



Sample Statement of Work

(3 months to ongoing as desired and appropriate)

Activity	Objective(s)
1. Good fit interview(s) (complimentary)	<ul style="list-style-type: none">• Determine whether Coach expertise, approach and personal style is a good match with organization and Executive (coachee).
2. Private meeting with Superior and HR if appropriate	<ul style="list-style-type: none">• Convey organization's goals for coaching• Agreement on confidentiality conditions, approach, roles and evaluation of success.
3. Meeting: Executive, Superior and, if appropriate, HR	<ul style="list-style-type: none">• Coach and Executive are clear on organization's perception of Executive's strengths and weakness and expectations• Final agreement on confidentiality conditions, approach, roles and evaluation of success
4. Initial coaching	<ul style="list-style-type: none">• Continue to build trust and safety• Further clarify initial goals• Agreement on next steps
5. Executive takes agreed upon assessments	<ul style="list-style-type: none">• Provide Executive and Coach with self-report data on Executive's personality and leadership style, values, strengths and challenges
6. Coach conducts stakeholder interviews (if appropriate, coach may "shadow" Executive in their day to day activities)	<ul style="list-style-type: none">• Coach receives direct, confidential input from key stakeholders on client's strengths and challenges as well as perceptions/expectations of high future performance
7. Coach presents comments and trends to client formatted to protect anonymity.	<ul style="list-style-type: none">• Client begins the process of more fully understanding the perceptions and expectations of key stakeholders.
8. Assessment (4 to 8 hours)	<ul style="list-style-type: none">• Assess client strengths, challenges, opportunities, threats• Select goals consistent with Executive's core values and career plan and organization's expectations.• Write a development plan