

October 6, 2020

Alton B. Nelson, Jr.
Chief Executive Officer
Making Waves Academy
4123 Lakeside Drive
Richmond, CA 94806

RE: SOW - Proposal
Leadership Coaching for
3 Leaders of Making Waves Academy
Amount: \$ 48,000
Tax ID: [REDACTED]

LETTER OF AGREEMENT

**Making Waves Academy and Meadowlark Consulting Group, LLC
Executive Coaching for 3 Leaders**

Dear Alton,

It was a pleasure speaking to you about your desire to continue growing the leadership capabilities of your team through professional executive coaching. [REDACTED]

This statement of work is for:

[REDACTED]

[REDACTED]

[REDACTED]

This coaching program includes a customized 360° feedback process using interviews and twelve, 90-minute coaching sessions, to include the identification of specific skills to hone and master as a senior leader, to effectively influence at all levels. Alternatively, an on-line electronic 360 assessment may be used. The specifics of this proposal includes the following coaching services.

1. SCOPE

This letter of agreement represents 6 months of customized Coaching services to be provided by Therese Lenk of Meadowlark Consulting Group, LLC, to [REDACTED]

2. DELIVERABLES

PHASE 1: Months 1 & 2

- Indepth meeting with Coachee (1.5 to 2 hours) via Zoom to understand [REDACTED] business and developmental goals, strengths, challenges, current work environment, career progression and desire, and development activities to-date, as well as Alton's expectations. Agree on the coaching process, initial plan/timing for coaching and roadmap.
- Collection, evaluation and analysis of recent and past performance reviews and other assessments.
- Launch 360° process: identification of stakeholders as raters, communications and timeline. Note: this launch will depend on the timing of other corporate activities.
- Three 1.5 hour (in person/Zoom) one-on-one coaching sessions to provide some immediate coaching tools and models to apply.
- Seven to Ten (7-10) key stakeholder interviews to gain qualitative feedback information. A customized set of interview questions is developed. This assessment is done early in the process of the coaching engagement to identify areas to leverage and develop.
- Complete self-assessment tools: *Work of Leaders Profile*. Discover instinctive mindsets that shape responses and interactions; begin to recognize opportunities to stretch beyond one's comfort zone and take actions to become more agile in influence situations.
- Identification of books, tools, models, and research the coach will use to support the coaching process and help the leader improve the identified skills.

PHASE 2: Months 3 & 4

- Analysis of feedback data, creation of executive feedback report with specific development suggestions.
- An in-depth 360-feedback session and alignment on goals and plan.
- Creation of development plan goals and objectives and alignment with leaders' manager on those goals.
- Creation of communication plan and follow up with key stakeholder raters, to include engaging others and working on specific targeted areas.

- Four 1.5 hour (in person/Zoom) one-on-one coaching sessions to provide coaching tools and models to create wins with new leadership skills deployed.
- Determine whether additional style self-assessments may be needed.

PHASE 3: Months 5 & 6

- Four 1.5 hour (in person/Zoom/phone) one-on one coaching sessions.
- Coaching is available between sessions for critical situations, should they arise.
- A customized scorecard and/or program report to the leader will identify progress and continued development after conclusion of the coaching assignment.
- Identification of books, tools, models, and research the coach will use to support the coaching process and help the leader improve the identified skills.
- End of coaching program plan for ongoing development.

Additional Coaching Options

- Shadow coaching to observe leadership of team and/or interactions with others, as appropriate, and provide feedback.
- Additional assessments, as needed, such as MBTI, DISC, TKI Conflict EQ/EI, etc., to increase self-awareness and style adaptation to those less similar to self.

3. PAYMENT TERMS

- The total fees for 6-months of coaching is as follows:
 - [REDACTED] \$18,000.
 - [REDACTED] \$15,000.
 - [REDACTED] : \$15,000.

Total: \$48,000.
- The targeted start date is October, 2020.
- Six (6) invoices will be sent over the course of the 6-months coaching engagement; the first within 30 days of agreement acceptance.
- Fees are payable within 30 days of receipt.
- Client will provide point of contact for invoicing, PO # and paperwork as required.
- Invoices are made payable to: **Meadowlark Consulting Group, LLC.**
- Invoices will be made through, and payments can also be received through: www.Bill.com, or ACH.

Regards,



Therese L. Lenk
 Managing Partner
 Meadowlark Consulting Group, LLC

CONTACT INFORMATION

Therese Lenk, Managing Partner

MEADOWLARK CONSULTING GROUP, LLC

[REDACTED]

[REDACTED]