

EXECUTIVE COACHING PROPOSAL TEMPLATE



As an executive coach, you have to approach your clients with confidence. This will assure your clients that you are worthy of the time they are investing in you—time that they can spend online looking for self-coaching ideas.

What Do Executives Look For In A Coach?

Executives have been handling the top chain for a while, and they can detect uncertainty and hypocrisy from miles apart. This skill has kept them floating and doing well, but the need to develop soft skills is often neglected. Many executives do understand that and can work on their skill development on their own, while others are uncertain as to where they are going wrong and seek advice. When executives, especially the new leaders, are transitioning to a higher position, they seek to develop:

- ▶ Empathy
- ▶ Conflict resolution skills
- ▶ Communication skills
- ▶ Coaching and mentoring skills
- ▶ Team-building skills
- ▶ Leadership skills

In order to attract executive clients, you need to have:

01 Certification And Experience

Executives do not want to invest in people without proper certifications. Your credentials are important, and if you can show your experience, then it is a plus. You don't need to be experienced in their specific industry nor have worked with big brand names in the past as long as you understand the requirements of your executive client and have the tools to deliver what they're looking for. The need for experience will play a major factor when you challenge your clients to think out of the box and resolve conflicts without losing their integrity as a leader.

02 Clarity With Respect To Goals

Executives often consider coaching when their superiors suggest the same. Even if the executive is not able to see the shortcomings in their workplace, you have to point out the same to them. But, they will not entertain just the highlighting of the issues. You need to be able to provide them with a solution and the route to reach the solution. True, you need to challenge them to think out of the box and to craft solutions; but the goal should be to make them reach that stage where they can be empathic without losing their authority in the workplace.

03 Clear Session Planning

Your professionalism is your strongest point. One of the best ways to highlight your professional attitude is to make a very clean planner to present to your client. Saying that you are offering 'a 6-month coaching plan where you will help them and are charging a feasible amount' will not help you gain any executive clients. You need to be clear about the plan you are offering and the timeframe for each session. You also have to provide what the client will expect to gain after each coaching session. The pay structure should be broken down and explained with clarity.

The Proposal Layout

When preparing the proposal for executive coaching, you need to address three areas:

◆ The Problem ◆ The Solution ◆ The Package Benefits

01 The Problem

Highlight the issues that executives face most of the time. These include:

- ▶ Growth has stopped
- ▶ Conflict amidst teams cannot be easily handled
- ▶ Not able to motivate employees
- ▶ Not being persuasive enough to generate leads for the company

The problems commonly faced by executives are often symptoms of incompetency on the part of the leader aka the executives. New promotional executives also have difficulties adjusting to their new roles. All these lead to the company falling behind in terms of profits and growth of the business. And, the problem areas are not visible unless a third-person perspective, aka the coach, comes into the picture.

As a coach, your approach should be persuasive when you are preparing the pitch. Do not directly tell an executive that they are lacking behind in their jobs. Rather, the pitch should be that the work burden makes certain smaller yet impactful aspects being invisible to the eyes of the executive. Talk about the issues mentioned above.

02 The Solution

This is where you shine. Start with talking about the benefits that the executive will take home from opting for executive coaching. Focus on areas of self-awareness and empathy. Leaders should definitely possess these two skills. Being self-aware makes personal growth a continual process, and with empathy, the executive can be a safe place for their subordinates. Being empathic will enable the executive to build a better rapport with their peers and juniors. This will further aid the person in resolving conflicts better.

Talk about what you are offering. You can highlight a case study of how you helped a client in the past by bridging the gap that often exists between executives and employees. You can add names and even add testimonials.

The solution that will be provided by you should cover:

▶ The goal identification process

The first step is to ask questions and get to know what areas your prospective client wants to improve upon. This can be a single goal pertaining to developing better communication skills to an ongoing aspect of developing their own emotional intelligence. The [executive intake questionnaire](#) should focus on identifying the mindset of the client and will also help you understand if there are other underlying issues that should be resolved.

▶ The planning of the sessions

Once the questions are set, you need to provide a timeframe and how you will deliver each session. You can offer a week-based program or a long-term ongoing program for 12 months. The former will be a bit intensive and focus on short-term goals taken individually. The latter will be more overall development, and the pace will be set to pause and revive each milestone. The goals and the sessions should be in sync with each other.

Suppose you are offering a 9-month program, then you should offer:

- Longer sessions per week where you tackle the hurdles that are preventing the client's growth. This can be a 60-minute session each month followed by giving homework like maintaining a journal or taking 360 interviews to get feedback from employees. This will be then followed by discussions pertaining to the difficulties faced by the client when following the session and the work.

- The discussion method has to be set. You can offer face-to-face sessions, emails, and call support, or a hybrid model with both single face-to-face sessions with email support.

The goals that the client will achieve at the end of each session should be highlighted. You need to point out that if the client joins this particular program

- and dedicates these many hours, they will find these skills developed in them.

▶ The benefits of each session

Each session should come with a set of benefits and developments. As a coach, you will be experienced enough to ensure that the said goals are achieved, and the client does see other personal developments to help them succeed further. You have to divide the program in a way that there is a clear differentiation between long-term goals and short-term goals. Each session should begin with an assessment of skills developed and areas that needs attention. You need to remember that executives will not invest in your coaching skills unless you can provide clear-cut goals and realistic timeframes.

▶ The setting of other long-term goals

Always finish the proposal on a positive note. Mention that after the completion of the initial short-term goal sessions, the client can further benefit from enrolling for long-term sessions. You can add a membership offer where they can access the sessions they have attended and the recorded data pertaining to each session. They can aim for constant growth when they opt for a membership. They can also increase their network as they meet other executive members at your sessions.

03 The Package Benefits

In this section, you will offer a breakdown of the sessions you are conducting and how much each will cost. Have a few models and programs settled upon. The models will help you to plan the sessions, prepare the timeframe, and create the required model.

For example, if you are opting for goal realization and overcoming personal hurdles, you can look for a 5-month program to offer to your clients. The pay breakdown would be:

- Sessions offered in person: 10 sessions in all, each lasting for 60 minutes. The first session could be free as the introductory session where you both will be getting to know each other better. You can also use that session to establish what the clients will expect from you and your deliverables, as well as set the pace and the goals of the following sessions.
- The additional support offered: this will be delivered as meetings and chats where you will discuss the hurdles and encourage the client to provide ideas and how to think faster through any situation.

So, if you are charging US\$ 100 per hour, the package pricing could be:

First session: **Free**

Remaining sessions, each lasting 60 minutes: 9 hours = US\$ 900

Additional sessions for discussion can be once each week and last for 3 hours, that would add US\$ 300 per week which would bump up to US\$ 6,000 for the 5-month plan. Therefore, the total becomes US\$ 6,900 for the entire coaching package.

You can offer discounts like seasonal packages or offer group coaching to the company at a discounted rate. Or include other benefits such as workshops, intensives, or longer weekly coaching sessions.

Once the initial pitch is submitted and accepted, prepare a [coaching agreement](#) with a detailed breakdown of the price and the sessions planner added. Once the agreement is signed, you can begin planning and delivering your coaching sessions.