



Best Companies of the Year 2025

The secret behind top-performing companies lies in their knack for pinpointing exactly where and how to compete. These businesses chart their course with a bold, clear vision, always steering toward new opportunities. Positioned at the cutting-edge of the market, they adapt swiftly to shifting trends and prepare themselves to seize the next big wave in their industry.

Outstanding business performance springs from the dynamic fusion of capabilities and value creation. Visionary companies craft unique formulas for success, daring to operate in ways others have yet to imagine. When a bold idea about consumer needs is transformed into a seamless network of business processes and resources, it sparks organizations that consistently outperform across the board.

In this edition, The CEO Views spotlights the Best Companies of the Year 2025—trailblazers who are not just creating value but also setting new standards for growth by meeting consumer needs and achieving remarkable revenue milestones.



Company:

Sedona Soul
Adventures

Key Person:

Debra Stangl

Category:

Best Companies of the Year
2025

Designation:

Founder



SEDONA SOUL
ADVENTURES

Sedona Soul Adventures: A Productive Tribulation

Sedona Soul Adventures' journey goes beyond healing. As Debra Stangl shares, *"My business was born out of my own pain."* Her own sufferings brought her to Sedona, where profound healing helped her release her pain. Enduring a painful divorce and looming financial disaster, Debra was devastated by life's adversities. The transformative power she experienced in Sedona inspired her to share this healing with others, leading to the establishment of Sedona Soul Adventures, a globally renowned retreat organization.

Going beyond Healing

Despite being a successful attorney, Debra was entirely burned out by life's challenges. However, visiting Sedona changed her life's trajectory and propelled her toward entrepreneurship. After finding solace in healing, Debra came up with her idea of creating a process that would help people release their traumas, fears, and limiting beliefs to step into love, joy, and connection. Soon, Sedona Soul Adventures emerged as a world-renowned retreat organization specializing in custom-designed, private retreats for individuals and couples. Its work is anchored in the Sedona Proven Process, a system that customizes each retreat, keeps it private, and focuses on finding, releasing, and healing the *"gunk."* Transformation lies at the core of Sedona Soul Adventure's work.

Surmounting Obstacles

The biggest challenge to Debra's entrepreneurship was starting with nothing but her story and faith. Founding Sedona Soul Adventures required courage to believe people would respond, and they did. Soon, Debra realized that people were craving for more than a quick fix; they wanted deep healing. And Sedona delivered exactly that.

Over the years, challenges like economic downturns and the pandemic have tested the company's

resilience.

As COVID swept through the world, the organization immediately pivoted to online retreats using its Proven Process. To their amazement, those retreats turned out equally effective. That pandemic-driven experience taught Sedona Soul Adventures that transformation works anywhere.

A Personalized Retreat Experience

The heart of Sedona Soul Adventures is its private, customized retreats in Sedona, Arizona. Every retreat is built around the Sedona Proven Process, which encompasses:

- **Customization:** Each retreat is uniquely designed.
- **Privacy:** All sessions are one-on-one with master practitioners.
- **Gunk-Clearing:** The retreats focus on identifying and healing core wounds, traumas, fears, and limiting beliefs.
- **Integration:** Clients receive ongoing support after their retreat to sustain their transformation.

Sedona Soul Adventures (with over 50 Practitioners) offers hundreds of different modalities, including Breathwork, EMDR, Somatic Release, Energy Healing, The Emotional Freedom Technique (Tapping), Intuitive Readings, Astrology, Heart Coherence, and many more. Debra has also developed the Sedona Formula, which is a process combining over 30 modalities. Besides retreats in Sedona, the organization offers online retreats by leveraging the same formula; and they also organize group travel journeys to sacred sites around the world, including Egypt, Bali, and Peru.

Staying Ahead of the Game

Debra takes pride in Sedona Soul Adventures' approach to stand out from market competitors. She proudly states, *"Nobody out there is doing what we are*



doing. Our retreats are completely private, completely customized, and completely focused on clearing out the gunk.”

Unlike other retreats, Sedona Soul Adventures does not offer mere group sessions or pre-set programs; it aims to deliver a deeply personal path toward soul healing. The organization designs retreats unique to each client. Sedona Soul Adventures not only inspires people but also helps them at the deepest levels. This approach helps them win the trust and loyalty of clients.

USPs Driving Success

The unique value propositions driving success for Sedona Soul Adventures include, The Sedona Proven Process, The Sedona Formula, Private One-on-One Sessions, Ongoing Support, Depth of Healing, and Sacred Travel. Debra pointed out that people do not just leave Sedona Soul feeling better for a weekend, they leave with their lives transformed for a lifetime.

Navigating Transformations

From its earliest days, Sedona Soul Adventures has flourished by embracing flexibility and putting clients at the heart of everything it does. Seamlessly shifting online during the pandemic, the organization proved its steadfast commitment to guiding people through transformation, irrespective of the obstacles. The thriving online Proven Process stands as a testament to its skill in turning challenges into opportunities for growth.

Technology has also expanded its global reach. Clients can now access Sedona Soul Adventures

no matter where they live. In response to this shift, the team continually updates the Sedona Formula to integrate both ancient wisdom and modern techniques. Sedona Soul Adventures blends science and spirituality. It recognizes EMDR and somatic work with intuition and energy healing. Maintaining that balance helps it remain relevant and effective.

A Heart-Centric Corporate Culture

Sedona Soul Adventures’ culture is heart-centered, authentic, and joyful. Each team member at the organization has their own healing journey. This empowered them with empathy and wisdom to support others. All the practitioners and staff at Sedona Soul apply the healing philosophies that they teach. This approach, adopted by the practitioners and staff, embodies alignment and integrity in service delivery. Clients who availed Sedona Soul Adventures’ services consistently described it as a family-like experience. This is how the organization has built a culture founded on the pillars of compassion, authenticity, and transformation.

Envisioning a Prosperous Future

Looking ahead, Sedona Soul Adventures plans to expand its sacred travel program in the future. Debra has announced the organization’s upcoming visit to Bali in September 2026. Sedona Soul is thrilled to bring people into the transformational space of Bali, giving them an exposure to Bali’s astonishing energy. The organization plans to deepen its integration of neuroscience with spiritual practices. By embracing continuous evolution, the Proven Process and the Sedona Formula will continue to expand because transformation never stops, and neither does Sedona Soul.

Debra Stangl

Founder

Our clients don’t just want a vacation—they want lasting change in their lives and relationships. That’s exactly what we deliver.

