

EQUITY THROUGH ACTION Coaching Guide



www.equitythroughaction.com

Why Work With ETA?

We help clients connect to their leadership development potential and support them as they clarify their goals.

- Our goal is to offer a space based on trust, confidentiality, non-judgment, and deep listening.
- **We believe the client is the expert in their experience;** the coach is the expert in facilitating inquiry. The client interprets their own situation and can find their own answer. We guide.
- We focus on what is blocking the client from their vision of effective leadership.

In a fast-moving world, today's leaders need space to reflect, reset, and reimagine what's next, so they can lead with clarity and courage and make a lasting impact in their organizations.



Coaching Types

Functional Coaching:

Building Core Competencies to Accelerate performance and leadership confidence.

Focused coaching to boost performance, improve decision-making, and build confidence in new or evolving roles. **Ideal for team members taking on more responsibility without formal leadership training.** Offers structured support to grow clarity, confidence, and competence.

Organizational Benefits:

- Stronger first-line leaders who contribute earlier and stay longer
- Reduced burnout from role ambiguity
- Improved communication, prioritization, and decision-making

What's Included:

- 90-day action plans, summary emails
- Tools for managing priorities, delegation, and communication
- A mini coaching workbook tailored to role-specific challenges

Why now:

- Leaders need targeted support to grow in place, not out of the organization.



Coaching Types

Transactional Coaching:

Equipping leaders with tools to lead teams and deliver results.

Transactional Coaching builds leadership capacity for managers navigating complexity, growth, and team dynamics. It blends strategy with practical support to create confident, capable people leaders.

Organizational Benefits:

- Improved team performance and retention
- Stronger communication
- Increased management confidence

What's Included:

- ETA Leadership Assessments
- Reflection prompts + real-time laser coaching
- Access to ETA Resource Vault (meeting templates, feedback guides, planning tools)

Why now:

- You are one of the culture carriers. Investing in yourself strengthens your leadership, supports your team, and helps shape the future of your organization.



Coaching Types

Transformational Coaching:

Deep coaching for executives planning their now and next.

Transformational Coaching helps leaders **align purpose with practice, supporting values-based leadership, resilience, and strategic transitions.**

Organizational Benefits:

- Grounded, future-ready executives
- Improved decision-making and well-being
- Clarity in succession and strategic growth

What's Included:

- Purpose and energy audit
- ETA Leadership Assessments
- Leadership Strategy Map

Why now:

- Taking time to reflect, reset, and reimagine what's next allows you to **lead with clarity, navigate change confidently, and drive meaningful impact** in your organization.



SELF-PAY COACHING

IDEAL FOR LEADERS INVESTING IN THEMSELVES:

Levels	Core Deliverables	Investment
3-Sessions Jump-Start	Intake + Mini-assessment <ul style="list-style-type: none"> • Post-session summary email • Personalized 90-day Action Plan 	\$900
6-Sessions Growth Track	All Jump-Start items plus: <ul style="list-style-type: none"> • Mini coaching modules workbook based on the assessment • Email support for 8 weeks 	\$1,800
9-Sessions Momentum	All Growth Track items plus: <ul style="list-style-type: none"> • ETA Leadership Assessments 	\$2,700
12-Sessions Accelerator	All Momentum items plus: <ul style="list-style-type: none"> • Quarterly progress report • Access to ETA resource vault 	\$3,600



EMPLOYER-SPONSORED COACHING

Levels	Core Deliverables	Investment
3-Sessions Focus	Intake + Goal - Setting Worksheet <ul style="list-style-type: none">• Post-session summary email• 30-day accountability plan	\$1,500
6-Sessions Performance Boost	All Focus items plus: <ul style="list-style-type: none">• Mini coaching modules workbook based on your goals• Reflection prompts tailored to current challenges• Email support for 8 weeks	\$3,000
9-Sessions Advance	All Performance Boost items plus: <ul style="list-style-type: none">• ETA Leadership Assessments• Four 15-minute laser coaching calls (<i>For in-the-moment issues</i>)	\$4,500
12-Sessions Strategic Leader	All Advance items plus: <ul style="list-style-type: none">• Templates for setting team goals• Slides and articles on inclusive leadership & conflict• Access to ETA resource vault	\$6,000





MOVING FORWARD

Equity Through Action (ETA) is excited about the opportunity to partner with you. To move forward with this transformative partnership, we've outlined the following steps to ensure a seamless and impactful engagement:

1	Select Program Level	Review the engagement levels and identify the option that best meets your needs. If you're unsure, schedule a consultation with our team to help design a custom package.
2	Receive a Contract	Once your selection is finalized, we'll prepare a detailed contract outlining the scope of work, deliverables, pricing, and timeline.
3	Process Your Payment	An invoice will be issued after the contract is signed. Payment is required prior to scheduling services, with flexible installment options available depending on the scope of the engagement.
4	Schedule Your Services	Upon receipt of payment, our team will collaborate with you to confirm dates, times, and logistics.
5	Project Delivery and Support	Our team will begin implementation. Throughout the project, we will gather feedback from you to measure impact and identify areas for ongoing growth.
6	Evaluate and Plan Next Steps	After project completion, we'll schedule a debrief to discuss outcomes, survey results, and next steps. Together, we can explore options for continued support or strategic follow-ups to sustain progress.



Let's stay connected.

Have questions, need support, or additional services?

Please contact our team:

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Founder & Principal Consultant



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We look forward to connecting with you!



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