



Intuitive Warrior

BY BROOKE NIELSEN

Strategic Overview





Intuitive Warrior
3336 Arapahoe Rd, Unit B-253
Erie, CO 80516

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WELCOME TO **Intuitive Warrior**

We help Highly Sensitive People find freedom from self-judgement and build a vital life through tools and philosophies that simplify, empower and transform.



Our Mission

We're on a mission to deliver phenomenal education and support to Highly Sensitive People so that they can find the gifts in what they thought were the worst parts of themselves and transform their overwhelm into lives of dynamic calm, even-keeled energy and rich relationships.



Our Values

Authenticity

Intuitive Warrior began with the belief that Highly Sensitive People **must** be able to live from an authentic place if they want to be happy. That means freedom to be **who** we are and **how** we are, unapologetically.

We don't need you to be like us to belong. Who you are, with all your quirks and eccentricities, is who we welcome.

We commit to showing up honestly, putting our **humanity and authentic voice above image or outcome.**





Our Values

Transformation

We know from experience, personal and professional, that transformation is possible. In fact, transformation is inevitable when HSPs are provided with unconditional acceptance, warm support and guidance.

Transformation is the shedding of the old, the renegotiation of our inner world, and the blossoming into Truer and Truer versions of ourselves. Everything we do is with transformation in mind.

We understand that transformation is a personal process and respect the pacing of each person's journey.





Our Values

Flow

We've known the pain of forcing ourselves and our lives into forms that don't fit. Now, we aim to remove "force" from our vocabulary.

We respect that there's a greater spirit which guides Intuitive Warrior's growth, and we intend to **allow** that wisdom to flow through our actions and guide our development.

We bring this philosophy into all of our offerings: the belief that everyone wins when they live from a place of alignment and flow.





Our Values

Freedom

Many of us had to grow up faster than we were meant to, carrying the complexities of the world on our backs.

We now intend to right this wrong, starting with ourselves. We make room for play, joy, and creativity in the day-to-day, dismantling the heaviness of the past.

In our coaching and courses, we explore what it means to live free of cultural, familial, and self-imposed shackles. We look who we are squarely in the eye, making space for our true nature to express itself.





Our Values

Excellence

We know quality support in the online space is not a given, so we aim to ensure that our offerings are rooted in tools and philosophies that provide true, not superficial, healing.

This intention for excellence spans all aspects of our business as we recognize that quality over quantity always wins.

This is NOT to be confused with perfection, as the pursuit of that chokes out joy and creativity. We pursue excellence with humanity.





Our Values

Boldness

We've learned the wisdom behind the statement, "if you want to make an omelette, you've got to break some eggs."

Whether stepping out of dysfunctional dynamics or stepping into using our voice, speaking our truth, and broadening our reach, we know these actions take a courageous boldness.

We lift each other up as we take these bold steps and celebrate the effort as much as the outcome.



There is strength and success in diversity.

At Intuitive Warrior, everyone has a seat at the table.

Intuitive Warrior is committed to ensuring the inclusion of all community and team members no matter their race, origin, gender, sexual identity, religion, income status or other identities.

Our commitment to ensure the business success of our community is directly linked to ensuring a diverse and inclusive environment. **Diversity** fosters creativity and innovation through new perspectives. **Equality** promotes abundance for all members, strengthening the resources and impact that they go on to contribute to the world through their businesses. **Inclusion** stimulates a collaborative and supportive space for all members to feel welcome, safe and open to both share their own experiences and learn from others.

Our commitment is built on six pillars:

1. Accessibility
2. Representation
3. Due Diligence
4. Education and Awareness



Accessibility.

Intuitive Warrior is committed to reviewing and revising our products to ensure our business model is diversified and wholly supports all community members. We'll offer multiple levels of our services, varying in financial and other resource commitments, aiming to make support accessible to as many as possible.

Representation.

As Intuitive Warrior grows as a company, our team grows with it. It's our priority to ensure that all team members internalize our values as an organization. We're committed to ensuring a diversified roster of experts, coaches and team members. It's a priority that our customers see themselves in our team as we show them the possibilities that lie in embracing and supporting their sensitivity.

Due Diligence.

Who we do business with matters. It is our responsibility at Intuitive Warrior to do our due diligence and qualify current and future partnerships. This means researching and asking for our partners own commitments to diversity, equality and inclusion.

Education and Awareness

As Intuitive Warrior is working to further enhance our efforts to create a diverse, equal and inclusive community, we'll engage in the education and personal growth needed to create aligned actions.

We'll reflect on our own actions, audiences and messaging. It's our priority to build systems into Intuitive Warrior operations that continuously engage us in auditing our own marketing efforts, messaging and audience attraction tactics.

We commit to performing an audit at least once per year. Audits will produce a series of actions with deadlines and assigned team members to execute those actions to ensure continuous improvement of our marketing and internal operations.



A background image featuring a close-up of a woman's face on the right side, wearing a light-colored cable-knit sweater and a small earring. On the left side, there is a close-up of hands resting on a wooden surface, also wearing a similar sweater. The overall tone is warm and intimate.

Our Approach

Our prominent value at Intuitive Warrior is to create opportunities for transformation. We do this by inviting our Highly Sensitive friends fraught with anxiety and overwhelm into our sacred containers of growth.

One step at a time, we equip them with the insight, community, and experiential change they need to step into freedom and joy.

We have a three-step approach to working with our clients and ultimately, to doing business.

Educate → Illuminate → Transform

First we clarify the basics: what it means to be Highly Sensitive and what culturally-based identity distortions need to be dismantled.

Then we take it personal. Reflection questions and conversation point students towards personal exploration in all the areas that matter. Because everyone's spirit and story are unique, each person must uncover their individual truths rather than implement a pre-packaged strategy.

Once struggles and needs are clarified, it's time to implement the Intuitive Warrior method of growth, which draws on attachment theory, nervous system physiology, mindfulness, and trauma awareness, to name a few. Expert guidance and community support then help this new growth to integrate.



Key Messaging & Core Content Pillars

We're on a mission to liberate, enlighten & inspire.

Redefining "Sensitive".

We reclaim the word "sensitive" through content that de-stigmatizes and educates. We acknowledge and support the struggles that come with Sensory Processing Sensitivity while also highlighting the deep gifts inherent in Intuitive Warriors.

Lighting the Way.

Stepping into our highest selves can feel like a daunting task. That's why our products, programs, and services are designed to illuminate and clarify, always guiding students to explore the next right steps for them.

Empowering Boundaries.

Boundaries are often the missing piece for HSPs seeking freedom from overwhelm. Understand your boundary injuries and outdated protection mechanisms; reconnect with your body and soul; learn tools for energetic protection, release and restoration; and step into relationships that thrive.



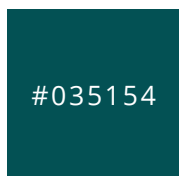


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