



The CONSCIOUS COMPANY



Companies and organizations of all sizes add tremendous value to the world. They can make a profound difference, especially when owners, leaders, and managers care about every aspect of the business – from the revenue they generate to the people and communities they serve.

Conscious & caring companies change the world!

While successful businesses must focus on the bottom line and increase revenues in order to stay open, adapt, evolve, grow, and expand, **caring companies** consistently pour into their valued team members, loyal customers, and local communities. Through their ongoing actions and commitments, these companies experience unprecedented loyalty and growth, both short- and long-term. Not only do they deliver exceptional products and services that drive success and profitability, they consistently give back to those who make it possible for them to thrive.

Organizational leaders looking to expand their operations, create a more profound professional experience, and develop expansive win/win/win opportunities are encouraged to explore **The Conscious Company™** program is offered exclusively through LIG Coaching & Consulting. Companies that understand and use their influence appropriately make a lasting impact in the lives of everyone they touch and the world as a whole.

PROGRAM INFORMATION & OVERVIEW

Who Can Benefit?

Companies and organizations of all sizes and in all locations can benefit from **The Conscious Company™** program. Whether looking to make minor improvements or major changes, the program is designed to meet and exceed identified needs through a comprehensive intake analysis that takes all critical personnel, customer requirements, and community needs into consideration.

What is Included?

Each custom-designed program begins with a Discovery Conversation, Goals Report, and a prearranged number of coaching or consulting sessions. A variety of statistically accurate, personal or professional 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 program to begin. This approach provides enough time to create momentum and achieve measurable results. 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 be the most important contribution you make in yourself and your future. After your Discovery Conversation, we will determine the best course of action and create a customized plan with you and your 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.



LET'S DESIGN A CONSCIOUS COMPANY.
Schedule a Complimentary Exploratory Session today.