



The CONNECTED RELATIONSHIP



Our relationships are the backbone of our existence. They are an integral part of our lives and essential to our happiness, satisfaction, and overall well-being. They connect us with others, bring us joy, and fill our lives with meaning. They empower us to be the very best we can be.

Resilient relationships create a ripple effect!

All individuals have at least one pivotal and essential relationship: the one with themselves. **The Connected Relationship™** program, in an effort to create greater levels of self-love, self-respect, and self-confidence, begins there and stretches into the vast array of personal and professional relationships we share with others. Solid, genuine, and sincere relationships allow us to navigate the ups and downs of life with grace, better manage our work with others, and make room for individual differences.

While successful relationships elevate our experiences in all areas of life, even the best ones come with their own unique set of challenges. If you are looking to improve your interpersonal relationships, **The Connected Relationship™** program is designed for you. Every person involved is encouraged to enroll as we work together to create a customized program designed to meet your unique needs, achieve your specified goals, and change your reality for the better!

PROGRAM INFORMATION & OVERVIEW

Who Can Benefit?

All relationships, both personal and professional, can benefit from **The Connected Relationship™**. Whatever your situation, we will work to bolster your communication, build your connection, establish common ground, and help you understand one another better!

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

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.

