YOUR  
LOGO

**COMPANY NAME**

LEADERSHIP TRAINING PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to support your leadership development initiatives. Our training programs help emerging and experienced leaders enhance their capabilities, drive engagement, and lead with confidence.  
  
This proposal outlines how we will support [Client Name] in designing and delivering effective leadership training solutions.

# Problem or Opportunity

[Client Name] is seeking to strengthen leadership skills across the organization. Without consistent training, leadership behaviors may vary, impacting team alignment, performance, and retention.

# Proposed Solution

We propose a tailored leadership training program that builds critical competencies through interactive workshops, real-world application, and ongoing support.  
  
Key Benefits:  
- Stronger leadership communication and decision-making  
- More cohesive and engaged teams  
- Enhanced succession planning and talent development

# Scope of Work

Our leadership training services include:  
  
- Needs assessment and curriculum design  
- Live or virtual workshops (single session or series)  
- Coaching or follow-up sessions  
- Customized materials and toolkits  
- Pre- and post-training evaluations

# Timeline

Proposed timeline for training design and delivery:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Needs Assessment | Review goals and select topics | [Start Date] |
| Curriculum Design | Develop learning materials | [Date] |
| Training Delivery | Facilitate workshops or sessions | [Date] |
| Follow-up & Evaluation | Gather feedback and measure impact | [Completion Date] |

# Pricing

Estimated pricing for leadership training program:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Assessment & Planning | Needs review and session design | [Amount] |
| Training Delivery | Facilitation of [X] sessions | [Amount] |
| Materials & Support | Workbooks, handouts, tools | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a leadership development firm with deep experience in training, coaching, and organizational performance.  
  
- Experience: [X] years facilitating leadership development  
- Areas of Focus: Communication, influence, delegation, emotional intelligence  
- Mission: To empower leaders to grow personally and lead others effectively

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: Leadership training for mid-level managers  
- Outcome: Increased engagement, stronger cross-functional collaboration, and improved retention  
  
Testimonial:  
“[Your Company Name] gave our leaders the tools and mindset they needed to truly inspire their teams.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: 50% due at contract signing, 50% upon training delivery.  
Customization: Training content tailored to your organization.  
Revisions: Includes one round of edits to materials before delivery.

# Acceptance

To begin your leadership training engagement, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_