

Executive Coaching Proposal

Prepared for

Prepared by

Date

Proposal Valid Until

1. Purpose

This **Executive Coaching Proposal** outlines the proposed coaching services to be provided by _____ ("**Coach**") to _____ ("**Client**"). The purpose of the engagement is to support the Client's professional development, leadership effectiveness, decision-making, communication, and other agreed executive goals.

2. Proposed Coaching Services

Coach will provide one-to-one executive coaching sessions designed around the Client's stated objectives and needs. Coaching may address leadership presence, strategic thinking, team management, career development, stakeholder communication, change management, performance challenges, and related professional topics.

The parties will agree on the specific coaching priorities at the beginning of the engagement. Coach may adjust the coaching approach as the Client's goals, circumstances, or progress change.

Coaching is a collaborative development process. Coach will provide structured questions, observations, feedback, tools, and accountability support. Client remains responsible for all personal and professional decisions, actions, and outcomes.

3. Engagement Structure

The proposed engagement will begin on _____ and continue through _____, unless ended earlier in accordance with the Cancellation and Termination clause.

The engagement will include _____ coaching sessions. Each session will last approximately _____ and will be conducted _____.

Sessions will generally occur _____. Reasonable communication between sessions may be available by _____ for scheduling, brief updates, or coaching-related questions. Coach is not required to provide immediate responses or ongoing support outside scheduled sessions.

4. Goals and Measures of Progress

At the beginning of the engagement, Client and Coach will identify practical goals and indicators of progress. These may include improved leadership behaviors, clearer communication, stronger decision-making, progress toward professional objectives, or feedback from relevant stakeholders.

Coaching outcomes depend on many factors, including the Client's participation, effort, workplace environment, and decisions. Coach does not guarantee a specific result, promotion, compensation change, business result, or other outcome.

5. Client Responsibilities

Client agrees to participate actively, attend scheduled sessions, communicate honestly, complete any mutually agreed development activities, and take responsibility for implementing decisions and actions.

Client will provide timely notice if a session must be rescheduled or canceled. Client understands that coaching is not therapy, medical care, legal advice, financial advice, or a substitute for services provided by a qualified licensed professional.

6. Coach Responsibilities

Coach will conduct sessions professionally, maintain reasonable preparation for scheduled sessions, and provide services consistent with the agreed coaching objectives.

Coach will treat Client communications as confidential, subject to the Confidentiality clause and any legal or ethical duty requiring disclosure. Coach may use general, non-identifying insights from the engagement for professional development, supervision, or service improvement.

7. Fees and Payment

The proposed fees for the engagement are as follows:

Service	Quantity	Fee
Executive Coaching Sessions		
Optional Assessment or Development Tool		
Additional Coaching Session		

The total proposed engagement fee is _____.

Client will pay _____. Payments will be made by _____. Fees do not include any applicable taxes, which Client is responsible for paying where required.

8. Rescheduling and Cancellation

Client may reschedule a session by providing at least _____ hours’ notice. Sessions canceled or rescheduled with less notice may be treated as completed and charged in full, except where Coach agrees otherwise in writing.

Coach may reschedule a session when reasonably necessary and will make reasonable efforts to offer an alternative appointment. If Coach cannot provide the agreed services, any prepaid fees for undelivered sessions will be refunded.

9. Confidentiality

Coach will keep information shared by Client during coaching confidential and will not disclose it to third parties without Client's permission, except where disclosure is required by law or reasonably necessary to prevent serious harm.

If the Client's employer or another organization pays for the coaching, Coach may confirm administrative details such as attendance, engagement dates, and invoicing status. Coach will not share substantive coaching discussions, personal disclosures, or progress details without Client's written permission.

Client agrees to respect the confidentiality of Coach's proprietary materials, methods, tools, and communications.

10. Professional Boundaries

Coaching focuses on professional development and goal achievement. Coach does not diagnose, treat, or provide services for mental health conditions, substance use, medical issues, legal matters, or financial matters.

If Coach reasonably believes Client would benefit from another type of professional support, Coach may recommend that Client seek assistance from an appropriate qualified professional. Client remains responsible for deciding whether to seek and use that support.

11. Independent Relationship

Coach is an independent service provider and is not an employee, agent, partner, or representative of Client or Client's organization. Neither party may make commitments or representations on behalf of the other.

12. Cancellation and Termination

Either party may end the proposed engagement by giving _____ days' written notice to the other party.

Coach may end the engagement immediately if Client fails to pay required fees, engages in conduct that prevents Coach from providing services safely or professionally, or materially breaches the agreed terms. Client remains responsible for fees for services already provided and for any sessions subject to the Rescheduling and Cancellation clause.

13. Non-Binding Proposal

This proposal is intended to describe the parties’ current understanding of the proposed executive coaching engagement. It does not create a binding agreement or require either party to begin or continue coaching services unless and until the parties sign a separate written coaching agreement or otherwise confirm the engagement in writing.

14. Acceptance

If Client wishes to proceed, the parties may use this proposal as the basis for a separate coaching agreement. Any changes to the proposed scope, fees, schedule, or terms must be confirmed in writing by both parties.

Signatures

The signatures below acknowledge that the parties have reviewed this proposal and wish to discuss or proceed with the proposed executive coaching engagement. The parties understand that this proposal is non-binding unless replaced or supplemented by a separate written agreement.

Coach

Name

Date

Signature



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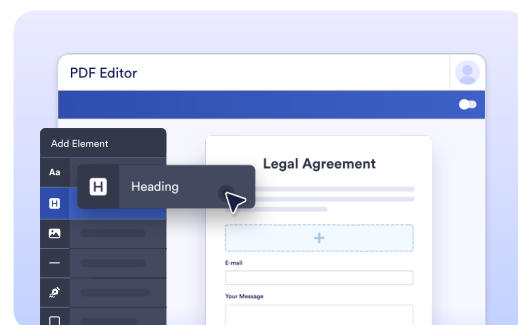
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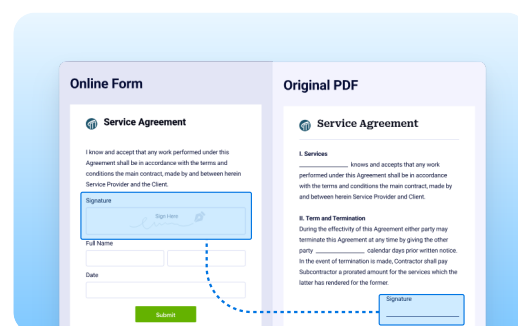
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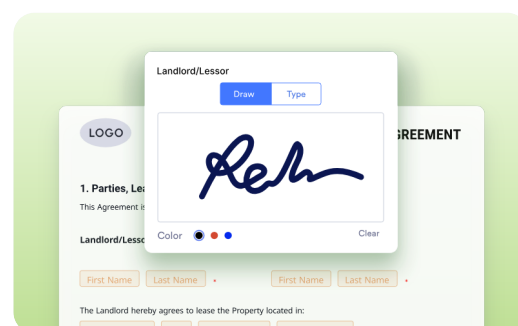
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