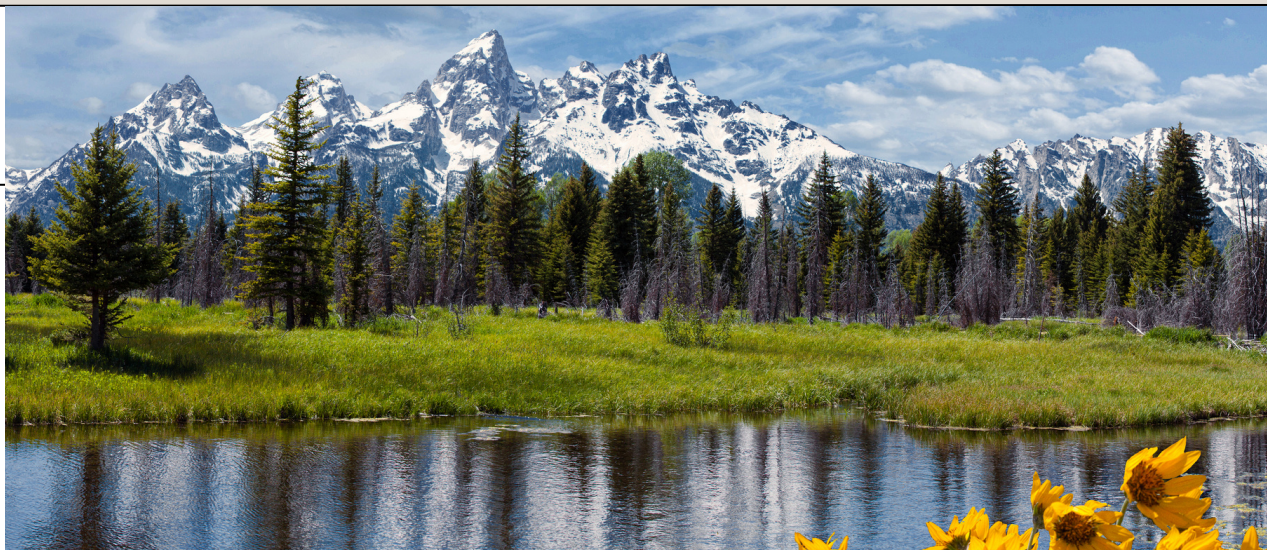


the growth gazette

A NEWSLETTER BY SIERRA LEARNERSHIP COLLABORATIVE, LLC

ISSUE 15
**SPECIAL
EDITION**



a letter from sierra:

Dear Readers,

Today marks five years since I officially launched SLC! What began as a bold leap of faith has evolved into something far greater than I ever imagined. And that growth? It's been fueled by you—an incredible community that believes in the power of intentional leadership and lifelong learning.

Over the past five years, I've had the privilege of coaching hundreds of professionals around the world, partnering with organizations to design and deliver meaningful leadership development programs, and holding space for people to pause, reflect, and refocus on what matters most. Whether through one-on-one coaching, team workshops, and now our Rooted Focus sessions, every interaction has reminded me that true growth happens in the small, consistent moments of showing up—with purpose.

As we celebrate five years, we're not just honoring milestones—we're moving forward with momentum and clarity. The early years were filled with discovery: learning what energized us, what drained us, what worked beautifully, and what needed refining. That process wasn't wasted time—it was data collection. Now, we're entering year six with focus, confidence, and a deep understanding of how to serve with greater impact. Growth isn't always about adding more—it's often about clearing away the clutter and growing stronger at the roots.

Thanks for being here. Let's keep growing—together.

With Love & Gratitude,

Sierra W. Collins

in the news:

- **We've moved!** Please update our contact to include our new suite in Creekside Village! Our mailing address is now: 117 Creekside Lane, Winchester, VA 22602.
- **That's a wrap on Season 1 of Branching Out with Sierra!** Catch up on the 52 previously released episodes and subscribe for alerts during a completely refreshed Season 2!
- **Check out Sierra's Essentials!** Introducing a handpicked collection of tools, books, and productivity favorites I personally use and recommend. Explore what's fueling growth behind the scenes - other than Dunkin'.
- **Rooted Focus is Thriving!** Our structured deep work sessions are officially underway—and already being called “the most productive three hours of my week.” Your first month is complimentary. Join us and rediscover your focus.

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A NEWSLETTER BY SIERRA LEARNERSHIP COLLABORATIVE, LLC

Non-Profit Spotlight: Silent Guardian, Inc.



WHO WE ARE

Silent Guardian is a faith-rooted, volunteer-driven disaster response and recovery organization. We bridge the gap between immediate chaos and coordinated recovery through logistics, communications, mental health support, and scalable operations. Our work supports first responders, victims, and strained communities alike.

WHAT WE DO:

- Deploy rapid-response teams across communications, logistics, mental health, and recovery
- Coordinate with local emergency services and faith-based organizations
- Deliver supplies and structure to communities in crisis
- Provide trauma-informed crisis support through our Guard the Guardian (G.T.G.) program
- Restore access, rebuild hope, and reinforce those who serve

HOW YOU CAN HELP:

- Donate supplies or funds
- Volunteer your time or expertise
- Become a corporate sponsor or community partner
- Spread the word

DONATE TODAY



info@silentguardianinc.org

BE SURE TO CHECK OUT WHAT SILENT GUARDIAN IS UP TO HERE.

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A NEWSLETTER BY SIERRA LEARNERSHIP COLLABORATIVE, LLC

Introducing the Inaugural Tri-State Leadership Summit



IGNITING LEADERSHIP ACROSS THE TRI-STATE

A Summit for Those Eager to Lead with Clarity, Purpose, & Strategic Focus

A one-day regional leadership experience
focused on cutting through the noise in
leadership, marketing, and technology.

- ✓ Engage in bold conversations
- ✓ Identify key tactical takeaways
- ✓ Leave recharged, realigned, and ready to lead

Connect with regional leaders. Learn from experienced practitioners. Leave ignited—with the tools and clarity to lead from within.



Emcee



Keynote



Sales & Marketing



Leadership



Technology

Keynote Speaker | Leadership, Technology, & Sales/Marketing | 10 Rounds with Jay & Sierra
Networking Happy Hour | Vendor Tables | Sponsor Engagement | Focused Growth

Maryland Theatre
Hagerstown, MD

8:00 AM – 5:00 PM

\$199 Early Bird | \$249 Regular



OCTOBER 1, 2025

REGISTRATION OPENING SOON!

INTERESTED IN A SPONSORSHIP PACKAGE? REPLY TO THIS EMAIL.

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A NEWSLETTER BY SIERRA LEARNERSHIP COLLABORATIVE, LLC

our service spotlight: rooted focus

You don't need more time. You need focused time.

Introducing Rooted Focus—Your Dedicated Space to Get It Done

Distractions are everywhere. Deadlines creep closer.
And the work that matters most? It keeps getting pushed to “tomorrow.”

Rooted Focus is here to change that.

For just \$49/month, you'll unlock access to structured, guided deep work sessions—twice a week—designed to help you finally make meaningful progress.

- The overdue strategy you haven't had time for
- The content you've been meaning to write
- The inbox that keeps growing
- The big idea you can't wait to execute

Because intentionality is the soil where growth happens.
This program is about more than productivity—it's about learning to lead yourself well.
One block at a time. One habit at a time. One breakthrough at a time.

Whatever your “thing” is, Rooted Focus gives you the space—and accountability—to get it done.

Here's How It Works:

Each 90-minute session is led by a member of the SLC team and follows a simple rhythm:



Ground In

Share what you're working on with the group. Name your focus.

Get to Work

Cameras off. Mics off. You dive in. We all do.

Check In & Reset

At halftime, we regroup to share progress and set goals for round two.

Finish Strong

Back to focused work. No distractions, no excuses.

Celebrate & Wrap

We close with a quick win review and send you back into your day with momentum.

**FIRST 30 DAYS
FREE!**

**8 sessions.
12 hours.**

GET. IT. DONE.

NO LONG-TERM COMMITMENTS. WE KNOW YOU'LL SEE THE VALUE AND CHOOSE TO STAY!

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A NEWSLETTER BY SIERRA LEARNERSHIP COLLABORATIVE, LLC

what's new at slc?

We're celebrating 5 years of growth—and gearing up for what's next. This anniversary isn't just a marker of time—it's a moment of reflection and redirection. From our earliest coaching clients to large-scale organizational development work, Sierra Learnership Collaborative continues to evolve in purpose and reach.

Branching Out just got a Season 2 glow-up. After 52 consecutive weekly episodes, our podcast is back with a fresh format, deeper conversations, and even more actionable insights for everyday leadership. If you've never listened, now's the time to jump in.

We're building more than an office—we're building community. Our new home at Creekside Village is already creating space for bigger impact. With event plans on the horizon, we're not just opening doors—we're opening new possibilities.

Leadership conversations, leveled up. The podcast studio upgrade is more than aesthetic—it's about creating an environment where real talk flows. The new relaxed setup is fostering deeper, more engaging conversations that better reflect our mission.

Podcast sponsorships are now open for purpose-driven brands. Whether you're a local business or a national service provider, this is your chance to align with leadership content that's making a difference—and get in front of a highly engaged audience.

The Tri-State Leadership Summit is coming. Mark your calendar for October 1, 2025. This one-day event is cutting through the leadership noise with clarity, connection, and content that equips you to lead with confidence.

Rooted Focus is gaining momentum. What began as a response to distraction is becoming a weekly ritual for focused, purposeful progress. Join us for what has now been called “the most productive 3 hours of my week.”

More retreats are on the horizon. We're curating immersive, intentional getaways designed to help leaders reflect, reset, and return to their work recharged and realigned.

Essentials for your next breakthrough. Sierra's Essentials is more than a shop—it's a handpicked toolkit of the resources that are fueling our growth behind the scenes. If we love it and use it, it's in there.

Stronger together: expanding through collaboration. We've expanded our circle of trusted collaborators, allowing us to provide a broader range of services—from business strategy and systems to HR and marketing. It's all part of our commitment to becoming your go-to partner in leadership and growth.

**THERE'S SO MUCH GOING ON, WE RAN OUT OF SPACE.
BE SURE TO FOLLOW US FOR THE FULL SCOOP!**

the growth gazette

A NEWSLETTER BY SIERRA LEARNERSHIP COLLABORATIVE, LLC

that's a wrap! on to season 2 of BRANCHING out with SIERRA

In my fourth year of business, I launched 'Branching Out with Sierra,' where, rooted in purpose, we grow our impact by redefining leadership for everyday life.

In many conversations with my clients, I encounter people who hesitate to call themselves leaders simply because they aren't in charge of a team or don't hold a formal title. I completely understand this view because I once felt the same. For the longest time, I believed that to be recognized as a leader in my field, I needed advanced degrees and formal authority. But my understanding of leadership changed dramatically after encountering John C. Maxwell's definition: 'Leadership is influence, nothing more, nothing less.'

This simple yet profound insight made me reconsider what it means to be a leader. I realized that leadership isn't confined to the few who sit at the top; it's about influencing and making an impact, regardless of your position. I've come to see that we all have the capacity to be leaders because we all influence those around us. Recognizing this was a turning point for me.

Join me as I break down the concept of leadership, making it accessible and actionable for everyone with a mix of solo insights and conversations with diverse guests. In each episode, we delve into how everyday interactions provide opportunities to make an impact, no matter your title or position. From stay-at-home parents instilling values in their children to C-suite executives shaping company culture, leadership is everywhere. This series not only focuses on developing skills but also emphasizes personal growth, encouraging you to cultivate a balanced, fulfilling life along the way.

My goal with this podcast is to help you see that you too are a leader, to equip you with the tools to expand your influence, and to inspire you to grow your impact, from the boardroom to the living room. Let's redefine leadership together and discover how we can all lead more impactful, purpose-driven lives.

**click to listen to our latest episode and
SUBSCRIBE now to discover how you can
redefine leadership in your daily life.**

...and until next time, keep BRANCHING out!



WANT TO BE A GUEST? VISIT [BRANCHINGOUTPODCAST.COM](https://branchingoutpodcast.com) AND APPLY TODAY!

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the learnership library

HIGHLIGHTS FROM: *THE POWER OF A POSITIVE NO* BY WILLIAM URY

The author of this book delivers a clear, practical framework for setting boundaries with strength and integrity—empowering readers to say “no” in a way that protects relationships and reinforces their deepest “yes.”

Wondering if it’s worth the read? It is! You can find a summary of key points below. Looking for specific tips? See page 8 for strategies you can implement today!

- Understanding your deeper “yes”: Identifying the core value, goal, or commitment behind your need to say “no.”
- Saying no without guilt: Learning how to say “no” clearly and confidently—without aggression or apology.
- Preserving relationships: Using empathy and collaboration to decline requests while still fostering trust and connection.
- Standing firm under pressure: Navigating pushback, manipulation, or guilt tactics with calm resolve.
- Creating a path forward: Offering alternatives or solutions that keep dialogue open and outcomes constructive.



the coach's corner

When I launched SLC, I didn’t have all the answers or really any of them—but I had a mission. What followed was a series of iterations, pivots, and lessons. Every misstep taught me something. Every win clarified what felt right. And every experience gave me more data about what fuels sustainable growth.

Now, I enter year six with something even more valuable than energy: clarity. I know what I’m building, who I’m here to serve, and how I want to spend my time. I’m no longer afraid to let go of what doesn’t align—even if it once felt like the “right” thing to do. That’s the quiet superpower of experience.

If you’re reading this and feel scattered or stuck, I want to encourage you: You don’t have to figure it all out today—but you do have to notice. Start by paying attention to what drains you, what lights you up, and where your best work is actually happening. That’s a great place to start building your map.

What have the last 6–12 months taught you about how you want to work and live?

What will you no longer tolerate?

And what are you more committed to than ever before?

**what if the clarity you’re CRAVING isn’t something you have to find
—but something you’ve BEEN quietly collecting all along?**

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A NEWSLETTER BY SIERRA LEARNERSHIP COLLABORATIVE, LLC

a few practical tips for building the “no muscle”

Remember: Every time you say “no” to something misaligned, you say “yes” to what matters most.
That’s leadership in action.

- **Define Your Big Yes First** - Before you can say “no” effectively, know what you're saying “yes” to. Whether it’s your core values, purpose, or priorities as the filter, your “yes” becomes the compass for every decision. **Tip: Write down your top 3 priorities for this season and use them as your decision filter.**
- **Script Your “No” Ahead of Time** - Preparation reduces hesitation. Have a go-to structure for saying no, like “I really appreciate the opportunity. Right now, I’m focused on [your priority], so I need to pass. I hope we can connect on something else in the future.” **Tip: Practice saying it out loud or jot down your own personal version to use when caught off guard.**
- **Offer a Clear, Respectful No—Not a Maybe** - Avoid vague language like “I’ll try” or “Let me think about it” if your answer is truly no. Being honest up front builds trust and eliminates follow-up confusion. **Tip: Replace “I’m too busy” with “That’s not a fit for me right now.” It’s more empowering and less apologetic.**
- **Use the 24-Hour Rule** - Not sure how to respond? Buy yourself time. **Tip: Use the pause to assess how the request aligns with your goals and energy before responding.**
- **Set a Boundary AND Stay Kind** - Saying no doesn’t mean being cold or dismissive. You can validate the person while protecting your capacity by saying something like, “I admire what you’re doing and I’m honored you asked me—but I need to decline in order to stay aligned with my current commitments.” **Tip: Focus on the request, not the person. Declining a task is not rejecting relationship.**

we’d love to hear from you!

Reply to this email and let us know three things you’re no longer saying “yes” to this season—and why. What other challenges or topics related to leadership development would you like us to address in future issues?

words of wisdom

“The most meaningful growth happens after the learning curve—when clarity meets action.”
-Me

the growth gazette

A NEWSLETTER BY SIERRA LEARNERSHIP COLLABORATIVE, LLC

slc in the community



we hope to see you soon!