

THE EXECUTIVE VIP EXPERIENCE



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A Private Immersion for Women Building Companies & Legacies that Last.

There are moments in a founder's journey that redefine everything.

Not because of luck.

Not because of timing.

But because she finally stepped into a room *designed for her next level*.

The Executive VIP Experience is that room.

This is Ashley's highest-touch, most transformative in-person advisory immersion - a curated weekend for the woman who knows she's one strategic partnership, one aligned decision, one identity shift away from exponential growth.

This is a *private, high-stakes business intensification* where Ashley steps into your company as your strategic advisor, partner, and architect - rebuilding foundations, refining your vision, and elevating every layer of your business to match the magnitude of where you're going.

If you're ready for a weekend that changes everything...

Welcome.

A WEEKEND THAT CHANGES EVERYTHING

Over two extraordinary days, you and Ashley enter a closed-door environment designed for clarity, expansion, and elevation. You'll work side-by-side inside a luxury 5-star setting ~ away from distractions, noise, and the operational demands of your business ~ so you can think, build, and lead from an elevated state.

This is where your next chapter is architected with precision.

Inside this immersion, Ashley becomes your strategic partner and executive advisor, guiding you through:

- ***Advanced business architecture***: Complete refinement of your model, revenue pathways, and long-term scalability.
- ***Offer suite optimization*** - Reworking your programs, services, pricing, and profitability levers for immediate and compounding revenue.
 - ***Brand elevation & positioning*** - Clarifying your brand identity, messaging, and differentiation so you become impossible to ignore.
- ***Operational and systems alignment*** - Smoothing bottlenecks, optimizing team structure, and implementing systems that support sustainable scale.
- ***Leadership and identity evolution*** - Stepping into the version of yourself capable of holding your next level without burnout, overwhelm, or fragmentation.

Every conversation is intentional. Every framework is customized. Every move is designed to scale your business with precision, profit, and power. This is the work that changes everything.

WHAT YOUR EXPERIENCE INCLUDES

BEFORE

1 × 60-minute Pre-Weekend Strategy Call

A deep diagnostic and strategic alignment session to identify your priority areas, map objectives, and prepare the foundational work before the weekend begins.

DURING

12+ Hours of Private Advisory

Saturday: 10:00 AM – 6:00 PM | Sunday: 10:00 AM – 1:00 PM

Two immersive days of high-level advisory, business architecture, strategic planning, and execution - completely customized to you.

Luxury 5-Star Stay: One-night accommodation, full amenities, and dedicated space for elevated thinking and strategic creation.

Private Executive Breakout Room: A closed-door boardroom designed for deep work, whiteboarding, mapping, and building in real time.

Curated Waterfront Lunch at Isabelle Restaurant: Elevated cuisine paired with elevated conversation.

Valet parking + concierge-level service: Your experience is seamless from start to finish.

AFTER

1 × 60-minute Post-Weekend Integration Call

Ensuring strategy becomes implementation and momentum turns into measurable results.

14 Days of Direct Voxer Support

For decision-making, refinement, and execution support as you integrate your new roadmap.

YOUR OUTCOME — A NEW LEVEL OF LEADERSHIP AND LIFT

You leave this weekend with:

- ***A refined business and revenue model***

Built for sustainable scale, profitability, and long-term leverage.

- ***Strategic clarity and direction***

On offers, visibility, systems, and the pathway to your next revenue tier.

- ***A personalized execution roadmap***

Clear priorities, timelines, and actionable steps to create accelerated results.

- ***A calibrated leadership identity***

You walk out as the woman capable of holding what you're building — with confidence, clarity, and conviction.

This weekend anchors the next evolution of your business and the *woman* leading it.

P.S.

This isn't just about your business.

This is about you — the woman behind it.

The visionary. The builder.

The one carrying the weight, the ideas, the ambition, and the responsibility for everything you're creating.

Inside this weekend, we're not only architecting the next evolution of your company —

we're building the woman capable of holding it.

The woman who leads with clarity instead of urgency.

The woman who makes decisions from power, not pressure.

The woman whose identity finally matches the ***size of her calling.***

THE INVESTMENT

\$8,500 USD

\$8,000 USD

Local rate without overnight stay

This experience is intentionally limited to maintain depth, intimacy, and impact.



WHO THIS IS FOR

This experience is for the founder who:

- *Moves with intention*
- *Leads with excellence*
- *Plays in long-term vision, not short-term survival*
- *Has already built momentum and is ready to scale with precision*
- *Wants a strategic partner, not more information*
- *Values proximity, clarity, and high-level decision-making*

If you're the woman who knows one weekend with the right advisor can collapse timelines -
this was built for you.

What Makes This Experience Different

This is not a retreat.

Not a mastermind.

Not a cookie-cutter business intensive.

It is a private, high-caliber advisory immersion grounded in:

- *Real business architecture*
- *Advanced strategic counsel*
- *Decade-proven frameworks*
- *Founder-level proximity*
- *Executable, measurable action*

This is where founders turn into CEOs and CEOs step into industry leaders.

MEET YOUR STRATEGIC PARTNER



Ashley Deland is a globally recognized strategic advisor, multi-business founder, and start-up investor whose work spans 17+ countries and over a decade of proven results. Her clients have generated more than **\$25M in revenue**, expanded into new markets, and built companies anchored in clarity, profitability, and scale.

Featured in

Forbes

Inc.

Nasdaq

**40
UNDER40**
Business Elite Awards

Ashley brings a rare combination of business architecture, brand elevation, operational excellence, and high-level leadership development.

Her mission is simple:

To architect the next generation of women-led companies — and the women capable of leading them.

HOW TO APPLY



This experience is by application only and extended exclusively to founders committed to high-level strategy, identity elevation, and quantum growth.

Your next level begins with a conversation.

**Apply via private consultation through
ashley@ashleydeland.com**

ASHLEY DELAND

Business Advisory, Multi-Business Founder & Start-Up Investor



ashley@ashleydeland.com



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