CAPABILITY STATEMENT

The Earthy Executive, LLC

Renewal Labs. Manager AI enablement and team renewal for organizations.

certified WBENC WOMEN'S BUSINESS ENTERPRISE

Your team doesn't need more AI tools. They need the right one, and the habit to use it.

We help managers put AI to work in their real workflows without burning out their teams.

CORE COMPETENCIES

- **Manager AI Enablement labs.** Hands-on with the tools a team already uses, one real workflow at a time.
- **Team renewal labs.** Rebuild energy and habits first, so new practices stick.
- **Leadership circles.** Small-group support for managers between sessions.
- **Keynotes and workshops.** Renewal, intentional AI, and the human side of adoption.
- **Measurement.** Pre and post surveys with a plain-language insight report.

DIFFERENTIATORS

- People first, then the tools. Built on the Renewable You Method™ and its five REAL pillars.
- Led by a board certified coach with 15+ years of coaching experience, helping people change how they work.
- Outcomes measured, not just sessions counted.
- Delivered online or in person, built around real workweeks.

PAST PERFORMANCE

In a recent leadership lab series, participants reported these changes, measured with pre and post surveys.

+12.5%
sustainability scores

+11.4%
learner-context skills

62%
stronger peer connection

67%
reconnected to their sense of purpose

COMPANY DATA

Legal name
The Earthy Executive, LLC

Entity
California LLC, formed 2025

Certification
Certified Women's Business Enterprise (WBENC)

NAICS code
541612 Human Resources Consulting Services (primary)

UNSPSC codes
86132000 Management education and training services
86132001 Executive coaching service

Location
Oakland, CA. Serving clients online and in person.

FOUNDER

Kali Fields Williams

15+ years of coaching experience

Board certified coach (NBC-HWC and BCC)

M.Ed. and M.A. in Counseling Psychology, Columbia University, Teachers College

A leader in the coaching function at Headspace, where she helped scale the coaching practice from 12 to more than 200 coaches (17x growth)

Author of *Renewable You* (Red Aussie Press, 2026)