



JOY DISCOVERED

# Training & Coaching Capabilities 2025



## SERVICES OFFERED

We help private club and service-oriented leadership teams elevate performance, communication, and service excellence through emotionally intelligent leadership development including:



### EQ Leadership Workshops & Keynotes

No fluff, no filler—just engaging, relatable sessions your leaders remember, apply, and thank you for.



### Culture-Boosting Staff Training

Engaging frontline trainings that build connection, motivation, and service excellence.



### Leadership Development Program

A proven progression of workshops that deepen trust, communication, and collaboration for lasting results.



### Executive Coaching for Senior Leaders

Targeted coaching to help high-potential managers grow into emotionally intelligent, trusted leaders with strong soft skills.



### Communication Dyad Coaching

EQ-based coaching that rebuilds trust and collaboration between key leaders who need to lead well together.



# EQ Leadership Workshops or Keynotes

**Full-day or half-day, always interactive and customized.**

These are not your typical leadership trainings.

Sara's workshops turn emotional intelligence into simple, actionable tools your leaders actually use—right away and long after. Each session is tailored to your team's real challenges, highly engaging, and designed to spark meaningful behavior change that elevates both culture and service.

## **Most requested topics include:**

- **Leadership That Results in Remarkable Service**
- **Mastering Influential Communication Through Emotional Intelligence**
- **Engage & Retain: The EQ Secrets to Building Loyal, High-Performing Teams**
- **The Balanced Leader: Building Success That Lasts**

Each workshop includes a pre-session strategy call, an EQ self-assessment, and Sara's signature *Embodied Leadership Learning Model™* to make the training stick—plus the kind of energy, clarity, and heart that resonates with hospitality leaders and leaves a lasting impact on your team.

## Situational Awareness & WOW Moments Workshop

*For line-level staff.*

This 90–120 minute session helps frontline employees go beyond robotic service by building situational awareness and emotional connection. Designed to elevate everyday service moments into memorable experiences.

Available with optional assessment, staff contest, and implementation coaching.

## How to Crush It: Balance, Motivation & Mindset for Service Excellence

*For line-level staff, supervisors, and managers.*

This 60–120 minute session helps staff manage stress, stay motivated, and deliver exceptional service throughout the demands of season. Designed to kick off the season with energy, alignment, and personal accountability—so your team performs at their best under pressure.

Perfect for orientations, seasonal ramp-ups, or mid-season resets.

## Leadership Development Program

*Transform your team's culture and capabilities.*

This long-term program expands on EQ workshop themes with a customized series of full-day, half-day, and 90-minute sessions focused on:

- **Emotional intelligence**
- **Communication and conflict resolution**
- **DISC styles & psychological safety**
- **Cross-departmental collaboration**
- **Empathy, connection & motivating staff**

Designed for sustained impact and strong ROI.



# Executive Coaching for Senior Leaders

Confidential, customized support to elevate leadership effectiveness and personal impact—with two distinct approaches:

## > 1) Leadership Coaching

Transform a technically strong manager into an emotionally intelligent leader.

For high-potential leaders who need to level up their soft skills—especially communication, confidence, and connection with others.

### **Results:**

- More consistent performance and follow-through
- Stronger trust, team cohesion, and retention
- Sharper communication, accountability, and leadership presence

## > 2) Communication Mediation Dyad Coaching

For leadership pairs needing to reset, rebuild, or reconnect.

This coaching format improves collaboration between key leaders through joint sessions, individual support, and EQ-driven communication norms. A game-changer for department heads and senior staff who must lead together effectively.

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Ideal when a GM, HR leader, or BOD wants to invest in a team member's growth to prevent turnover and unlock leadership potential.

Includes assessments, optional stakeholder interviews, and strategic development plans.



# The Embodied Leadership Learning Model™

Not just learned—lived.

This is the foundation of every workshop and coaching experience Sara delivers. The Embodied Leadership Learning Model helps leaders internalize emotional intelligence—not just understand it. Through real-time application, reflection, and relatable tools, participants move from knowing better... to leading better.

It's how mindset shifts become behavior change—and how great clubs build cultures that last.





# Client

# LOVE:

“Getting my staff together for this workshop will have unending rewards.”

★★★★★

~Michael Wheeler, COO and General Manager, **Cherokee Town & Country Club**

“One of the most honest, helpful, and inspiring sessions I have seen. I cannot thank you enough for sharing your story and helping all of us be better leaders.”

★★★★★

~ Michael Drury, CCM, General Manager, **Shoreacres**

“Gave me some valuable tools to use when having “tough-love” conversations.”

★★★★★

~Daniel Dau, Sommelier/Food & Beverage Manager, **The Club at Barefoot Beach**

“I attended Sara’s seminar at the CMAA World Conference this past week. I found her session to be one of, if not the, best of the week. I made changes to the way I think and act within minutes of the session ending.”

★★★★★

~ Mark A. Lammi, PGA MP, PGA General Manager, **Westhaven Golf Club**

“EQ really sums up solutions to improve culture. Personal connection, self-awareness, and ultimately positive and successful culture are what we all look for. Your workshop effectively teaches this, yet is also enjoyable and enlightening.”

★★★★★

~Paul Malonson, COO/General Manager, **Vineyards Country Club**

“I believe the time spent with Sara Mueller is going to be invaluable. We now feel we have the tools to be successful.”

★★★★★

~Casey Brodek, PGA Director of Golf, **Quail West Golf & Country Club**

“Your session was wonderful and I love, love, love, the concept of EQ for high-impact leadership.”

★★★★★

~Julia Rush, Director of Catering, **Cosmos Club**

“Sara is a true leader and makes the journey of this experience fun, vulnerable, and real.”

★★★★★

~ P.J. Ferrari, Assistant General Manager, **Hillwood Country Club**

“Very interactive. Truly enjoyed how we connected with our co-workers during this session.”

★★★★★

~ Chris Evans, PGA Head Golf Professional, **Vasari Country Club**

“Met every expectation and then some.”

★★★★★

~ LuAnn G. Giovannelli, COO and General Manager, **Bay Colony Community Association**

“Sara has a breadth and depth of knowledge that few possess in the area of EQ. She takes complicated material and boils it down to easy-to-understand, actionable learning!” ~Pamela Radcliff, SHRM-SCP,

★★★★★

~Pamela Radcliff, SHRM-SCP, CAM, Director of Human Resources, **Hideaway Beach Association**



# About Your Head

## Facilitator & Coach

**Sara Mueller is a bestselling author, global award-winning executive coach, and sought-after speaker trusted by top-performing organizations.** She helps leaders elevate communication, culture, and service excellence through practical emotional intelligence tools that create real, lasting change.

With two decades of experience—including designing service training for Fortune Global 500 companies and coaching senior leaders across luxury hospitality and private clubs—Sara understands the pressures, politics, and people challenges today's GMs and department heads face.

Her sessions are known for being **engaging, actionable, and refreshingly human.** Sara simplifies emotional intelligence into tools leaders actually use—resulting in stronger communication, better collaboration, and remarkable service.

She's a three-time CMAA World Conference speaker, creator of Joy Discovered's signature Embodied Leadership Learning Model™, and holds certifications in Leadership Excellence (Harvard), Professional Resilience (Florida State University), and Communication (University of Minnesota). Her work has earned national acclaim and is consistently praised for both its immediate and long-term impact on clients professionally AND personally.

Above all, Sara's committed to helping leaders create sustainable success and high-trust teams that both staff and members are proud to be part of.





If you're looking to reduce turnover, build a stronger culture, and deliver remarkable member experiences through emotionally intelligent leadership—let's talk.

✉ **Contact Sara directly or book a call with her:**

**To explore speaking & leadership workshops:**

<https://JoyDiscovered.as.me/speakingzoom>

**To explore executive coaching:**

<https://JoyDiscovered.as.me/coachingconsult>





*Thank You*

[www.joydiscovered.com](http://www.joydiscovered.com)

