



COACHING GUIDE · 2026

## Executive & Leadership Coaching

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*One-to-one coaching for leaders carrying more than they have carried before.*

Coaching at ETA is practical, not abstract. You bring the real situation you are sitting in, and we work it: the conversation you are avoiding, the team that is not moving, the decision that keeps getting deferred. Our approach is humanity-centered and strengths-based, and it starts from what you already do well.

### Who this is for

- Executive directors and CEOs in their first three years in the seat.
- Senior leaders stepping into a bigger scope than they have carried before.
- Managers newly leading people who were recently their peers.
- Leaders working through a board transition, a merger, or a restructure.
- High-potential staff an organization wants to develop and keep.

### How it works

- **Fit call.** A complimentary 30-minute conversation before anything is booked. Coaching only works when the match is right, and we would rather find that out first.
- **Intake and goals.** A longer opening session that surfaces what you are actually working on, followed by a short written goals document you and your coach both hold.
- **Sessions.** Sixty minutes, virtual by default, on a two to three week cadence. Each session ends with agreed actions, and you get written notes afterward.
- **Recalibration.** At the midpoint we check what is moving and what is not, and adjust the focus rather than finishing a plan that stopped fitting.
- **Closing summary.** A written synthesis of what shifted, the commitments you are carrying forward, and where to keep the pressure on.

### What every engagement includes

- A 30-minute fit call before you commit to anything.
- An intake session and a written goals document.
- Written notes and agreed actions after every session.
- Email access between sessions for short questions.
- A closing summary with commitments and next steps.



# Packages

Every package covers the full arc: fit call, intake, sessions, midpoint recalibration, and a closing summary. Sessions run 60 minutes.

| PACKAGE        | SESSIONS | INVESTMENT | BEST FOR                                                         |
|----------------|----------|------------|------------------------------------------------------------------|
| Single session | 1        | \$525      | A one-off working session on a specific decision or conversation |
| Jump-Start     | 3        | \$2,800    | A defined challenge with a clear finish line                     |
| Growth Track   | 6        | \$4,300    | A leader building new habits over a quarter                      |
| Momentum       | 9        | \$5,750    | A role transition or a stretch assignment                        |
| Accelerator    | 12       | \$7,200    | Sustained development across a full year                         |

Group coaching for a cohort of six to ten leaders, six sessions, runs \$15,000 to \$22,000 depending on cohort size and customization. Coaching hours bundled inside a broader engagement are priced within that scope of work.

## How coaching is priced

Coaching is billed against a professional rate of \$350 per hour. Each session carries the hour in the room plus preparation and written follow-up, and every package also carries the intake, the goals document, and the closing summary. Longer packages carry a modest per-session saving because the setup cost is spread further.

### A NOTE ON THE PREVIOUS RATE CARD

These figures replace the coaching packages published in 2025. The earlier rates were set below what the work costs to deliver well, and the two-tier structure priced the same coaching differently depending on who paid. There is now one rate. Leaders paying personally get flexible terms rather than a lower price.



# Your Coaches

You will be matched with the coach whose range best fits what you are working on. The fit call is how that gets decided.

## **C. Marie Taylor** — **Founder and Principal Consultant**

25+ years in nonprofit leadership and organizational transformation. Works with executive directors, CEOs, and senior teams on culture, governance, and the hard conversations. MBA and BA in Human Relations, Trinity University-Washington.

## **Kelly Leonard** — **Senior Leadership & Brand Strategy Coach**

Former Fortune 100 vice president with leadership roles at GE Capital, Kaiser Permanente, and PricewaterhouseCoopers. Coaches with Goldman Sachs. Focuses on executive presence, message, and relationships that drive results.

## **Shari Davis** — **JEDI Trainer**

20+ years partnering with executives and senior teams on human capital, culture, and strategy. MS in Human Resource Management; SPHR and SHRM-SCP certified.

## Practical terms

- **Scheduling.** Sessions are booked directly with your coach through a calendar link. Virtual by default; in-person is available and quoted separately.
- **Rescheduling.** Sessions can be moved with at least 24 hours notice. Sessions cancelled inside 24 hours are counted as delivered.
- **Expiration.** Packages are valid for twelve months from the first session.
- **Confidentiality.** What is said in session stays in session. Where an employer sponsors the engagement, only agreed themes and progress are shared, never session content, and you see anything shared before it goes.
- **Payment.** Packages are invoiced in full at the start of the engagement, net fifteen days. Leaders paying personally can split the fee across the months of the engagement at the same price.

### Start with a fit call.

Thirty minutes, no cost, no obligation. Tell us what you are working on and we will tell you honestly whether coaching is the right tool for it.

**C. Marie Taylor, President & Principal Consultant**

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