



# The **ALIGNED** INDIVIDUAL



Inspired individuals are excited about life and motivated to take action. They are deeply passionate about what they are doing and where they are going. They are in control of their actions and harness the power to make movements that align with their purpose.

*Inspired individuals are empowered!*

No matter how old you are or where you are in your life's journey, it is never too early, or too late, to remove any obstacles standing in your way and achieve your dreams. The simple process of living in today's world brings a wide array of people and situations that must be managed in order to thrive and stay off the "emotional roller coaster" of life. At times, it is easy; at other times, not so much. Seeking out the neutral guidance and support of a trusted coach and mentor is a courageous step toward becoming your greatest self and living your greatest life.

All individuals seeking a more profound life experience are invited to explore the gifts and benefits offered exclusively through **The Aligned Individual™** program. And, just as no two individuals are created exactly alike, no two programs are exactly alike either. At Life Is Great!, we believe in working together to create a customized program that is designed to meet your unique needs and achieve your unique goals. In the end, it is all about YOU!

## PROGRAM INFORMATION & OVERVIEW

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### **Who Can Benefit?**

Individuals of all ages and all walks of life can benefit from **The Aligned Individual™** program. From personal or professional improvements, overcoming past challenges, managing life-changing situations, making career change, seeking academic advice, or learning more about who you are and your place in the world.

### **What is Included?**

Each program is custom-designed and priced after a Complimentary Discovery Conversation, Goals Report, and a prearranged number of coaching sessions. A variety of statistically accurate, personalized assessments may also be integrated to meet set goals and maximize individual results. Before entering into a flexible coaching agreement, all program details will be reviewed together in detail to ensure understanding.

### **How Long is the Program?**

While every situation is unique, most individuals enroll in a 6–12 month coaching program to start. This approach provides enough time to create momentum and achieve measurable results. How long you choose to continue coaching depends on you and the results you want to achieve. At LIG Coaching, our goal is to empower you in the face of your reality and help you become your own coach in the shortest period of time. You can always add on additional coaching sessions or come back for tune-ups along the way!

### **What is the Investment?**

Investing in quality coaching is affordable because of its high ROI. If you are committed and willing to do the work, it will likely be the most important contribution you ever make in yourself and your future. After your Complimentary Discovery Session, we will work together to determine the best course of action and create a customized program plan with your availability and budget in mind. And, because you are never locked into a contract, you can modify your program at any time.

## MEET YOUR COACH

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*A pioneer in full-spectrum personal and professional transformation.*

Marcus Straub is widely respected for his ability to help individuals, leaders, and organizations become grounded, self-aware, intentional, and aligned. With more than 23 years of experience coaching clients, he has a rare talent for translating complexity into practical, real-world application.

An award-winning master of assessment-based coaching, Marcus integrates multiple sciences—including DISC, 12 Driving Forces, Emotional Quotient (EQ), DNA Competencies, Acumen (ACI), TriMetrix®, and the Stress Quotient—alongside his proprietary TDSF™ and CSR™ frameworks and customized trainings such as Listening with Integrity™ to create deeply effective, personalized coaching experiences.

His approach is grounded, compassionate, and direct. He meets clients exactly where they are, offering clarity, accountability, and practical tools to build lives and leadership aligned with who they are becoming.

Marcus is the CEO & Founder of LIG Coaching & Consulting, the 2011 International Coach of the Year, and the TTI Success Insights® 2026 Contributor of the Year. He serves as a trusted mentor to individuals, couples, leaders, teams, organizations, and coaches around the world.



**ARE YOU READY TO CONNECT DEEPLY?**   
Schedule a Complimentary Exploratory Session today.