



Sloan Sheridan-Williams



The Decision Strategist You Need On Your Team



High-Stakes Clarity When You Need It Most

ADVISORY & RETAINER BROCHURE

The Objective Distance Required For Absolute Certainty

WHY YOU'RE DECIDING ALONE IN CROWDED ROOMS

High-stakes leadership is often an exercise in profound isolation. While you are surrounded by advisors, family, and staff, the reality is that almost everyone in your orbit has a “stake” in your next move. This creates the Circle of Yes - a feedback loop where objective truth is sacrificed for personal or professional preservation.

THE STAKEHOLDER TRAP: FAMILY & SOCIAL CIRCLES

Your inner circle - parents, siblings, and lifelong friends - offer loyalty, but they are rarely equipped to process the clinical complexities of your professional or legal dilemmas.

Emotional Bias: Their advice is filtered through their own fears, their desire for your safety, or how your decision might disrupt their own lives.

The Weight of Influence: When you ask a partner or a best friend for guidance, you aren't just asking for an opinion; you are placing the burden of your future on their shoulders. They are too close to the fire to see the exit.

THE APPROACHABILITY PARADOX

You may pride yourself on being an accessible leader, but the power dynamic remains.

The Bottom-Line Filter: Your board and senior staff are inherently tethered to the company's performance. Their “honesty” is often self-censored by their own KPIs, their mortgages, or their position within the firm.

The Fear Factor: No matter how approachable

you believe you are, very few employees will risk the friction of telling a C-Suite executive the “cold, hard, helpful truth”.

THE SILENT TAX: DECISION FATIGUE

You make thousands of choices a day, from the trivial to the transformative. This creates Decision Fatigue - a state where the sheer volume of “noise” begins to erode your mental stamina. When the heaviest decisions land on your desk, your capacity for objective analysis is already depleted. You don't just need a coach; you need a Strategic Buffer to handle the heavy lifting of the decision-making process so you can breathe.

SLOAN: THE INTENTIONAL OUTSIDER

Sloan's value lies in her absolute independence. Because she operates outside of your day-to-day infrastructure, she is entirely unaffected by the internal pressures or status dynamics that cloud your perspective.

A DUAL-LENS APPROACH: PRECISION & PSYCHOLOGY

Sloan is trusted by high-profile clients and senior leaders. By integrating clinical-grade psychological insight with the strategic precision of a lawyer, she identifies the “structural rot” in a situation before it becomes a collapse.

TRUSTED BY THE WORLD'S MOST DISCERNING BRANDS

Her effectiveness is anchored in two decades of high-performance results and validated by a media wall of authority that includes The Times, The Telegraph, and The Sunday Times, alongside global brand collaborations with Honda, Unilever, and Booking.com.

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“Sloan isn't looking for a seat at your table, she is there to ensure your table remains a place of absolute clarity.”

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The Sloan Solution: Bespoke Retainers For Every Decision

SERVICE	CRISIS / GLOBAL	PLATINUM	PROFESSIONAL	STRATEGIC
Ideal For	Perpetual High Stakes	Constant Momentum	Complex Threads	Standalone Issues
Complexity	Reputation/Crisis	High Intensity	General Issues	Low Friction Decision
Decisions	Multiple per Day	Multiple per Day	1 Decision per Day	1 Decision per Day
Responses	Multiple per Day	Multiple per Day	2 Check Ins per Day	1 Check In per Day
Daily Limit	Priority/First Response	Multiple per Day	Multiple per Day	1 Question per Day
Hours	Inc. Late Night & Weekend	Inc. Evening or Weekend	Mon - Fri, 9am - 5pm	Mon - Fri, 9am - 5pm
Desk Work	30% discount	20% discount	10% discount	Not Available
Investment	£3,500	£3,000	£2,000	£997

[Click here](#) to start your decision journey. Book a Solve It In Sixty coaching call for £297 or book a Retainer Consultation call for £100 or enquire for availability at www.coachwithsloan.com

Tiers of Engagement: Selecting Your Strategic Support

Sloan Sheridan-Williams operates on a fixed-pricing structure to ensure absolute fairness and integrity across her entire client base. There are no “Black Friday” offers, no seasonal discounts, no coupon codes, and no introductory rates. The price is the price, determined solely by the level of access you require and the complexity of the decisions you face. There are annual reviews of pricing, but you remain locked in at the price you signed up for. There are no scarcity tactics as this is not about sales you either recognise your need for a decision strategist or you don’t. Just like one needs a conveyancer to buy a house. Sloan does however operate on a limited number of retainers, so she has created a system that allows you to be added to a wait list (only if she is at full capacity) and your price will be locked in at the price it was when you were entered onto the wait list and/ or you can be placed on her entry tier and upgraded as soon as possible often within 1 month.

Sloan’s bespoke retainers below are aimed at C-Suite leaders, UHNW families, and individuals navigating high-stakes litigation, personal, professional or reputation-critical transitions.

THE CRISIS & GLOBAL ACCESS TIER - £3,500/MONTH

The highest level of strategic protection. This tier is designed for those in perpetual high-stakes environments or operating across multiple time

zones. You have near-constant access (9 am – 8 pm as standard), with the added flexibility of pre-agreed late-night support (up to 11 pm) to accommodate global demands at no extra cost.

THE UNRESTRICTED ACCESS TIER - £3,000/MONTH

Comprehensive support that doesn’t stop when the business day ends. This includes full weekday access plus dedicated availability during evenings and/or weekends to ensure your momentum is never stalled by the calendar.

THE PROFESSIONAL RETAINER - £2,000/MONTH

Strategic advisory for complex, ongoing challenges. This provides weekday access (9 am – 5 pm) for those navigating significant pivots, legal disputes, or corporate transitions that require Sloan’s dual-lens expertise. You can ask per day.

THE STRATEGIC PULSE (LITE OPTION) - £997/MONTH

Designed for individuals with standalone decisions or those requiring elite accountability (e.g. including but not limited to weight loss, start ups, or lifestyle shifts). This provides one focused question per day with a response same day. Please note: This tier is for discrete issues that do not require Sloan to maintain a deep, ongoing knowledge of complex company or legal background.

The ROI of Equilibrium

MEASURING THE VALUE OF A STRATEGIC BUFFER

In high-stakes environments, the most expensive move you can make is the one made in isolation, under fatigue, or through a compromised lens. Sloan Sheridan-Williams provides a return on investment that transcends traditional coaching metrics, focusing instead on the preservation of your most finite assets.

THE COST OF INACTION

The true price of a decision strategist is best measured against the cost of a single misstep. Sloan's intervention has historically identified "structural rot" in situations that, left unchecked, could have led to £5M lawsuits or failed £2M acquisitions. A monthly retainer is a fractional insurance policy against the multi-million-pound consequences of a strategic blind spot.

BUYING BACK YOUR MENTAL BANDWIDTH

Decision fatigue is the silent tax on leadership. By offloading the "heavy lifting" of complex dilemmas to Sloan, you reclaim the mental stamina required for high-impact growth.

Velocity of Action: Issues that typically stall boards for weeks are routinely transformed into 60-minute solutions.

Operational Fluidity: With direct access,

decisions don't pile up. You maintain momentum while others are still weighing the "noise".

SAFEGUARDING REPUTATION AND LEGACY

For high-profile individuals and UHNW families, reputation is the ultimate currency. Sloan acts as a Private Confidant and Strategic Buffer, providing the "cold, hard, helpful truth" required to navigate media storms and sensitive family dynamics.

The "Friend Tax" Refund: Protect your personal relationships by removing the burden of personal or professional crisis from your inner circle.

Discreet Resolution: Professionalise your private decision-making with a dual-lens approach, legal precision paired with clinical depth, to ensure your legacy remains unshakeable.

THE AUTHORITY OF PROVEN RESULTS

This ROI is not theoretical. It is backed by two decades of experience and a plethora of brands who have worked with Sloan and/or asked for her expert option. Brands and media she has worked with include The Times, The Telegraph, and The Sunday Times, alongside further successful collaborations with global titans such as Honda, Lexus, BMW, David Brown, Unilever, Booking.com and eHarmony to name a few.



All these leading lifestyle & media brands have either worked with Sloan or asked for her expert opinion



The Next Move is Yours

SECURE YOUR STRATEGIC PROTECTION

Sloan Sheridan-Williams provides the objective distance and clinical precision required to navigate the complexities of high-stakes leadership. Whether you are facing a multi-million-pound acquisition, need help with your day to day business decisions, are navigated a massive life change or a reputation-critical crisis, or a complex family legacy transition, you no longer need to decide in isolation.

YOUR ENTRY POINT: THE SOLVE IT IN SIXTY SESSION

Every strategic partnership begins with a solution, not a sales pitch.

The Session: A 60-minute, high-impact diagnostic focused entirely on the decision in front of you.

The Outcome: You leave with a situation statement, a clear action plan, and the certainty required to move forward.

The Investment: £297.

The Seamless Transition: Should you choose to move to a personal retainer with Sloan within seven days, your session fee is fully credited toward your first month's fee.

A PROVEN RECORD OF AUTHORITY

Sloan's expertise is backed by over two decades of experience and a global reputation for excellence.

Academic Rigour: Dual-lens approach rooted in training from Oxford University, UCL, and the College of Law.

Media Presence: Featured as an expert over 250 times across international broadcasters and publications including The Times, The Telegraph, and The Sunday Times.

Global Impact: Trusted by rock stars, royalty, C-Suite titans, and world-leading brands.

The Asset: Sloan Sheridan-Williams

SLOAN'S CORE PROFILE

Role: Decision Strategist & Private Confidant.

Specialism: High-level strategic support for people navigating complex decisions that carry significant consequences. Sloan provides the objective distance and expert buffer required to ensure no move is made in isolation.

Perspective: A dual-lens approach integrating clinical precision with high-level legal and business strategy.

ACADEMIC & PROFESSIONAL PEDIGREE

Oxford & UCL: Medicine and Medical Sciences (including Neurobiology of Behaviour and Neuropsychology).

The College of Law: Legal Practice.

University of Hertfordshire: LLM in Medical Law and Ethics.

Legal Career: Qualified as a Solicitor over 20 years ago; former Legal Director.

Current Status: Non-practising solicitor exclusively undertaking non-reserved work.

PROFESSIONAL STANDING

Strategic Advisor: Retained by C-Suite leaders, UHNW households, and global brands to navigate professional and personal crossroads.

Author & Broadcaster: Published expert and veteran media contributor with over 250 appearances in the media.

International Speaker: Keynote speaker on business decision-making and the psychology of fear. Featured TEDx speaker (“How to Slap Fear in the Face”).

THE STRATEGIC INTERFACE: BEYOND THE LEGAL LENS

Sloan occupies the vital space between a client and their external advisors (legal, financial, or corporate). She stays in her lane as a Decision Strategist, working alongside large law firms or boards during high-pressure periods. While those firms handle the “heavy lifting” of procedural work, Sloan manages the high-stakes strategy and the emotional volatility that occurs 24/7 outside of billable hours. You do not need more experts; you need a decision maker who can manage the noise.

RECENT PROJECTS

Litigation Strategy: Strategic buffer in high-value PI cases, insurance company disputes, and defending complex vexatious litigation.

Corporate Governance: Navigating sensitive company suspension cases and internal board disputes for SMEs.

Business Launch & Exit: Mapping the strategic foundation for high-growth tech start-ups and advising on £2M+ acquisitions.

Reputation & Crisis: Leading “Dual-Lens” audits for liability exposures exceeding £5M and managing brand protection during public-facing pivots.

Family & Legacy: Mediating high-stakes family business transitions and UHNW legacy planning where personal emotions threaten financial stability.



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“Sloan does not just provide advice; she manages your equilibrium, ensuring that while your world is expanding or in crisis, your foundation remains unshakeable.”
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How the Engagement Works

THE CADENCE OF CERTAINTY

Strategic support is designed to be frictionless, moving at the speed of your life rather than the speed of a traditional consultancy.

THE PRIMARY INTERFACE

Upon engaging Sloan, you are provided with her direct private number. There are no gatekeepers and no administrative delays.

On-Demand Access: The core of the retainer is rapid-response support via encrypted WhatsApp (Voice and Text).

The Workflow: You text or voice-note when a dilemma arises; Sloan provides strategic clarity, pressure-tests your thinking, or acts as your buffer in real-time.

THE "BOLT-ON" MODEL

While your retainer covers your daily strategic support, you may occasionally require high-intensity support.

Additional Requirements: If a project requires formal calls, extensive desk work, or deep-dive strategic auditing beyond your tier's allocation, these are billed at Sloan's standard hourly fee.

The Retainer Advantage: To reward long-term partnership, all additional work is discounted by the percentage your specific retainer affords (please see the table for clarity as to the discount).

ABSOLUTE DISCRETION & INTEGRITY

As a former Legal Director and Solicitor, Sloan's professional DNA is built on confidentiality. Professional Standard: Sloan operates under strict professional confidence as a matter of course. Your privacy is the foundation of the relationship.

Formal NDAs: While her internal standards are rigorous, Sloan is comfortable and happy to sign the relevant Non-Disclosure Agreements (NDAs) your legal team or family office may require prior to commencement.



Next Steps: Securing Sloan As Your Strategic Asset

To ensure Sloan remains an elite and responsive asset, she only accepts a restricted number of retained clients at any one time.

To begin the process, please choose one of the following:

SOLVE IT IN SIXTY (£297)

Book a high-intensity, 60-minute diagnostic session to tackle a specific dilemma. You can book your appointment time online and be on your way to a solution in as little as 24 hours. Sloan will provide a strategic roadmap and clear direction on your best path forward. If you transition to a retainer within 7 days, the £297 is fully credited against your first month's investment.

RETAINER CONSULTATION (£100)

A 20-minute logistical call dedicated solely to determining which retainer tier best fits your current complexity and requirements. Please note: Sloan will not discuss strategic solutions to your particular issue or provide advice unrelated to retainer type during this call. This fee is fully credited against the retainer you choose (non-refundable should you choose not to proceed).

DIRECT ENGAGEMENT

Reach out to Sloan's team directly via the website (www.coachwithsloan.com) to check current availability for immediate retainer onboarding.

When to Engage: The Decision Point

Most people reach out to Sloan when they realise that the cost of a single misstep - be it financial, reputational, or personal - is simply too high to risk. If you find yourself in one of the following seven scenarios, it is time to establish your buffer.

1. THE "CIRCLE OF YES" TRAP

You are surrounded by family, staff, or board members who are too invested in the outcome—or too reliant on your favour—to give you the objective, unvarnished truth. You need a peer who has no stake in your “yes” and the courage to offer a “no.”

2. HIGH-STAKES LEGAL OR PROFESSIONAL FRICTION

You are involved in litigation, a sensitive insurance dispute, or a complex company suspension. Your solicitors are handling the procedure, but you need a strategist to manage the “human chess moves” and the 24/7 psychological toll that firms aren’t designed to touch.

3. THE “ISOLATED LEADER” SYNDROME

You are making decisions that affect multi-million-pound turnovers or the future of your family legacy, and you feel the weight of doing it alone. You need a private sounding board who understands the intersection of medicine, law, and psychology.

4. PROTECTING YOUR EQUILIBRIUM

You are facing a reputational crisis or a vexatious legal attack. You need a strategist who can act as a buffer, filtering the noise and managing the volatility so you can continue to function and lead without being consumed by the battle.

5. THE STRATEGIC PIVOT

You are launching a new venture, exiting a business, or navigating an acquisition. You have the data, but you need someone to audit the “structural rot” or hidden risks that do not appear on a balance sheet.

6. WHEN THE COST OF “BEING WRONG” IS ABSOLUTE

If the fallout from your next move involves irreversible financial liability, legal exposure, or personal reputational damage, you do not need more advice; you need a Decision Strategist to pressure-test the path forward.

7. THE “INTERNAL DEADLOCK”

You find yourself procrastinating on a pivotal decision because the variables are too complex or the emotional stakes are too high. You need to stop the “analysis paralysis” and move back into a position of decisive momentum.



Decision Café: The Alternative Support System

If Sloan's personal advisory is not the right fit for your current budget or scope, you can access her proven philosophy through senior coaches personally trained by her. These coaches focus on life coaching, habit formation, and day-to-day decision support.

THE EXTENDED ACCESS

Decision Unlimited costs £897 per month and provides unlimited text-based support. Available Monday – Sunday (9 am – 8 pm).

THE STANDARD SUPPORT

Decision Café costs £497 per month and provides consistent, reliable support to keep the noise down. Available Monday – Friday (9 am – 5 pm).

AN IMPORTANT DISTINCTION

Decision Café coaching is conducted entirely via WhatsApp (text and voice notes). These coaches do not engage in calls or “desk work” (such as advising on written high stakes matters, attending board

meetings, or reviewing documents). Direct calls, “Desk Work”, Speaking Engagements and deep-dive strategic analysis remain exclusive to Sloan's advisory tiers.

THE ENTRY POINT: SOLVE IT IN SIXTY

If you have not yet partnered with Sloan, we recommend starting here:

Solve It In Sixty Call - £297 - A 60-minute, high-impact diagnostic session. This is not a sales call; it is a session where we solve a pressing dilemma or pressure-test your current strategy.

The Seamless Transition: If it becomes clear during our session that a retainer is the necessary path forward, your £297 is fully credited toward your first month's retainer fee with Sloan, provided it is booked within 7 days. Please note, this credit applies only to Sloan's personal retainers and is not transferable to Decision Café services, as these are separate entities.



Get in touch to start working with Sloan Sheridan-Williams

[Click here](#) to book a £297 Solve It In Sixty coaching call

[Click here](#) to book a £100 Retainer Consultation call

(Either fee will be credited back upon purchase of a Retainer package)