

DENA PATTON COACHING & TRAINING



DENA Patton  
Coaching & Training

**2025 Coaching & Training Programs**

More details at [www.DenaPatton.com](http://www.DenaPatton.com)

# All coaches are not created equal.



## 1. Why hire a coach or consultant?

Just like a sports team relies on a coach to drive peak performance, your business thrives with the right guidance. A coach provides accountability, strategic partnership, and sharp focus. All of which keep you empowered, proactive, accountable and successful. Dena delivers the discipline and accountability needed to make transformative changes in your leadership, mindset, and business. This ensures you achieve the results you desire. Beyond coaching, she also offers expert consulting in sales, marketing, and systems, bringing a unique combination to help your business grow.

## 2. What makes Dena different?

Dena meets you at the intersection of her Greatness Methodology and your values, vision, and purpose. This powerful combination forms the foundation of how she holds you accountable to your big goals, dreams, and transformation. This helps you to avoid the pitfalls of resignation, burnout, and disempowerment that often accompanies leadership. Dena understands that you're in business not just to pay bills or make payroll, but to truly thrive in your purpose, passion, vision, and values. You didn't come this far to come this far.

**Dena's coaching and consulting will transform your mindset and leadership *while* also elevating your systems and sales to new heights.**

### 3. Why are systems so important?

Great CEOs and business leaders know that well-designed systems in key departments like sales, admin, marketing, and customer service directly impact their bottom line. Dena accelerates growth by creating, refining, and/or capturing these Standard Operating Procedures (SOPs) and systems, ensuring sustainable growth and long-term success.

#### The top 5 reasons why systems are crucial to your business:

1. **Consistency:** SOPs ensure uniform quality, reduce errors, and boost customer satisfaction.
2. **Scalability:** Documented systems enable smooth growth, helping new hires maintain high standards.
3. **Efficiency:** Clear processes streamline tasks, save time, and enhance productivity.
4. **Knowledge Retention:** SOPs preserve critical knowledge for training and continuity.
5. **Risk Management:** Standardized processes ensure compliance and reduce legal and financial risks.

## Dena Patton Coaching & Training LLC

For business owners and leaders who are changing the world.



## 4. Most popular Packages To Serve You:

### 1. **Systems & Support Consulting Package**

- Duration: 3 months intervals
- Frequency: As needed
- Retainer \$3500-\$7500/mo depends on what you choose and what you need
- Type of program: This is a 'fluid' consulting program for the leader who needs ongoing support in various areas or with multiple people.
- Intention: We create SOP's, provide coaching when needed, consult on systems, build sales/marketing strategy, create accountability on a project, or support the leaders when needed etc. This is a 'custom' package to serve your needs, plus Dena will have check in call with the owner once a month to stay on the same page and discuss needs.

### 2. **Weekly Coaching 1:1 Between one leader and Dena: Confidential Coaching Zoom Calls**

- Frequency: 1x week \$1500/mo or 2x week \$2500/mo
- Duration: 3 months intervals
- Type of program: This is a 'fixed' weekly coaching program for one person.
- Intention: this is high level, confidential 1:1 coaching for owners or leaders. Includes mindset, communication, goal setting, CEO self care, vision/values clarity and accountability.

### 3. **True Colors Communication Training: Team Coaching and Training**

- Building purpose-driven, high-achieving teams through True Colors Assessment and Training.
- Duration 3 options: Silver program: 2 hour zoom training for up to 12 people \$2500 (plus you get the video of the training), Gold program: a 3 hour live team building & training for up to 30 people \$4500 (\$150/pp for more than 30), Platinum program: 60 day team training over 2 months (4 sessions) up to 100 people \$7500.
- Type of program: This is fixed training program to build engagement, communication and awareness on your team.
- Intention: Dena is a certified facilitator in this powerful training methodology that will transform and elevate your team's communication, culture and relationships. True Colors International is an assessment and training that has trained millions of people over the last 40 years. This is great for leadership team training or team building engagement.

### 4. **Luxury VIP 3 Day Retreat in Paradise Valley, Arizona**

- Pricing and details on next page
- Duration: 3 days/2 nights in Paradise Valley, Arizona + 4 coaching calls post retreat
- Intention: This is the ultimate Leader Retreat that leaves you refueled, refocused and rejuvenated. She books only one per month, so book your 2025 retreat today!
- Type of program: This is a 'fixed' one-on-one experience for the leader who needs challenges or strategy handled immediately. You fly into AZ and we spend 3 days together in paradise tackling your top challenges or strategies together. Plus you get 4 coaching sessions after the retreat for ongoing support. Bring your business partner with you.

Refuel. Refocus. Rejuvenate.



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### LUXURY HOTEL

The world famous Sanctuary Resort (pictured) in Paradise Valley will refuel you.



### COACHING & STRATEGY

Dena's 20+ years of coaching will refocus you and elevate your business, mind and spirit.



### MEALS + SPA

Meals and spa treatments will top off the luxury experience to rejuvenate and nourish your body.

## LUXURY RETREAT PACKAGE

### 3 DAYS

**\$ 11,500**

3 Days, 2 nights curated in Paradise Valley, Arizona, all inclusive. Daily facilitation with Dena.

### 4 DAYS

**\$ 13,500**

4 Days, 3 nights curated in Paradise Valley, Arizona, all inclusive. Daily facilitation with Dena + an extra night on your own to relax.

### Book today:



[Admin@Denapatton.com](mailto:Admin@Denapatton.com)



[GreatnessTraingingWithDena.com](http://GreatnessTraingingWithDena.com)

## 4.About Dena Patton

Dena has worked one-on-one with over 1000 clients just like you: forward-thinking, purposeful entrepreneurs & CEO's who are vested in their values, impact, income and results. They run companies typically between \$500k-\$50M+.

Since 2001, Dena has been an elite business and mindset coach and consultant who has worked with thousands of purpose-driven business owners and leaders around the globe. Her 3-Pillar coaching approach helps her clients to build the systems (to be well-oiled), the sales strategy (to be well-funded), and the greatness mindset (to be well-led). Dena's influence extends beyond coaching with over 75 media stories and podcasts that feature her work along with her keynote speaking and her best-selling book, *The Greatness Game*.

### Testimonials

*"Since working with Dena, I have seen results and clarity that I have never achieved with any coach in over a decade of being in business. She has a true gift to uncover challenges, insights and those "ah-ha" moments that have allowed me to advance faster in my professional and business life in ways I never thought would be possible."*

**Russ, CEO, [www.designpickle.com](http://www.designpickle.com)**

*"I run a multi-million dollar restaurant group in Dallas and my goal this year was to make sure there is cohesiveness with my new own brand and my existing businesses. Dena is the ultimate marketing strategist you want on your team that will keep you focused on your goals and I truly appreciate her honesty, knowledge, and creativeness in her approach."*

**-Nikky**

**Award Winning Chef & Owner, Asian Mint Restaurant Dallas 4 locations**

**DENA Patton**  
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Coaching & Training For Entrepreneurs and  
Leaders Who Are Changing The World

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 [@DenaMariePatton](https://www.instagram.com/DenaMariePatton)

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# Let's Connect

Schedule a discovery call on my calendar at:



[www.callwithdena.live](http://www.callwithdena.live)



[DenaPatton.com](http://DenaPatton.com)

or email us

[admin@denapatton.com](mailto:admin@denapatton.com)

**DENA Patton**  
Coaching & Training

UNLEASH **GREATNESS.**  
UNLOCK **PURPOSE.**  
UNCHAIN **PROFITS.**

DENA PATTON  
GREATNESS COACH, AUTHOR, & SPEAKER

