



EXECUTIVE COACH PROPOSAL

“Everyone needs a coach” -Anthony Robbins

To Whom It May Concern:

Are you experiencing one of these situations? 1. Has a goal to achieve, but not brave enough to walk outside of your comfort zone. 2. Have been working very hard but fail to progress as expected. 3. Has been in the present role long enough and need to take new challenge. 4. Has lack of self-confident and need to rebuild new self-image. 5. Has an urgent need to learn and master new competency. We offer powerful coaching experience to address those issues to get new career and life transformation.

WHY COACHING?

A Manchester Consulting Group study of Fortune 100 executives reported that “coaching resulted in a Return On Investment of almost six times the program cost as well as improvements in relationships, teamwork, job satisfaction and quality.” And a recent survey by The Hay Group International stated that “between 25 and 40 percent of Fortune 500 companies use executive coaches.” Study by ICF stated that 99% of coaching experience is work.

COACHING PROCESS AND FLOW

Our coaching model is using IDEAL Coaching process and flow. **IDEAL** is stand for:

- **I**=Identify opportunities and challenges. Create list of opportunities that lay ahead. What are the challenges that may block a person to see opportunities?
- **D**=Define and develop specific Goals. What specific goal that will bring significant changes and result?
- **E**=Explore options as the way to achieve goal. What are best choices to reach the goals?
- **A**= Agree on Actions. What kind of action that is doable right away and will generate impact?
- **L**=Lead the implementation of action plan. Develop commitment to implement the action plan.

The Ideal Coaching Flow ensure the coaching is conducted systematically and consistently.

COACHING FOCUS:

Coaching can be focused on four critical coaching area such as **Engagement, Leadership, Mindset and Performance.**





COACHING ARRANGEMENT

- Coaching session can be conducted in group of Max 5 persons or individual or personal coaching.
- It is highly recommended to conduct coaching session via video communication, or phone communication. Face to face coaching can be arranged with one day notification in advance. The duration of coaching is two hours per session. It is required to commit for one cycle (3 sessions) to ensure coaching goal is achieved.
- **Coaching report:** There will be a task to follow up after each coaching session. Coachee will received the Ideal Coaching Notes with things to follow up one days after coaching session.
- **Coaching Extension:** Coaching is extendable when the first cycle completed.
- **Coaching place and time:** For face to face coaching, the venue will be at the coachee preference. The venue outside of Jabodetabek will have an additional transportation charge.

COACH PROFILE



MARULAM SITOANG

- 30 years plus experience in leading Human Capital Function as Senior Vice President, Executive Vice President and Director in companies such as Bata Shoe Company, Indofood Frito Lay, PepsiCo, HM Sampoerna, UOB Bank, HSBC, Bank Niaga, GlaxoSmithKline, Bo Le Associates, and Bukaka.
- Highly competent in corporate and individual performance improvement, leadership development, personal development, and mindset change.
- Has coached top executive, professional, entrepreneur, and young manager.
- Degree in Psychology from UGM and Master in Literary from UI.
- Member of Professional Coach communities nationally and internationally

COACHING ENGAGEMENT

"It takes two flints to make a fire." - Louisa May Alcott

We hereby agree to engage in one coaching cycle include three coaching sessions for please indicate : Individual Coaching Group Coaching

Coaching session is due to start when coaching fee payment is settled.

EXECUTIVE COACH	COACHEE/COMPANY
Name: Marulam Sitohang	Name:
Date:	Date:

Please return signed engagement to: marulamsitohang@talent-grit.com

"Patience, persistence, and perspiration make an unbeatable combination for success."
Napoleon Hill