



THEORIA
consulting

Core Cultivation

1:1 Support for Founders, From the Inside, Out.

Core Cultivation is a psychologically grounded, one-to-one *mentorship for emerging and pivoting founders* who are building something meaningful - and finding that internal roadblocks, fragmentation, or self-doubt are standing in the way of forward movement.

Who This Work is For.

This work is designed for founders who may be clear on what they want to build, but feel stuck when it comes to **translating vision** into action, **trusting themselves** as decision-makers, or **sustaining confidence** and momentum over time. For many, this shows up as overextension, visibility fears, money anxiety, impostor complex, or trying to do too much without a coherent container.

Core Cultivation is *uniquely suited to women founders* for a range of reasons. Many women are navigating deeply ingrained cultural conditioning around visibility, authority, money, and self-trust, often alongside a tendency to overextend, or fragment their energy in an effort to be “worth-earn-through service.” Drawing on years of psychological work with women, this engagement is attuned to the specific ways these patterns show up internally and professionally. The work creates space to develop discernment and assertiveness without hardening or self-abandonment - helping women founders lead from a core, confident place of Self energy.

A Different Kind of Founder Support

Core Cultivation is not traditional business coaching.

Rather than leading with strategy, metrics, or external benchmarks, this work *places the founder at the center of the business*. Drawing on **Internal Family Systems (IFS)** and psychologically informed leadership principles, Core Cultivation helps founders understand and work with the internal dynamics shaping how they lead, decide, risk, and grow.

Founders are supported in resolving internal roadblocks, strengthening self-leadership, and building businesses that are aligned with their values, capacities, and long-term vision - rather than chasing growth at all costs.

In addition, this potent engagement nurtures the external elements of an emerging business; offer structure and content, speaking with confidence, discerning to prevent over-delivering and burnout, and ensuring that the business we cultivate is a reflection of the founder, not a new set of unsustainable or ill-suited demands.

This approach emphasizes a grounded balance of masculine and feminine leadership: clarity and structure alongside intuition, discernment, and relational intelligence.

Structure of the Engagement

Core Cultivation is a six-month mentorship designed to support meaningful, integrated growth and change.

The engagement includes:

- Two 90-minute one-to-one sessions per month (in person or virtual)
- Asynchronous support by email and voice note for integration, reflection, and real-time application
- Ongoing inquiry that weaves internal clarity with practical business decisions and next steps

The work evolves over time—initially supporting clarity and internal alignment, and gradually placing greater emphasis on confident decision-making, focused execution, and sustainable growth.

Outcomes

Founders who complete Core Cultivation can expect:

- Greater clarity and coherence around their business direction
- Increased confidence in decision-making and leadership
- Reduced internal fragmentation and overwhelm
- More trust in themselves as capable, resilient builders
- A renewed sense of energy, optimism, and momentum

At its core, this work supports founders in cultivating the inner conditions necessary for meaningful, sustainable success.

Investment

Core Cultivation is offered at a 3 month minimum commitment, at \$6,000 for each 3 month term. A customized level of support (such as weekly meetings) is optional.

Payment plans are available.

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