

THE LEGAL LEADERSHIP ACCELERATOR

Pricing Tiers & What to Expect

A 90-day leadership system for attorneys ready to lead — three ways to go through it.

FOUNDATION**\$4,500**

per participant

Full curriculum and cohort experience, group-based support.

- Full 90-day, 4-phase curriculum (Diagnose → Build Presence → Lead People → Lead the Firm)
- Leadership / trust self-assessment at kickoff
- All cohort group sessions & practical assignments
- Peer cohort community access
- C.O.U.R.A.G.E.™ frameworks & course materials
- × No individual 1:1 coaching sessions

CORE — FLAGSHIP**\$6,500-\$7,500**

per participant

The standard path: full curriculum plus coaching to apply it to real situations.

- Everything in Foundation
- 4–6 individual 1:1 coaching sessions with Carl, timed to each phase
- Personalized action plan from the kickoff assessment
- Direct feedback on real workplace situations
- Priority access to Q&A / office hours during the cohort

PARTNER-LEVEL**\$11,000-\$13,500**

per participant

White-glove depth for managing partners & practice leaders.

- Everything in Core
- Expanded 1:1 coaching — 8–12+ sessions, weekly or near-weekly
- Direct access to Carl between sessions for real-time situations
- Tailored 90-day plan built around the firm's specific issues
- Optional 30/60/90-day post-program follow-up session
- Limited seats per cohort

Cohort Size — Recommended Hard Caps

20-25**FOUNDATION**

No 1:1 coaching constraint — set by group discussion quality instead.

15-20**CORE**

Light coaching load per person (4–6 sessions) keeps group economics working.

6-8**PARTNER-LEVEL**

Carl personally delivers 8–12+ sessions each — the real ceiling is his calendar. Protects quality and reinforces scarcity at the premium price.

If Partner-Level demand outgrows Carl's calendar, the lever is adding a second senior coach for that tier — not raising the cap. Raising it is what quietly turns “white-glove” into “not really.”

A NOTE ON POSITIONING

Most legal-leadership coaching competitors keep pricing private. Publishing these tiers transparently is itself a differentiator for Carl Shawn Watkins Consulting — the pricing isn't just a number, it's part of the pitch.