

**COMPASSIONATE
COACHING AND
CONSULTING (C3)**

Vivid Vision 2026





Snapshot

The following is Compassionate Coaching and Consulting's 2026 Vivid Vision. Creating a Vivid Vision brings the future into the present, so we can have clarity on what we are building now. It's a detailed overview of what C3 will look like, feel like, and act like by April 30th, 2026.

As a thriving team, we unlock the creative genius inside group home business owners/operators and show them how to catalyze the power within to create the desired results in their personal lives and organizations.

We empower partners and community members to live out their biggest, boldest, and brightest dream lives imaginable.



Values

Our overarching value—to promote positive change for desired outcomes—is the heartbeat of our compassionate service. We actively strive to embody it every day.



Inspiration:

We strive to breathe life into our partners' and community members' dreams in every interaction every day.



Responsibility:

We believe in total accountability and practice extreme ownership of our decisions. Our thoughts direct our feelings, and our feelings direct our actions which produce the results we have. We take full and total responsibility for the results we have.



Passion & Compassion:

We work exclusively with select partners who are on fire for delighting those we serve and help them find their ikigai (reason for being). This comes from a place of love, offering members a first-in-class experience and treatment.



Kaizen:

Our continuous improvement framework is grounded in evidence-based research. We embrace the process along with a growth mindset and innovative thinking.



Culture

Partners burn so brightly with **passion** that it can be seen in the way they smile, high-five, and give 200% effort to everything they do. Partners have a deep sense of fulfillment in their role, perceiving it less as work and more as an expression of their innate gifts.

The workplace is energy-enriching; people feel more juiced up by the end of their day than they did at the beginning! **Compassion** is particularly apparent in how we communicate; we listen actively and completely to one another and always choose to respond thoughtfully, rather than reactively.



Because we're all a product of the product, we understand our thoughts direct our actions and our energy impacts our outcomes. We choose to have *fun* and **approach every day with an attitude of gratitude**, making us a frequency match for the positive vibrations we desire to attract. We express gratitude through partner recognition, where we recognize partners for incredible service. We rally around specific goals on a team level, so everyone's on the same page about what we're driving towards. When we achieve our goals, partners choose from a selection of awards such that they receive appreciation in a way that's personally meaningful and aligns with their values and preferences.

Because we practice **kaizen**, we don't believe in mistakes—only *lessons learned*. Partners understand this from day one because **anybody who comes to us is here to learn and grow**. Throughout a partner's journey within the organization, we keep our finger on the pulse of their personal growth track. We find out what's important to them and **inspire** members with bonuses and rewards to support the causes that are personally important to them. Whether it's to learn how to play guitar, make art, or advance their careers, we encourage partners to do whatever makes them feel whole. Our goal is to give everyone on the team the tools to manifest their own power and become the best versions of themselves.





Team

Alpha Muluh is our **Founder, CEO, Visionary,** and **Chief Brand Ambassador.** He's the proprietor of the C3 framework and the face of Compassionate Coaching and Consulting University. Alpha casts the overall vision and dedicates his energy to scaling the business, making media and conference appearances, and providing high-level coaching for select members of the community.

Our team of **Master Compassionate Strategists** live and breathe our coaching framework, guiding community members on a journey of self-empowerment through conscious awareness resulting in positive change. Our **COO** keeps our daily operations running like a well-oiled machine, always refining communication and processes for maximum efficiency.

The **Director Of Business Development** works with Alpha and our **Sales and Marketing** team to strategically shape the growth of the organization. In-house **Media** and **Public Relations Teams** keep us ahead of the game for high-impact engagements that benefit our target audience. The **Director Of Finance + Accounting** takes ownership of our fiscal health, delivering accurate and timely reports, keeping us ahead on all our bookkeeping, and advising us on quarterly budgets and goals.



Core Business Activities

Compassionate Service University is a highly respected and distinguished licensed brand. **C3 provides compassionate, customized individual and group coaching to professionals and consulting services** to group home business owners/operators in the healthcare industry.

We help entrepreneurs and group home business owners/operators significantly reduce stress and burnout. We apply research-based, compassionate engagement to align their vision and core values. This drives inspired action, which produces positive, sustainable, and desired outcomes. Our mission is to revolutionize service delivery. Our goal is to replace the passive, transactional customer service model with the active, intentional, and compassionate service model. We are known for meeting community members where they are, at the point of need where they elevate themselves to live out their boldest and best lives. We guide community members through the life-affirming and transformative Vivid Vision process, and show them that they don't have to settle or conform—they all possess the power and ability to alter their circumstances and environment to serve their highest purpose.

Speaking engagements are a strategic cornerstone of spreading the Compassionate Service Model. As an alumni of both the Stanford University Center for Compassion and Altruism Research Education and the iconic and prestigious Bill Gove Speech Workshop, Alpha Muluh is a highly sought-after speaker on our proprietary compassionate service and leadership models and personal and professional development. He guides millions of community members to ignite their inner gifts, transform their lives, and commands substantial speaking fees for keynote appearances.

We collaborate with other big names in the industry to host events and seminars catered to our niche market and beyond. Our **Compassionate Service Model** suite of products and services is trusted and celebrated by the community.

Due to our prolific publication of transformational and **educational content**, people find us through **podcasts, books, blogs, and all over social media**, we are a household name.



Offices

Our custom-build headquarters is located in **Phoenix, Arizona**. Visitors who pass through our doors feel like they've entered a tropical oasis. Deep colors, luscious plants, and artful water installations create a nurturing and calming atmosphere. Connection and warmth permeate every room through our open layout and floor-to-ceiling glass walls. Individual office spaces burst with personality. Instead of hiding behind closed doors, we wave at one another through frosted and transparent partitions and beckon each other to collaborate around whiteboards and shared desks.

We are thrilled to welcome podcast guests into our state-of-the-art recording studio. **Zen spaces abound** where partners take moments of solitude to refresh their mental state.

A small coffee shop fills the air with the aroma of fresh espresso, and accommodations like healthy vending machines, ping pong, a basketball court, yoga studio, and pool tables make this space feel like our *home away from home*. Even though we offer some flexibility with working from home, partners prefer to come in, be inspired by the ambiance and in-person bonding, recharge by hitting our in-office gym, and often be pleasantly surprised by company-provided catered meals. In fact, we like coming into the office so much that sometimes we bring our families!



Sales & Marketing

We focus our sales (information) and marketing (outreach) on the communities we serve. While we leverage traditional outlets like **social media, email marketing,** and **online community groups,** we distinguish ourselves by making face-to-face connections at **in-person events.** Testimonials are everywhere; most people who come to us have heard about us from a raving community member long before they encountered any of our marketing touchpoints. **Affiliate marketing** keeps leads flowing in from a multitude of sectors that personally resonate with our niche community like productivity, personal development, entrepreneurship, and general wellness. Our existing members always want more, so they're delighted to discover our track for advanced coaching and growth.



Media & Awards

We don't strive for accolades or awards. Rather, they are a natural byproduct of the transformational service we provide. From **industry awards** to **performance awards, Trust Pilot** to **Google** and **Facebook reviews...** news about us is everywhere! The media sings our praises for meeting a crucial need by serving small and grossly underserved market segments. **Word-of-mouth referrals** are through the roof. **Community groups** meet up in different cities, eager to share their personal stories and wins. Partners are so excited about their experience with us that we have no need to recruit; they gush to their personal networks, and as a result, we have a line out the door of people wanting to work with our team.



Community Involvement



We champion several causes that support economic development, health and wellness, citizen diplomacy, and minority empowerment networks. Alpha serves on the board of directors for **Global Ties**, a state department initiative that promotes international cultural exchange and citizen diplomacy by hosting guests from different countries in Arizona. He also sits on the board of directors for the Northern Arizona **Independent Oversight Committee**, a task force to review legislation regarding laws, policies, procedures, and practices to protect individuals receiving behavioral health and developmental disability services. Additionally, he is a member of **Arizona Council of Human Service Providers**. The Council provides research, policy analysis and advocacy, and opportunities to directly impact public policy, and work to improve access to quality behavioral health, substance abuse, child welfare, and juvenile justice services for individuals and families in Arizona.

As a team, we rally together to raise funds and awareness for the **Cameroon-Arizona Partnership**, a collaboration that is working to eliminate preventable maternal and neonatal mortality in **Cameroon** by training and retaining skilled healthcare providers. We actively participate in **Sister Cities** to provide Cameroonian and African citizens economic development opportunities and affect change from a grassroots level. We also contribute to **Project C.U.R.E.**, which provides medical supplies to underserved communities in developing countries all over the world. We *encourage all partners to contribute where they feel called by giving our word that we will match their donations.*



Financials

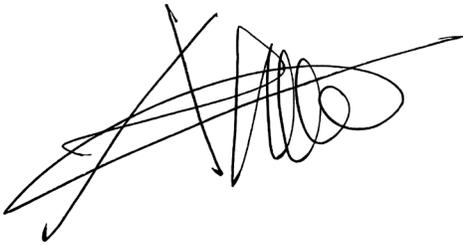
Our period of ambitious growth has paid off. In 2026, we sustained a **15-20% growth rate**. We have **100M+ subscribers** across all social and traditional media platforms and have facilitated profound growth for **10K group home business owners/operators and 50K individual professionals.**

Founder Feeling

We've started a community movement, and you know what?
This is just a warmup.

I feel euphoric, exhilarated, and accomplished that we not only met our goals, but we also exceeded them. All the credit goes to the partners who believe in our core values, trust the process, and provide our community members with world-class, compassionate service.

It's all about the team. All I did was put together a path. You guys did it; you take the credit. **Let's go do it again!** The Vivid Vision is our guide and compass. Now, you guys get to run with it.

A handwritten signature in black ink, appearing to be 'A. [unclear]', written in a cursive style.