YOUR  
LOGO

**COMPANY NAME**

EXECUTIVE-COACHING PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to provide executive coaching services. Our program is designed to enhance leadership effectiveness, strategic thinking, and personal growth for senior leaders.  
  
This proposal outlines our executive coaching engagement tailored to the needs of [Client Name].

# Project Objectives

The primary goals are:  
  
- Strengthen leadership presence and decision-making  
- Enhance interpersonal communication and influence  
- Support professional growth and career development  
- Address role-specific challenges and organizational goals

# Proposed Services

Our executive coaching services include:  
  
- Initial assessment and goal-setting session  
- One-on-one coaching meetings (virtual or in-person)  
- Personalized development plans and milestone tracking  
- 360-degree feedback (optional)  
- Ongoing support, resources, and accountability

# Scope of Work

Scope includes:  
  
- Confidential intake and stakeholder consultation  
- Customized coaching engagement over [X] months  
- Session scheduling and support materials  
- Progress assessments and final debrief  
- Optional manager or HR check-ins for alignment

# Timeline

Proposed engagement timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Kickoff & Assessment | Define goals and gather baseline insights | [Start Date] |
| Coaching Engagement | Conduct sessions and monitor progress | [Ongoing] |
| Midpoint Review | Assess development and refine goals | [Date] |
| Final Session & Wrap-Up | Conclude engagement and provide summary | [Completion Date] |

# Pricing

Estimated cost breakdown for executive coaching services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Initial Assessment | Stakeholder consultation and goal-setting | [Amount] |
| Coaching Sessions | Six to twelve sessions over [X] months | [Amount] |
| Resources & Support | Development plans, tools, and materials | [Amount] |
| Progress Reporting | Optional updates to manager or HR | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a professional coaching and leadership development firm that partners with executives to unlock potential and drive organizational success.  
  
- Experience: [X] years in executive and leadership coaching  
- Expertise: C-level leadership, communication, strategy, resilience  
- Mission: To help leaders lead with clarity, confidence, and impact

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Executive coaching for a division VP at a Fortune 100 company  
- Outcome: Improved team alignment, decision-making speed, and peer influence  
  
Testimonial:  
“[Your Company Name] helped me become a more strategic and confident leader. The coaching was challenging, supportive, and transformative.” — [Client Contact]

# Terms and Conditions

Payment Terms: 50% upfront, 50% at midpoint or conclusion.  
Service Scope: Includes assessments, coaching sessions, and materials.  
Client Responsibilities: Maintain confidentiality, attend sessions, and participate in feedback.  
Adjustments: Scope or schedule changes must be mutually agreed in writing.

# Acceptance

To approve this executive-coaching proposal and initiate services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_