



ASPIRE TO INSPIRE

*today
was a
good day*

**BEHAVIOR EQ
- WHAT IS IT?**

THE ABILITY TO
RECOGNIZE THE
IMPACT EMOTIONS
HAVE ON OUR
BEHAVIOR TO
OTHERS TO CREATE
STRONGER AND
MORE PRODUCTIVE
RELATIONSHIPS.

WHAT WE DO

- ▶ Psychological Safety:
A nonjudgemental zone
of mutual trust, respect,
transparent communication
and professional development
- ▶ Behavior EQ Workshops
- ▶ 360 Review Feedback, Social Styles
and 5 Dysfunctions Assessments
- ▶ Executive Coaching
- ▶ Founders/CEO Alignment Sessions
- ▶ Mission, Vision & Values Strategy
- ▶ Organizational Development
- ▶ Change Management
- ▶ Work/Life Balance

EMPLOYEE
DEVELOPMENT



INCREASED
PROFIT



PRODUCTIVE
COMMUNICATION



GROWTH

WHAT YOU GET

INCREASED
COLLABORATION



INNOVATION



WORKFLOW PROCESS
IMPROVEMENT

HOW WE GET THERE

Assessment of Needs



Analysis & Actionable Steps



Alignment of Processes, Vision,
Culture, and Brand Values



Communication &
Execution Strategy



Reinforcement & Evaluation

ABOUT 65% OF THE
FAILURES OF HIGH-
POTENTIAL START-
UPS ARE PEOPLE
PROBLEMS, THE
INTERPERSONAL
TENSIONS WITHIN
THE TEAM.

- NOAM WASSERMAN,
PH.D. USC & FORMER
HARVARD PROFESSOR
& AUTHOR,
THE FOUNDER'S
DILLEMMAS

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JENNIFER IS A FEARLESS LEADER.

She immediately gets to the root of interpersonal and workplace problems and solves them efficiently with direct communication and conflict resolution techniques. Her focus is on quantitative results, efficient cross-functional integration between teams, personal and professional growth and brand-building.

- JAMES BRADICICH, MARKETING
EXECUTIVE IN TECH START-UP AND
FORMERLY EDELMAN, BURSTON,
MARSTELLAR AND OGILVY.

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WHY US

Jennifer Musselman, MFT, has over 20 years experience as an Executive in global brand business and C-Suite technology start-up. She combines her experience with a Masters degree in Clinical Psychology, certifications from the Center for Creative Leadership and licensing from the California State Board of Behavioral Science.

She's held leadership roles at Viacom/MTVN's Kids and Family Entertainment, Ogilvy Advertising, non-profit behavioral healthcare, and technology start-up beGlammed/Priv. Her superpower lies within her ability to connect, clarify and transform the needs of a business through its most precious commodity, its leadership.



JENNIFER MUSSELMAN, MFT (#93511)
EXECUTIVE COACH & ORGANIZATIONAL PSYCHOTHERAPIST
JENNIFERMUSSELMAN.COM | @MYSTARTUPTHERAPIST
310.614.4660 | JEN@JENNIFERMUSSELMAN.COM