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## Headline Quotes

*"Consulting with Haley at the corporate level changed the way our executive and team members worked together. Haley helped cultivate a deep understanding of our team's individual and collective motivations, values, and needs, creating better leaders in each department."*

*"I can't recommend Haley, her work, and her approach to team collaboration highly enough. She has transformed the way we work as an organization and as teams of individuals. Seeing the measurable results translated in our environment has helped redefine the way I approach successful leadership and achieving organizational goals and individual well-being."*

*"In 2021, the US market is seeing the first signs of major shifts catalyzed by a global pandemic. The pandemic forced organizations to work remotely and, as a result, awakened individuals to what they value in their work as it relates to their overall quality of life, physical health, and overall sense of well-being."*

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## Recommendation

Consulting with Haley at the corporate level changed the way our executive and team members worked together. Haley helped cultivate a deep understanding of our team's individual and collective motivations, values, and needs, creating better leaders in each department.

The workshops Haley facilitated for departmental groups as well as the one-on-one consultations she conducted with key executives transformed our organization by aligning our teams in a shared vision, direction, and executional approach. The measurable results achieved from that alignment served to increase both organizational morale and individual well-being.

Much has changed in corporate America since first engaging Haley in 2018. We first contracted with Haley in my capacity as CEO and Board Member of a rapidly growing brand to help position us more competitively in the \$460B outdoor recreation market. In 2021, the US market is seeing the first signs of major shifts catalyzed by a global pandemic. The pandemic forced organizations to work remotely and, as a result, awakened individuals to what they value in their work as it relates to their overall quality of life, physical health, and overall sense of well-being.

If these individual values had remained unchanged in the wake of the pandemic, businesses would be able to apply the traditional levers to successfully integrate a workforce back into pre-pandemic conditions. Potentially, these returns could have come at even greater cost savings and efficiencies for employers.

What individuals discovered during their work-from-home time was, when the noise of the office subsided, it created a space for a deeper discovery of what they valued. When it became

appropriate for employers to call employees back to into the workplace and office from the hospitality industry to the investment and trading floors, employers unexpectedly discovered that the commonly shared pre-pandemic language translated into an employee shortage into long-standing working conditions and environments.

Every 'traditional tactic' previously successful (e.g., starve them out by prematurely ending Federal Pandemic Benefits, capitalize on the fear of not being able to care for their basic needs if they refuse return to the previous system, and offer bonuses that bring employees just above the subsistence to which they'd been accustomed) didn't work and the employee shortage is deepening. This shortage is forcing early closures, a narrowing of offered hours, services and products, and a shortage of raw materials. Leading economists agree the collective impact of these results in the US are creating the appearance of inflation that could very well, in and of itself, create inflation.

For years, we've employed the tools of personality tests, methodologies, and theories offered by the latest trends in 'team development' that we find in the ever rotating and constantly refreshing self-help section of bookstores. From color tests to the latest books on enneagrams to the dozens of popular iterations of the Myers Briggs, teams are administered tests, assigned profiles, offered book recommendations, and participate in group exercises to get to know each other, individual motivations and how to work as teams.

As business organizations and leaders, however, we are either unexposed or resistant to embracing the principles and application of astrology. We continue to hold that resistance despite astrology being a proven, accurate, and reliable predictor and guide for discovering the motivations, desires, working styles, and strengths of individuals.

As a result of Haley's work with our teams, we saw individuals who had been previously been labeled by their colleagues as 'non-contributors' moved to new teams or given projects vital to organizational goals that aligned with the individual's working style and values. Those individuals became key contributors organization-wide. As a result of working with Haley, they became leaders, mission evangelists, and critical team members when their strengths and values were brought into alignment with organizational goals and values.

What worked in organizations pre-pandemic based on old methods and approaches may have achieved narrow metrics for success - company-specific revenue and profitability targets. Those motivators - fear, status, and buy-in for the current system - are proving unsuccessful in rapidly-changing market environments where individuals value corporate goals they respect and for which they have buy in and in return, expect the organizations they work with to value their own holistic goals. The roadmaps, coaching, and insights Haley provides help foster a level of authentic engagement that allows organizations to attract and retain key talent and thrive in a new ecosystem.

Integrating astrological principals and insights for me as a leader has become a standard operating practice. I prefer its accuracy and countless insights over the reductive approaches of the latest pop culture trend in personality testing and the ever changing parade of books and trendy theories by the newest self-help best sellers. The true, time-tested astrological principles and insights provided by Haley have proven effective at a granular level to achieving team and individual success by authentically integrated the needs, values, working styles, and motivations of the people necessary for our organization to reach commonly shared goals.

I can't recommend Haley, her work, and her approach to team collaboration highly enough. She has transformed the way we work as an organization and as teams of individuals. Seeing the measurable results translated in our environment has helped redefine they way I approach successful leadership and achieving organizational goals and individual well-being.