

# Leadership Coaching Program Proposal Template

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Use this template when submitting formal coaching programs to companies and organizations. The template is designed to clearly define the program objectives, specific services to be rendered, and pricing based on your understanding of the goals the organization wants to achieve.

Remember to add in your own logo/branding and customize the language to meet the needs of the potential client.

Company Name

# Coaching Program Proposal

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## Overview

**Your Company Name** proposes to provide \_\_\_\_\_ services for **COMPANY NAME [Sponsor]** on behalf of its employee, **EMPLOYEE NAME [Coachee]**, for the purposes of the **Coachee's** professional development.

## Objectives

**Your Company Name** will create a customized coaching program to achieve specific objectives outlined below as well as other goals not yet identified that may arise during the course of the program.

1. List program objective 1
2. List program objective 2
3. List program objective 3

Should objectives not yet identified arise during the course of the coaching program that expand beyond the original scope of this proposal, **Your Company Name** and **COMPANY NAME** will review options for providing additional services as mutually agreed upon by both parties.

## Solution

**Your Company Name** proposes the coaching program detailed below to address the desired professional development objectives.

- List detailed program specifics here: coaching sessions, assessments, in-person meetings, virtual sessions, etc.
- XXX
- XXX
- XXX
- XXX

The Coachee's energy, level of engagement, desire, and dedication will largely determine the outcome and impact of the professional development achieved through the coaching program.

**Credit:** The concepts inherent in this article are the author's interpretation of materials issued by iPEC®.