

Sample GUIDE Exec Coaching Engagement



Gather. Assemble and codify your objectives for our engagement. Concrete, actionable and achievable, tailored to you.



Unique background. Your business is your baby, but success has 1,000 parents and failure is an orphan. We'



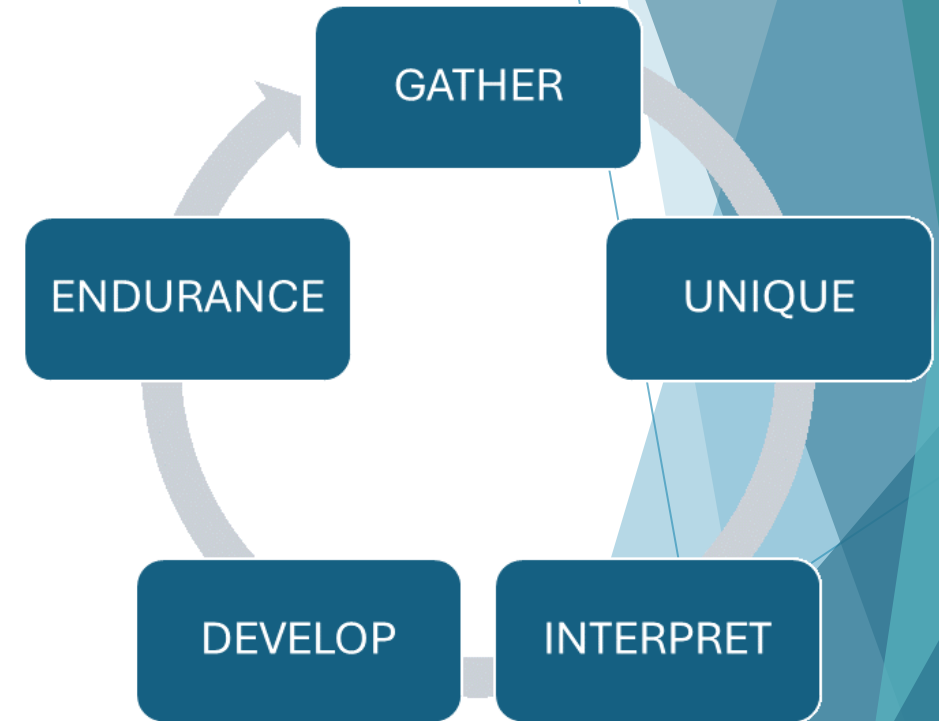
Interpretive. We continuously identify and refine your strengths and needs, informing the pace and scope of our collaboration.



Develop. Together we will iteratively build a series of transformational actions for you and your core team.



Endurance. We will jointly develop a plan that ensures you keep your hard-won gains. This includes formal and informal education,



Sample Entrepreneur Coaching Engagement

Leadership Deep Dive + Personal Inventory (G,U)

Focus: Build trust, clarify goals and map strengths/struggles

- Review goals and pain points (stress, lack of consistency, under-leveraged strengths)
- Strengths and energy audit - what drains vs. what fuels
- **Tool:** 1-2 short self-assessments
- **Outcome:** Initial roadmap + top two priorities for next 60 days

Time, Energy and Focus Diagnostics (U,I)

Focus: ID Surface patterns to strengthen discipline and consistency

- Review typical week (Calendar Analysis, Time Audit, Energy Map)
- Explore procrastination/distract triggers
- Introduce “non-negotiables”
- **Tool:** STUCK Methodology intro
- **Outcome:** Design a realistic daily structure or 1-2 habits shifts to test

Decision Making + Delegation Mastery (I,D)

Focus: Reduce cognitive load and free up strategic bandwidth

- Map decision fatigue points (e.g., too involved in low-leverage areas)
- Quick org audit: who reports, bottlenecking
- **Tool(s):** “Delegate, automate or drop” exercise; STUCK Methodology
- **Outcome:** Identify 2-3 high-return tasks to immediately offload or streamline

Stress, Health and Sustainable Performance (D)

Focus: Prevent burnout and reconnect to the long game

- Identify invisible stress sources (internal pressure, loneliness, etc.)
- Explore resilience practices (mental, emotional, physical)
- **Tool(s):** Guided Values Review (re-align to what matters)
- **Outcome:** Personal “Performance Floor” (sleep, movement, diet)

Reclaiming Vision and Strategic Role (D,E)

Focus: Get back to the visionary and decision-maker lane

- What about business excites vs. depletes
- Alignment with corporate mission, growth plans
- **Tool(s):** Guided 6-12 month Vision Plan (of what excites)
- **Outcome:** Defined “CEO v2.0 Role” + next steps to align team/org around it

Accountability System + Next Chapter (E,G)

Focus: Lock in processes to maintain focus and forward momentum

- Review wins from past sessions
- Establish tracking and accountability ideas (weekly rhythm, “KPI dashboard”, check-ins)
- Further caching cadence
- **Tool(s):** Personal Mission Statement
- **Outcome:** Buy-in for sustainment

Inventory Tools: DiSC, VIA Strengths, Hogan, etc.

Sustainment Check-ins: Zoom, 15-minute call, email between sessions