



2024 Corporate Brochure

# RAYMA Foundations™ Leadership Programs

It's time to step into a different legacy of leadership  
and lead like a Rockstar.

[RAYMATEAM.COM](http://RAYMATEAM.COM)



## **Hi! We are Mandy B. Anderson and Raychel Perman, Co-Founders of RAYMA Team™ and the Creators of RAYMA Foundations™.**

We're on a mission to revolutionize the world of leadership development by bringing a feminine perspective to an industry that has been mostly curated by men - because all perspectives matter when it comes to leadership development.

All of our leadership curriculum is original content written by us. It's been tested with thousands of people - both women and men - over the course of a decade.

Our name - RAYMA - is more than just a combination of our names. It stands for the five foundational qualities that form the focus for our signature RAYMA Foundations™ Leadership Trainings:

- Resilience
- Authenticity
- a Yes attitude
- Motivation
- Assertiveness



Leadership like this transcends the workplace. When you embody RAYMA Foundations™, it transforms your life, your family's life, and the future for generations to come. This is how you leave a legacy that matters.

When you work with us, you're getting over a decade of experience in leadership development, business building, and knowing how to lead your team well when life happens - without sacrificing your health, family, or the hobbies that bring you joy and fulfillment.

When we started back in 2014, our focus was mainly on equipping women with life and leadership skills. However, through the years we've worked with many amazing men, too. At the end of 2020, we started working with more corporate teams of women and men. Since then, we have transitioned our leadership curriculum and training sessions to work for all people with a heart for leadership development and personal growth.



If this resonates with you, then we are the leadership coaches for you and your search for leadership trainers is done. We can't wait to work with you!

~Coach Mandy & Coach Raychel

## Why RAYMA Foundations™ Mentor Groups Are Effective

According to Forbes, 76% of people think mentors are important, but only 37% have one. People with mentors are happier at their current job than those without.

RAYMA Foundations™ Mentor Groups are a cost-effective way to offer mentoring, coaching, and leadership training using our leadership curriculum in an environment that is proven to empower employees with confidence while fostering meaningful connections on a team.

Participants will go through and implement the leadership principles from one of the five curriculum books. You will learn and apply one principle per week on your own and experience a team building conversation with coaching and accountability from an experienced coach once a month in a 60-minute group session.

Mentor groups can be done each month via zoom, with recorded replays available in a members only area on our site, or they can be done in person. Travel fees will be applied for in-person mentor groups outside of the Bismarck-Mandan, North Dakota city limits.

**RAYMA Foundations™ 90-Minute Team Training:** A one-time interactive session can be done to experience this training before committing to a 3-month or 10-month program. In this session, your team will identify which leadership foundation best fits their personal needs. This is an in-person training only. Details found on page 7.



## How it works...

RAYMA Foundations™ Leadership Curriculum combines effective life coaching techniques with timeless leadership principles to develop quality leaders with strong teams and healthy coping skills.

Each month we will meet with your team for 1 hour to deep dive into the RAYMA Foundations™ leadership curriculum that you choose to work on. Your team will be expected to go through a workbook(s) and accompanying podcast program(s) on their own time for personal development (about one hour to 90-minutes a week total). A syllabus will be provided to help keep everyone on schedule. Once a module is completed, a Certificate of Completion will be provided to the participants that finish a short quiz and essay solidifying how they will live out each principle personally and professionally moving forward.

Choose from a 3-Month Package to dive into one of the modules listed below, or commit to a 10-month Package to graduate from the entire program.

## Curriculum Modules are as follows:



### MODULE 1: RESILIENT

RESILIENT is the first program of the RAYMA Foundations™ Leadership Curriculum. It includes seven leadership principles to step into the shoes of a resilient leader.

#### Objectives of this program:

- Discover Your Purpose
- Enhance Self-Awareness
- Manage Stress Effectively



### MODULE 2: AUTHENTIC

AUTHENTIC is the second program of the RAYMA Foundations™ Leadership Curriculum. It includes seven leadership principles to help you step into the shoes of an authentic leader.

#### Objectives of this program:

- Condition Your Mindset
- Confront Your Insecurities
- Courageously Guide Your Team

## Curriculum Modules continued...



### MODULE 3: YES

YES is the third program of the RAYMA Foundations™ Leadership Curriculum. It includes seven leadership principles to help you step into the shoes of a leader who says yes to what's possible.

#### Objectives of this program:

- Elevate Critical Thinking Skills
- Embrace the Power of Possibility
- Expand Your Network



### MODULE 4: MOTIVATED

MOTIVATED is the fourth program of the RAYMA Foundations™ Leadership Curriculum. It includes seven leadership principles to help you step into the shoes of a self-motivated leader.

#### Objectives of this program:

- Enhance Your Performance
- Establish Work-Life Balance
- Strengthen Time-Management Skills



### MODULE 5: ASSERTIVE

ASSERTIVE is the fifth program of the RAYMA Foundations™ Leadership Curriculum. It includes seven leadership principles to help you step into the shoes of an assertive leader.

#### Objectives of this program:

- Improve Communication Skills
- Master Empathetic Leadership
- Strengthen Soft Skills

## Client Testimonials

"The full RAYMA Foundations™ program has provided me with immense growth and tools I never expected. I am so grateful for the journey and the program as a whole. I feel seen and heard as a leader to issues I have been facing. I am thankful to have the knowledge to refer back to for many years to come."

**~Laura Meckle, President of Healthcare Management Solutions, LLC**

Being AUTHENTIC in today's world is almost a thing of the past. Leaning into this program has challenged my mind in the best way possible. Highly recommend diving in."

**~Tae Pifer**

"Completing the RESILIENT Program has helped me focus on being more intentional with my team meetings and helped me become a better mentor to my staff."

**~Niki Joersz**

"As a naturally open-minded person and someone who says "Yes" to everything, I was skeptical of what I would learn from this program. But, I took SO much out of it and had epiphany after epiphany during it. I love the direction that I am heading!"

**~Nikki S.**

"RAYMA Team is an amazing asset to any business/individual looking to grow professionally. We have utilized their services at DTN Staffing and we have seen positive results. I definitely recommend their services."

**~Sheriff Sharma, Director of Business Development, DTN Staffing**

"Working in the MOTIVATED Leadership Program course has been so insightful and honestly fun. I look forward to the other leadership programs that RAYMA team offers to continue to build and grow in my life and business."

**~Sarah K.**

"The MOTIVATED Leadership Program has encouraged me to embrace continuous learning and personal growth. I feel equipped with the tools and principles needed to be a motivated leader. To lead with confidence, motivation and purpose. It has provided me with valuable skills. I am so grateful to have participated in this program. Thank you RAYMA Team!"

**~Stephanie Luebke**

"This course made me think about what is important in my work and home life and what I really value and need to work on to become a MOTIVATED leader."

**~Tamie Schmidt**

"I enjoyed the YES Leadership Program so much! SO many things to put in to action and expand my skills."

**~Michelle Erickson, Executive Director**

"I am so glad I took the time to invest in myself during the ASSERTIVE course. I am more confident in myself that I can lead my team and do hard things."

**~Trisha, Business Owner**

## Mandy B. Anderson

Mandy B. Anderson is the Co-Founder of RAYMA Team™, LLC, a Certified Executive Coach, Award-Winning Author, and TEDx Speaker. Born with a life-threatening disease called Cystic Fibrosis, she has devoted her life to turning disappointments into meaningful experiences and overcoming the obstacles life throws at her.

With nearly a decade of experience in the coaching industry, she specializes in helping leaders navigate hard choices, speak up, and get noticed so they can be Rockstar Leaders with bold confidence, strong teams, and healthy businesses.

Anderson lives by the water in North Dakota where she can be found kayaking or biking with her husband, reading her favorite books with a cute mug of coffee, or adventuring in the park with their fur baby, Indigo – a petite goldendoodle with a big personality.



## Raychel Perman

Raychel Perman is the Co-Founder of RAYMA Team™, LLC, a Certified Professional Life Coach, Best Selling Author, Licensed Esthetician, and holds a Bachelor of Science degree in Psychology and Christian Counseling from Liberty University.

As an entrepreneur with the heart of a teacher, she believes that brokenness, trauma, health challenges, and past mistakes do not disqualify you from living and leading well. They prepare you. With nearly a decade of experience in the coaching and personal growth industry, she specializes in helping leaders build confidence and resilience so they can lead strong teams and create healthy businesses.

Perman lives in North Dakota with her husband Josh, three children, and three fur babies. When she is not revolutionizing leadership development, you can find her playing taxi to her busy kids, reading a good novel, or digging in her flower beds. She is a coffee lover, gemstone jewelry collector, obsessed with Britain's royal families, and a big fan of rocking the boat.





**RAYMA Foundations™  
90-minute team training:**

- \$1,000.00 one-time fee
- Includes a personal leadership assessment worksheet.
- Your team will be able to identify which leadership foundation they need to work on personally and some action steps to grow in that area.
- This is for an in-person training only with one of our Coaches. Travel expenses apply outside of Bismarck-Mandan city limits.

**3-Month Mentor Group with One Curriculum Module:**

- Base Coaching Session Price for groups of 2-20 ppl with one Coach: \$750 per month for 3 months. (\$2,250 total)
- Curriculum investment: add \$25 per person to the base price for the desired curriculum focus.
- *Includes:*
  - Leadership Curriculum paperback book and podcast program for each participant. (Choose ONE to focus on for 3 months: RESILIENT, AUTHENTIC, YES, MOTIVATED, or AUTHENTIC)
  - 1 60-minute group coaching session per month (3 total).
  - Can be done in person, remote, or hybrid. Travel expenses apply outside of Bismarck-Mandan city limits.

**10-Month Mentor Group with all 5 Curriculum Modules:**

- Base Coaching Session Price for groups of 2-20 ppl with one Coach: \$750 per month for 10 months. (\$7,500 total)
- Curriculum investment: add \$125 per person to the base price for all curriculum.
- *Includes:*
  - Leadership Curriculum paperback book and podcast program for each participant. (You get all 5 with this contract: RESILIENT, AUTHENTIC, YES, MOTIVATED, and AUTHENTIC)
  - 1 60-minute group coaching session per month (10 total).
  - Can be done in person, remote, or hybrid. Travel expenses apply outside of Bismarck-Mandan city limits.

**Private Coaching 2024 Corporate Negotiated Rate:** \$297 per hour, for 1 person. (Normal rate is \$425 per person/hr.) Billed as needed with priority schedule. Only available with 3-Month Mentor Group or 10-Month Mentor Group contracts.

**Keynote Topics and Rates:** Mandy B. Anderson and Raychel Perman are available for Keynote Talks for your upcoming conference. Email [Mandy@raymateam.com](mailto:Mandy@raymateam.com) for Speaking Rates & Topics.

**EMAIL MANDY AT [MANDY@RAYMATEAM.COM](mailto:MANDY@RAYMATEAM.COM) TO BOOK YOUR TEAM TRAINING OR MENTOR GROUP!**

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