

ESTD *The* 2026
BREAKFAST
CLUB

Professional Development Proposal: The Breakfast Club Membership

An Ongoing Community for High-Performing Parents

Facilitated by Andrea Barr, ICF Certified Executive Coach

The Challenge

High-performing employees—particularly mothers—face a critical inflection point when navigating parenthood. The identity shifts, career interruptions, and competing demands of work and family often lead to burnout, disengagement, or departure. Organizations lose top talent not because of capability, but because of support gaps during these life transitions.

The Solution

The Breakfast Club Membership is a monthly professional development community designed to equip your employees with the tools, accountability, and peer support to thrive during major life transitions—without sacrificing their performance or presence at work.

Strategic Value to Your Organization

Retention & Cost Savings

The cost of replacing a mid-to-senior level employee exceeds \$100K+. The Breakfast Club membership (\$150/month per employee) directly addresses the #1 reason high-performing mothers leave: lack of support and community during transition periods.

Performance & Engagement

Employees who feel seen, aligned with their values, and connected to peers report higher engagement, clearer decision-making, and renewed energy. Members frequently return to work "lighter, refocused, and ready to bring their A-game."

Reduced Burnout & Mental Load

Monthly touch-points + quarterly Reset Days create consistent opportunities for recalibration, preventing the slow burn of unaddressed stress and identity loss.

Talent Pipeline & Culture

Investing in work-life integration signals that your organization values whole-person development and retention—a competitive advantage in recruiting and retaining top female talent.



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What's Included

Monthly (Last Thursday of Each Month)

- 2-hour Breakfast Club gathering with peers in similar life stages
- Strategic tools for navigating identity, career, and family dynamics
- Peer accountability and connection

Quarterly Reset Days

- Half-day intensive sessions with Andrea (valued at \$350 each)
- Deep work on alignment, vision, and intentional choices
- Recharge and recommit to what matters

Year-Round Support

- Member-only resources and tools
- First access to workshops and 1:1 coaching discounts
- A community of leaders actively figuring it out alongside them

Investment Options

Option 1: Single Event Tickets

- One Breakfast Club ticket @ \$125/mo
- One Reset Day ticket @ \$350/session
- *Investment: \$725 + GST per employee, per quarter*

Option 2: 3-Month Membership (Quarterly Commitment)

- Full membership access for 3 months
- Including one Reset Day
- *Investment: \$450 + GST per employee*

About the Host: Executive Coach & Facilitator, Andrea Barr

Andrea Barr is a mom of two and an ICF Executive Coach with over a decade of corporate experience. Before entrepreneurship, Andrea led the people development programming at Aritzia, bringing a sophisticated understanding of corporate culture. Through coaching and her Global Top 3% podcast, All Figured Out, she supports parents in finding fulfilment, confidence, and alignment at work and at home.

