P&G R&D, Product Development, Branding and (Influencer) Marketing), agency/consultancy (Co-founder of ForthRight People) and business ownership (Tint World franchise) to provide insight, perspective and expertise that transforms how leaders show-up and are perceived. Leaders can expect a straightforward yet respectful approach. She will challenge everything and will relentlessly hold leaders accountable to their transformation. Anne's clients say: "She is tough but is exactly what I need."



Speciality: Career
Clarity + Activation,
Organizational
Dev't

April Martini (april@forthright-people.com, 513-288-9003)

As an executive coach, April helps leaders identify, articulate, and manage their Personal Brand so they can lead with clarity, build stronger relationships, and unlock what's next in both business and life. With a breadth of experience across the agency landscape, (branding, design, CPG, advertising, and production) blended with an educational foundation of Graphic Design (DAAP, UC) and MBA in business, April has led teams, navigated complex dynamics, and delivered the kind of strategic creative solutions that drive real results. Her superpower? Turning tension into transformation. April understands people, personalities, and the pressures of performance and she knows how to help clients navigate it all while staying true to themselves. She delivers what her clients need to hear in a way they can hear it, while holding them accountable to doing the work needed to get where they want to go. April's clients say: "Her intention and direct questions illuminate for me what I can't see in myself. She finds ways to speak and motivate that resonate with how I'm wired."



Speciality: Career
Transitions +
Leadership

Adrienne Spuzzillo (adrienne@thoughtium.com, 513-919-7329)

Adrienne Spuzzillo works with professionals who are navigating career transitions and want to find a path that feels true to who they are and where they want to go next. Her clients are often accomplished, thoughtful people who sense it is time for a change but want clarity before making a move. Adrienne helps clients connect past experiences, interests, and skills into a clear and cohesive career story. She supports them in developing the language for what they are looking for, identifying where to focus next, and turning insight into concrete action. She brings deep experience in career coaching, leadership development, and real business experience in brand management, innovation, and consulting. Adrienne is thoughtful, direct, and deeply supportive. Clients often say, "She helped me see my path clearly and gave me the confidence to take the next step."



Speciality:
Transitional
Coaching, Leaders,
Personal
Transformation

Anthony Ewing (anthony@thoughtium.com, 847-722-3728)

Anthony coaches founders, executives, and senior leaders through moments where leadership becomes more personal; when growth, responsibility, and visibility start to test how they see themselves and how they lead. His work is shaped by deep personal experience inside fast-moving organizations and a genuine commitment to helping leaders recognize their own capacity, make sense of complexity, and step more fully into the leaders they are capable of becoming. Anthony is the co-founder and Chief Brand Officer of Thoughtium, an experience-driven consulting firm that partners with leaders and organizations across life sciences, technology, financial services and adjacent industries as they grow and evolve. He brings over 20 years of leadership and advisory experience, including early roles at Pfizer, Astellas, and several emerging W. Coast startups. He is a certified professional executive coach with experience in individual and group coaching. Anthony's coaching style is direct, thoughtful, and highly engaged. He challenges assumptions, names patterns others may avoid, and creates the conditions for real accountability. Leaders often describe his approach as both rigorous and human - "the rare combination of strategic and personal".