

# The Thoughtful Co.



## Workshops

### Charging What You Deserve: Rate-Setting for Entrepreneurs (60 minutes)

This workshop equips consultants, coaches and entrepreneurs with the tools they need to make effective rate-setting decisions that maximize profitability. Discover alternative payment methods and gain the confidence to articulate your unique selling points, ensuring you bill all hours effectively. We leave time for group discussion and Q&A to ensure all your questions are answered.

This workshop is led by either Jillian Climie or Sophie Warwick, see speaker bios below.

#### Key takeaways include:

- Gain the expertise to set rates strategically, whether by the hour, on retainer, or per project.
- Optimize billing cadence for invoicing to ensure you receive fair compensation for your work.
- Recognize the influence of location and client type on your pricing strategy.
- Identify your non-negotiables and confidently communicate your unique value to clients.
- Appreciate the impact of taxation on your earnings.

**Format:** we offer both virtual and in-person workshops. Contact us today to learn more about our fees.

#### Testimonials

"They were thorough, detailed, and provided me with very good strategic advice."  
- Vice president, technology industry

"It was fantastic and eye opening!"  
- Workshop attendee

"The session was excellent and the feedback from our community was very positive with many benefiting from the interactive approach. The content was rich and informative and provided exceptional value to attendees."  
- Workshop host organization

### Jillian Climie (she/her)

Jillian Climie, Co-Founder of The Thoughtful Co., has spent her career advising and leading teams in executive compensation and corporate governance, both as a consultant, and in-house at two global retailers. Most recently at Lululemon, she led the global equity and executive compensation programs. She co-founded The Thoughtful Co. so she can leverage her niche and technical experience, coupled with her passion for gender equity, to 1) empower women to get paid what they deserve, and 2) empower employers to build more inclusive workplaces. She supports clients across Canada, the US and the UK.



### Sophie Warwick (she/her)

Sophie Warwick, Co-Founder of the Thoughtful Co., specializes in developing in-house gender equity policies and chairing Employee Resource Groups and advocacy groups. She uses her data analysis expertise from her engineering background to define targets and track growth and retention. In 2018, she Co-Founded Women in Consulting Engineering (WCE), a non-profit organization to support and empower women in engineering. She co-founded The Thoughtful Co. so she could build more gender inclusive workplaces, help women in advocating for their value, and build representation of women at senior levels in all industries.

See our website to learn more about the other workshops we offer.

**Instagram:** [@thethoughtful.co](https://www.instagram.com/thethoughtful.co) | **Website:** [www.thethoughtfulco.net](http://www.thethoughtfulco.net) | **LinkedIn** | **Email Us**