

How Kristen Kalp rediscovered joy, filled two in-person retreats during the pandemic and avoided a collision course with boredom.

A Business Re/Design Case Study



KRISTEN KALP

Teacher, Healer & Business Coach

"My heart CRAVES in-person work, which I haven't done in 2+ years."

THE CHALLENGE

"I'm the sole breadwinner in my family (thanks, pandemic!) and am trying to find the space to have fucking FUN in my biz again, without having stable income drop because... see breadwinner."

"I'd love to do more in-person work, since it's where I'm happiest and most effective. Also I'd like to spend more time offline, every year ever, until I die.

It's important to me to live a three-dimensional life, and to encourage others to do the same."



We kicked off by assessing Kristen's 3 H's...

HISTORY

"I don't feel as connected to past work as to current work, which has been a pattern for the life of my biz."

HANGUPS

"I don't sales funnel or follow 6-step formulas."

(tightly edited for brevity!)

HEROICS

"200+ podcast episodes, 11 years of blogging, 4 books — and (almost) every time I get on stage I get a standing ovation."

"Joy is not optional."

KRISTEN KALP

Teacher, Healer & Business Coach

THE SOLUTION

Move away from exclusively virtual delivery and introduce in-person IMAGINARIUM retreats.

"The title The Imaginarium loomed large in my thoughts at the edge of sleep or otherwise barely conscious (okay sometimes when I'm high, too) -- but failed to provide any further shape or form."

FRAMEWORK FOR THE EVOLVING ENTREPRENEUR

1. **INQUIRY** :: We started with a review of Kristen's History, Hangups and Heroics to get a snapshot of what was really going on and pinpoint specific areas ripe for change.
2. **INVENTORY** :: Using the Money Mapping Inventory™ as a guide, she took stock of her intellectual assets, experience and ideas so we could mine for the unique value only she possesses.
3. **INNOVATE** :: Then, during a half-day intensive, we created her strategy and corresponding offer design for ideally aligned, exciting revenue opportunities .
4. **IMPLEMENT** :: As Kristen executed her new strategy, she received 90 days of attention from Carolyn on her business model, positioning, messaging, marketing, sales and mindset to generate a steady demand for the value only she delivers.
5. **OPTIMIZE** :: Kristen got a 24-hour response to any burning questions as she actively calibrated her strategy to maximize the ideal balance of meaning, happiness and profit.

THE RESULTS

"I've filled two in-person IMAGINARIUMS and have an infinitely doable financial plan for 2022."

"Carolyn helped me take my vulnerable baby idea and create the most magical, repeatable event I could dream of offering.

It's as easy as breathing.

I've never been so deeply held by a coach, and that holding makes me feel safe to keep stepping into uncertainty, day after day and week after week and during the Delta [and Omicron] variant[s] and as the world seems to be a series of ever-expanding dumpster fires.

Turns out being heard, seen, and supported by someone who truly cares (and knows her shit, which I just take for granted at this point) is all it takes to usher the next phase into being."

Want to figure out what's next for your multi 6-figure business with a strategic thought partner by your side?

Click below to schedule an ideation session with Strategic Business Coach Carolyn Herfurth to discuss your History + Hangups + Heroics and explore whether or not going BEYOND is right for you.



[EXPLORE BEYOND](#)

