



Email: [Dr.P@pmhconsultingservices.com](mailto:Dr.P@pmhconsultingservices.com) ~ Phone: (973) 634-2738

PMH Services LLC  
27 Elm Street  
Colonia, NJ 07067

Proposal # 24-9

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June 30, 2024

Dr. Gerry Benaquista, Superintendent  
Union School District  
2369 Morris Avenue  
Union, NJ 07083

Greetings Dr. Benaquista,

PMH Consulting Services thanks you for considering us to support your managers in enhancing their leadership skills. We are honored and look forward to partnering with you. Below is a description of the services that we provide for coaching sessions. Leader as a Coach workshop sessions can be delivered in person or virtually (via Zoom), at the associated costs. I am available to provide further details if needed.

Research suggests that coaching remains one of the most effective approaches to partnering with and helping people grow while achieving organizational outcomes. Yet despite the mounting evidence regarding its effectiveness, coaching remains the most underdeveloped and underutilized leadership competency.

Executive & Leadership Coach (ELC) and Leader as Coach (LAC) align with our core principle of Whole Person Leadership (WPL), which acknowledges employees as people first and appreciates their strengths and opportunities for development. Through theory-based and practical coaching techniques, consultants will provide leaders with resources to partner with and support others in identifying their needs, overcoming challenges, and improving performance. PMH Services incorporates using powerful questions to help others achieve their goals while recognizing and promoting wellness. Both leadership and executive coaching are available upon request. See additional information.

## **Executive & Leadership Coaching (ELC)**

**Duration: (1) hour one-to-one coaching session can be delivered virtually.**

Description of Coaching: Coaching is partnership (defined as an alliance, not a legal business partnership) between the Coach and the Client in a thought-provoking and creative process that inspires the client to maximize personal and professional potential. It is designed to facilitate the creation/development of personal, professional or business goals and to develop and carry out a strategy/plan for achieving those goals. It is recommended that **3-6 coaching sessions be held with each participant.**

Upon completing coaching sessions, leaders should be able to:

- Have a clear understanding of the basic nuances associated with coaching.
- Understand and embrace their role as an active participant in a coaching session.
- Identify issues, goals and resolving techniques relating to a specific topic.
- Show evidence of serving as a think partner with a coach, to help them define their personal and professional goals and overcome challenges as deemed applicable.

## **Leader as Coach (LAC) Group Session**

**Duration: 1 full-day session if delivered in-person or two 3.0-hours session if delivered virtually**

If you have embraced a leadership mindset in your profession or workplace, you realize that one of your primary roles is to develop others. Given the pace of change most organizations face, your role in developing others is critical to their and the organization's success. We can no longer use nineteenth- and twentieth-century approaches of “telling and dictating” in diverse and talented twenty-first-century organizations.

Upon completing this workshop, leaders should be able to:

- Understand and embrace their role as a coaching leader.
- Serve as a thinking partner with employees to help them define their goals and overcome challenges.
- Distinguish coaching from other development/supporting approaches (mentoring, managing, consulting, etc.)
- Apply emotional intelligence principles (self-awareness, self-regulation, and empathy).
- Listen actively while asking insightful questions and providing encouragement.
- Partner with employees to help them explore opportunities for success and commit to action.

- Apply a coaching model that structures development conversations in a way that helps others take ownership and explore options for solving problems.
- **COST SUMMARY: Costs are subject to change based on number of participants. Coaching sessions are held virtually.**

<b>Workshop</b>	<b>Duration</b>	<b># of Participants</b>	<b>Cost</b>
Executive & Leadership Coaching Sessions	(1) hour in-person session (optional)	(Not to exceed 10)	\$350 per hour
Executive & Leadership Coaching Sessions	(1) hour virtual session	(Not to exceed 10)	\$350 per hour
Leader as Coach (LAC) Group Session	(6) hours in-person or (3) hours virtual session	10-15 participants	\$5250
<b>Total</b>			

*Cost includes facilitator fees, Coaching Skills Assessment if applicable, and resources for each participant.*

*Cost does not include travel associated with the delivery of this workshop (mileage, tolls, lodging).*

*All checks are payable to PMH Consulting Services LLC*

Authentically yours,

Dr. Passion Moss-Hasan  
 Owner/CEO  
 Dr.P@pmhconsultingservices.com  
 (973) 634-2738



**Dr. Passion Moss-Hasan**  
**Owner of PMH Consulting Services**

***Transformative Educational Leader ~ Motivational Speaker ~ Performer ~ Visionary***

Dr. Passion Moss-Hasan, also known as “Dr. Passion” is regarded as a transformative educational leader, working in an administrative capacity. With over twenty-five years of experience, she has spearheaded, and implemented initiatives that create internal systems of accountability while advancing the school’s climate and culture, developed new hybrid programs of instruction and learning, helped to bridge the gap amongst all stakeholders, and vaulted forward building improvements and renovations.

At present, she is the Principal of Dionne Warwick Institute of Economics and Entrepreneurship servicing grades pre-k to fifth grade in East Orange, NJ. Humbled by the opportunity to work alongside the school’s namesake, American singer, actress, and television host, Ms. Dionne Warwick, Dr. Passion continues to inspire change as a turnaround principal. During her tenure she spearheaded numerous initiatives in an effort to revitalize the building, which sits over 115 years old. Additionally, she is lauded for leading the groundbreaking renovations of a state-of-the-art auditorium, backed by the East Orange School District. She led her school to receive the coveted Model School designation from the Leader in Me CASEL approved SEL program in 2022. She is also a trained executive leadership coach through the International Coaching Federation, (ICF)

From 2009 to early 2020, Dr. Passion served as the Principal of Cicely L. Tyson Community Elementary School of Performing and Fine Arts in East Orange, NJ. Alongside her administrative work, she was recruited by the East Orange School District and Community Partners to inspire the design of the community’s state-of-the-art elementary and middle/high school and community center in honor of the late renowned American actress and activist, Ms. Cicely L. Tyson. The community school which teaches core disciplines while focusing on the creative potential of the students, boasts two auditoriums and two black box theaters. Dr. Passion’s diverse professional background, which includes roles as a performer, teacher, instructor/broker, literacy coordinator, assistant principal, and motivational speaker within the greater metropolitan area guided her recommendations during this much anticipated and groundbreaking initiative.

Starting her career as an administrator at the Washington Academy of Performing Arts in East Orange, New Jersey, Dr. Passion acted in the role of Vice Principal (2006-2008), Acting Principal (February, 2008 to June 2008), and Principal (September 2008 to June 2009). As school principal, her spirit to challenge the status quo and improve the experience and the academic success of students took root and blossomed.

**Education**

Dr. Passion earned her B.A. from Delaware State University in Drama and Speech Communications and a M.A. in Administration and Supervision from Saint Peter’s University. She also completed a Doctorate

in Educational Leadership at Kean University in New Jersey researching and writing about the efficacy of holistic extended day afterschool programs.

She proudly serves as a member of multiple organizations such as the National Education Association (NEA), National Association of Elementary School Principals (NAESP), New Jersey Principals and Supervisors Association (NJPSA), East Orange Administrators Association (EOAA), Kappa Delta Pi (KDP), Phi Delta Kappa Inc. (PDK), Delta Sigma Theta Sorority Inc., NC100BW, Yejide Lessons, and Woodbridge Organization of Neighbors Advocating Change (WONAC).

### **Accomplishments**

Dr. Passion's accomplishments are extensive and wide-ranging. In December of 2013, she traveled to China to study the current Chinese educational system, share educational theory/practice from the American educational perspective, and to establish a rapport with performing arts schools. Dr. Passion has also been featured on various platforms addressing educational leadership, equity in education and program development. Furthermore, in 2017 she received a formal invitation from the senior pastor of The Potter's House, a global humanitarian organization, the Honorable Bishop, T.D. Jakes, to serve as a speaker for the First Legends Award. The award, designed to acknowledge the great work of iconic figures in music and the film industry, was presented to Ms. Cicely L. Tyson.

Further, as a result of her leadership efforts she was nominated by Ms. Dionne Warrick, on America's (GMA) Inspiration List: *Who's Making Black History Right Now?* The nomination acknowledges rising stars whose influence will become colossal and others who are 'hidden figures' doing the work, gaining success and sharing their talent, "making Black history right here, right now." Dr. Passion was acknowledged alongside the likes of American Rapper, Missy Elliott, American television broadcaster, Robin Roberts, and American ballet dancer, Misty Copeland. Dr. Passion has also received numerous awards from local organizations.

### **A Little Bit About Dr. Passion**

In her spare time, Dr. Passion enjoys traveling and inspiring others through words of encouragement. She also loves to sing, dance, write and enjoys listening to a variety of music genres. She is passionate about celebrating life with her family and friends and relishes the opportunity to honor her community with service project initiatives.

Surprisingly, Dr. Passion did not aspire to be an educator. Although surrounded by educators who strongly influenced her life, she wanted something different for herself. She aspired to have a career that would allow her to utilize her natural gifts as an entertainer as a means to uplift others.

Performing arts was a major part of her life growing up and it allowed her an opportunity to connect with people in a way that she found to be fulfilling. While in search of a career that met her interests, she attended a drama therapy certification program in New York City. Following this effort, she briefly pursued a master of social work program at Fordham University. Eventually, she took a step back, relying on the universe to guide her steps forward to find her true calling. It was at this point that she discovered that there were two things that came natural to her, her ability to perform and her desire to inspire and counsel others. Through her journey in the educational field, she first connected to the work that she was doing within her classroom and later from her roles as a school leader. She was of the realization that she had found her place. She was home.