



*Making the world a better  
place, one person at a time.*





# **What does it take to create a purposeful, thriving business that works in your life?**

Combining business acumen, leadership experience, and a proficiency for work life alignment to bring purpose and passion to the surface for your organization.

Our team is driven by our mission to make the world a better place, one company at a time.

Welcome to

*A Better Place Consulting*





## Our vision is to make the world a better place, one business and business owner at a time.

The key to progress, achieving goals, and success is not doing MORE, but CHANGING what you are doing.

Many clients come to A Better Place Consulting seeking different results from their business and lives. They learn that to really make a change in their business, they must commit to changing elements in their professional and personal lives.

Your business success is directly related to the solid foundation of the individual that you are. The good news is that this does not mean working harder, longer hours, or putting more things on your to do list. Rather, it means

looking at the things you're currently doing, figuring out what is making the most impact, and letting go of what doesn't work for you. Professionally and personally.

You may find it difficult to change patterns, habits, routines, processes and goals, especially if you've been doing these things for years. But your business must change, grow, adapt in order to address not only the evolving needs of clients, staff, and the industry, but also for your family and life. Your business should work for you, not the other way around.

A Better Place Consulting was born out of a desire to guide individuals and companies through their journey of finding their value and purpose, and learning how they can achieve their goals while living their mission. Our purpose is to be thought leaders, pioneers, counselors, guides, co-discoverers, visionaries, problem solvers and accountability experts.

## Vision & Passion

We pride ourselves in using our experience along with psychology and human behavior to facilitate measurable positive outcomes in a practical and professional environment. Our passions include:

- ★ Mission, Vision, Core Value Work
- ★ Team Development
- ★ Burnout Prevention
- ★ Organizational Psychology
- ★ Commitment to Purpose
- ★ Team Engagement
- ★ Experiential Learning
- ★ Work Life Alignment



## Bunny S. Young, MA, QMHP



### Growth Coach, Speaker, Retreat Facilitator, Counselor & Author

Bunny Young founded a Better Place Consulting after recognizing the dissatisfaction in organizations and employees to help professionals make the most of their business and personal life. Her approach has empowered cultures of organizations nationwide, resulting in improved revenue, productivity, morale, employee retention and quality of life. As a third-generation entrepreneur, she combines her keen business intuition with her therapist background to prove to company after company that the key to success is people, not profits.

Following an undergraduate research focus on internationally-recognized alternative therapies and treatment methods, such as canine therapy and sensory stimulation, Bunny became a qualified mental health professional. She continued her education and received her Master's Degree in Counseling & Psychology with a concentration in Equine Assisted Mental Health.

Bunny's clients include individual business owners and corporations, such as Virginia Health Systems, Blue Pearl Veterinary Partners, and professional associations. Bunny also enjoys teaching burnout prevention to law enforcement, military, and correctional officers.

After being diagnosed with a heart condition at an early age and depending on a service dog for a higher quality of life, Bunny emphasizes inclusion and sensitivity for all populations in her work while keeping the process engaging and meaningful.

She is also a proud Army wife, mother of two beautiful and spunky daughters, has an incredible service dog, several fur babies, a non-profit for service dogs and a retired stuntwoman. Whether giving a keynote, hosting a workshop, or facilitating her specialty equine professional development retreats, she brings passion to every aspect of her world.



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# Our Clients

## Our clients are passionate pioneers in their industry.

Living by our vision means that we have the honor to work with startups all the way up to Fortune 50 companies. Our commitment is to use our unique discovery process to engage potential clients in a meaningful discussion about their business and the future. This is at no cost to our potential clients. From there our talented team can guide the next steps to one of our concierge programs, remote engagement, or make a qualified referral to one of our trusted partners who are without a doubt the best at what they do in the industry (after all, they are a part of our herd).



We are honored and proud to call the following difference makers our clients:





# Our Services



## WORKSHOPS

Our workshops take an experiential approach to learning. Providing information in a manner that the knowledge is not only retained, but also immediately put into action to achieve maximum results.



## RETREATS

Creating space is the only way to allow change. Retreats offer not only time to recharge but also permit teams to have maximum creativity and innovation through a change of environment and perspective. Our retreats are designed for inspiration, energy, and creativity.



## TEAM DEVELOPMENT

Hiring and having the necessary people in place is only half of the equation for success. You may have the people, but now you need the team. A focus on team development includes improving and establishing communication, retention processes, accountability, and collaboration. Even the very best teams can benefit from this service.



## INDIVIDUAL COACHING

Having an individual focus can lead to optimal results quicker by creating a focus and more accountability. Through our customized approach, individuals find that they achieve more thorough outcomes that help them be more professionally engaged, passionate about their responsibilities, and dedicated to their role within the organization.



## CONSULTING

Specific to areas of subject matter expertise and thought leaders in the industry, our consulting can bring guided plans to achieve the outcomes that your organization is looking for. From assessments to the entire strategic plan, having a third-party consultant gives you feedback and observations that saves time and precious resources.



# Our Services



## SPEAKING

Bunny delivers a high energy and impactful message to groups and organizations around the themes of being a part of a team, banning burnout, and overall professional happiness. If you are looking for motivation as well as content that makes you think and even take action, then you will not find a more powerful speaker.



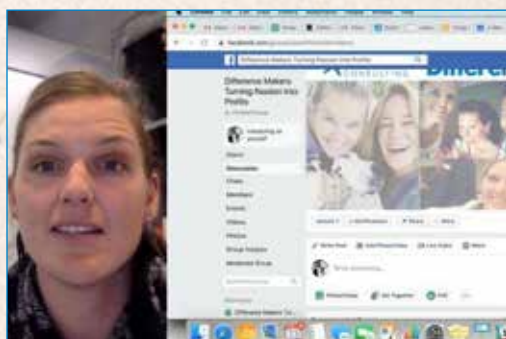
## STRATEGIC PLANNING

An organization lives by their mission, vision, and core values. Or at least they should. Often these are just words on a wall. Our approach to strategic planning is completely different. Not only do we review what's working – and what's not – in an organization, we make the process fun and get complete buy-in. Our unique goal setting process ensures that there will be accountability to execute at every step, taking you and your organization to the next level.



## ORGANIZATIONAL HEALTH ASSESSMENT

Knowing where you want to go as an organization (strategic plan) is wonderful. It is imperative though that organizations know their baseline or starting point as well. This step is essentially charting the course by identifying how the team is currently executing the goals you have set out and where the gaps are. This information makes tracking success and progress easier and more efficient for all metrics and dashboards.



## WEBINARS

This is a remote option for organizations to receive our workshops at the comfort of their own computers. Optional accountability programs are available to coincide with the webinar learning.

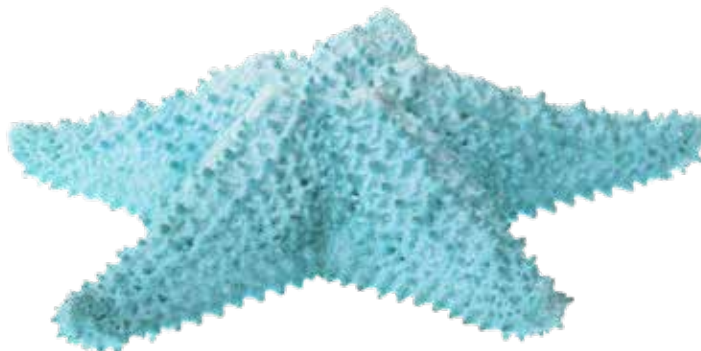
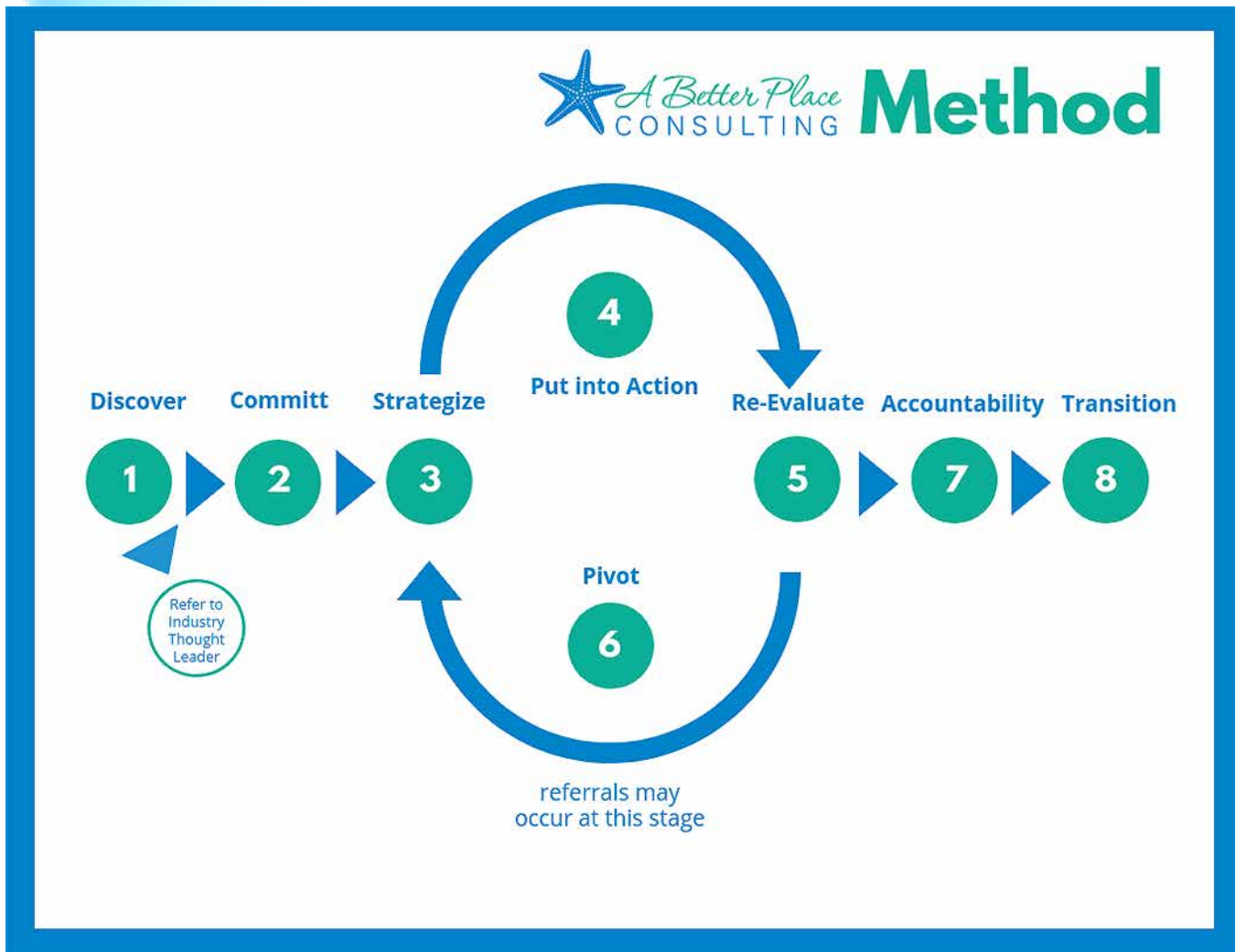
*“...I hired Bunny as my business coach because I felt an instant connection and also because I naively thought she had all the magic answers for me and my business(es). She saw the real me and helped me uncover her. She’s the catalyst behind my journey from human doing to human being. Turns out, I didn’t need to be fixed. No one does. I have all the answers for me and my business if I simply. #bestillandknow.”*

# Our Process

Our clients are passionate pioneers in their industry.

Take evidence-based psychology, add just the right amount of business concepts, with a whole lot of accountability, and you get the tried-and-true ABPC Method.

Using this method with our clients enables our team to streamline success.





## Team Workshops

### Burnout Prevention 101: How To Recognize It, Repair It, and Recover From It

4 Hours

Stress impacts everyone personally and professionally and simply cannot be ignored if a company desires to have a healthy workplace culture. This interactive workshop provides experiential activities to deepen the understanding of this killer of productivity and engagement.



### Death of a Salesman

1.5-3 Hours

Learn this psychology-based integrity selling approach that will attract clients rather than chasing prospects. This is not a productivity training or your typical sales training. It will save you time and money in the long run but, the most beneficial thing is that it will save your company's reputation by building an army of referral partners and happy clients.

### 4 Stages of Success for a Team

4-8 Hours

In this session, participants will learn about the 4 stages that a team must go through in order to achieve their highest level of success. We recommend this training as a part of our buy-in phase (see graphic on previous page) for every individual client we work with. It ensures that each and every training thereafter will have the highest level of impact. Each stage has pragmatic activities to drive home the lessons taught. Includes take-home workbook as well as suggested accountability activities. This session comes highly recommended for any company that does monthly training or continuing educational opportunities for their teams.

### How to Handle Failure

1.5-3 Hours

It is not a matter of if, but when a failure will happen. We plan for successes but very rarely are teams logistically and psychologically prepared with what to do when their plan goes sideways and then upside down. This session teaches teams how to cope, plan, and strategically make the most out of failures that they encounter.





# Popular Speaking Topics

## How Curiosity Can Cure Culture

**When did we stop asking the question “What do you want to be when you grow up?”**

The adult version of this question is “What are you passionate about?”. A team that quits learning, quits growing. Continuing to be curious and fine-tuning can lead to big results for companies. This talk showcases how to foster creativity, curiosity, and the space to let it flow whether on a team or for a solopreneur. Organizations and individuals can expect to learn a safe and productive way to create these opportunities for curiosity, and the mindset around this. Attendees will receive experiential activities and mindset exercises to take back to their workplaces and improve culture and speak creativity.



## Burnout Prevention

**Stress and burnout cost companies millions of dollars each year, if not more.**

Studies indicate that at one time or another we have all been there. Whether personal or professional no one teaches Burnout 101 in school. They should. Learn the path to burnout and signs that indicate you are headed there long before the physical, mental, and emotional toll it takes on a family, a company, and an individual. Using the simple steps discussed in this talk a team, organization, and individual can save themselves, literally. Organizations who have implemented these steps say it was like “therapy for their business and made everything else make so much more sense”. Born from a background in business and a master’s degree in psychology, this presentation is supported with examples and real-life situations to have an immediate and long-lasting impact for your organization and self.

\*This is our most popular talk, often selected as a keynote for associations and organizations.



*“Bunny’s presentation changed my mindset. I used to think of my personal and work life as having two separate goals and values. Now I realize that I can and should live my personal values in every aspect of my business. That authenticity is driving me to become a better person in my business life. It feels refreshing to feel that I’m bringing a ‘greater good’ to my business and clients.”*



# Popular Speaking Topics

## Entrepreneur Psychology in Corporate

**Today almost everyone has a side hustle.**

With technology and online learning, so many people are taking advantage of the opportunity to fully engage themselves in making a profit from their passions. What if you could unlock this passion in your team from 9-5? What would it look like if rather than getting 20% from your staff and their side hustle getting the other 80%, you could have 100% all in? How would it look with productive employees who cared about the outcomes of your company the way they would if it was their name on the building? Here is the thing, you can. You can build the right team, with the right passions, in the right positions, and unleash the inner entrepreneur in each of your team members so that they give their current positions just as much attention and energy as they would for their own companies. Learn from a third-generation entrepreneur with decades of experience in organizational psychology what it takes to hire staff that will actually stay (solve retention), engage your staff (solve productivity and attention to detail), and ultimately deliver the highest quality service and product that your entire team is proud of.



## Know Your Herd: The True Story of Engagement and Workplace Culture

**How well do you really know your team members?**

Have you spent thousands of dollars on team building that only lasts a few hours or days after the event? The truth is that engagement and workplace culture is a little more complicated than bowling and beers. If personality-based training and ropes courses are not getting you the results you were dreaming of, then how about taking experiential concepts that have worked for thousands of years for survival, teamwork, and evolution to create a dream team. After learning how to ride horses before she could walk, Bunny has been fascinated with horses and herd dynamics. After a decade of working in organizations on the psychology of success and using hundreds of herd dynamic examples, she found the solution. She started bringing the office “herds” to the ranch. Learn what lessons have come out of these days at the ranch and how to bring them back your own herds to increase morale, engagement, and retention.





# Culture

## What's with the starfish and horse stuff?

### STARFISH

Our story is simple. We take the best knowledge in the world and deliver it in the most engaging and efficient manner so that it has the greatest impact on making a difference in this world. If you have never heard the full starfish story about how one person can make a huge difference, you'll want to flip to the next page. This story has been around for ages, but we still find such inspiration from the young boy's dedication and conviction to create a better place and a better opportunity for as many individuals as he could impact. It resonated so strongly that we decided to use it as the foundation that the business has been built upon.



### HORSES

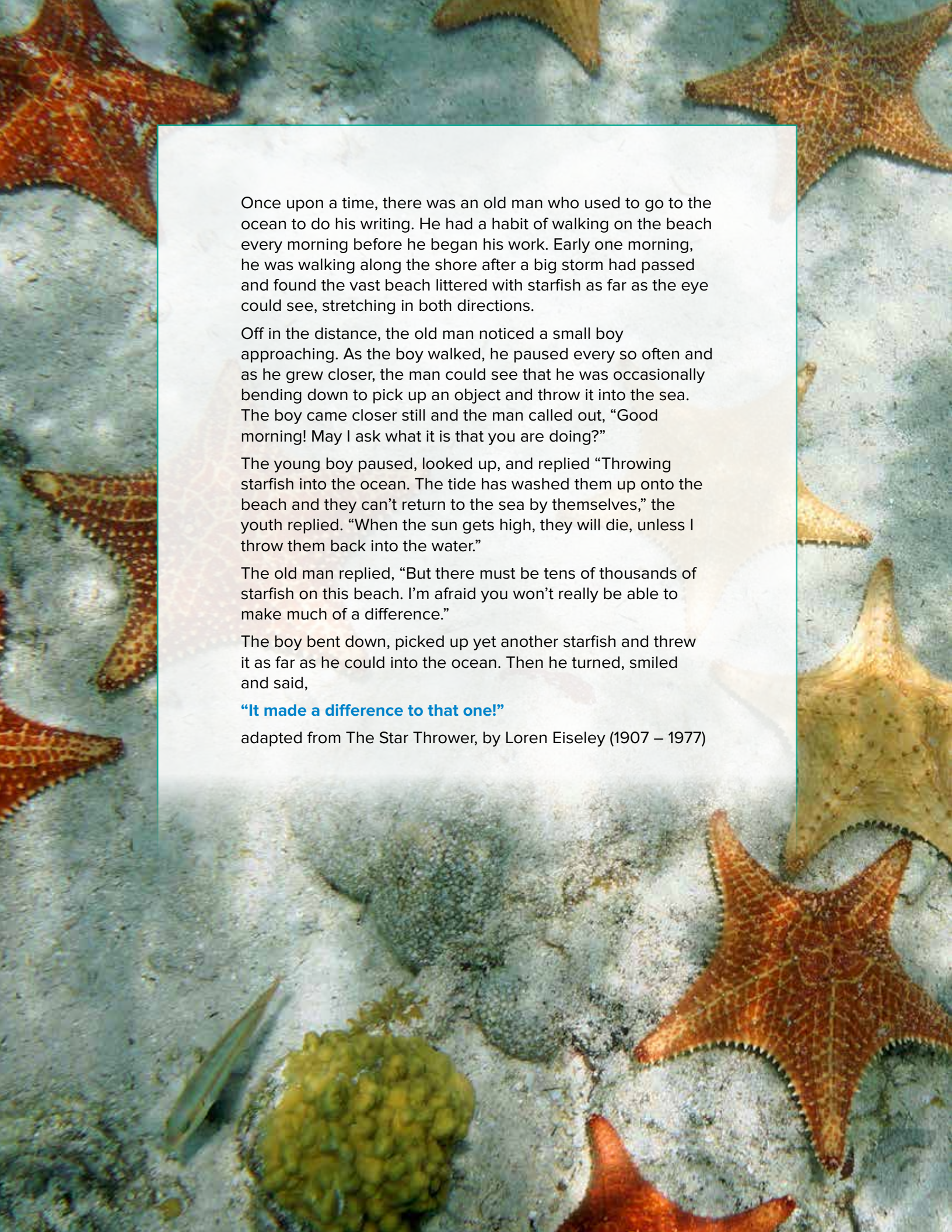
Equine Assisted Therapy involves physical and experiential activities and interactions with horses to expand professional and personal growth. The equine learning aspect of our business requires participants to be FULLY present (why would you not be when you are in the company of a 1300-pound animal?).

Because of this full engagement, workshop material and lessons learned during our equine retreats and workshops are 6 times more effective than their boardroom counterparts.



*"I took my experience as a simple cowgirl with a love of equines and respect for what they teach us and turned it into a career of therapy, retreats, and lessons for professionals." – Bunny*



The background of the page is a photograph of a beach. In the foreground, there are several starfish of various sizes and colors, including orange, red, and yellow. Some starfish are partially buried in the sand. There are also some green seaweed or algae clumps scattered around. The sand is light-colored and appears slightly damp. The overall scene is a close-up of the beach surface.

Once upon a time, there was an old man who used to go to the ocean to do his writing. He had a habit of walking on the beach every morning before he began his work. Early one morning, he was walking along the shore after a big storm had passed and found the vast beach littered with starfish as far as the eye could see, stretching in both directions.

Off in the distance, the old man noticed a small boy approaching. As the boy walked, he paused every so often and as he grew closer, the man could see that he was occasionally bending down to pick up an object and throw it into the sea. The boy came closer still and the man called out, "Good morning! May I ask what it is that you are doing?"

The young boy paused, looked up, and replied "Throwing starfish into the ocean. The tide has washed them up onto the beach and they can't return to the sea by themselves," the youth replied. "When the sun gets high, they will die, unless I throw them back into the water."

The old man replied, "But there must be tens of thousands of starfish on this beach. I'm afraid you won't really be able to make much of a difference."

The boy bent down, picked up yet another starfish and threw it as far as he could into the ocean. Then he turned, smiled and said,

**"It made a difference to that one!"**

adapted from *The Star Thrower*, by Loren Eiseley (1907 – 1977)





“

I chose to work with Bunny because I knew her to have a similar altruistic outlook on life as I do. Our efforts are not just about making a better business, but a better community and a better world. For me, I would tell others that my experience working with Bunny has been inspiring.”

“

Bunny’s passion for her clients is evident, as is her desire to bring out the best in each as an individual.

“

It’s completely safe to say that you’ve never experienced anyone like Bunny! Let her spark innovation, productivity, and vision in your organization.

“

Bunny reminded us our reason for being in business. She re-ignited our purpose, drive and spirit.

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Things that I didn’t even realize were obstacles in my life and career came forward. I got to tackle them with a group of strangers that I can’t imagine being without moving forward.



## Get In Touch

Tuesday - Thursday: 10am-2pm

[24 Hour: Facebook Group](#)

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