



How Much Does Executive Coaching Cost?

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Executive coaching can range from a focused strategy session to a long-term leadership development partnership. Because the work is highly personalized, there is no single universal price. The cost typically depends on the coach's experience, the level of the executive, the length and frequency of the engagement, and whether the organization is purchasing coaching for one leader or an entire leadership team.

For organizations and executives evaluating coaching, the better question is not simply, *"What does coaching cost?"* but *"What level of support will create the outcome we need?"* Understanding the common pricing models can help you compare options and choose an engagement that fits both your goals and your budget.

Typical Executive Coaching Price Ranges

Individual sessions: Many executive coaches charge approximately **\$250 to \$1,000+ per session**, depending on experience, specialization, session length, and the seniority of the client. Highly specialized or nationally recognized coaches may charge more.

Monthly coaching retainers: Ongoing executive coaching is often structured as a monthly engagement. A typical range may be approximately **\$1,000 to \$5,000+ per month**. These packages may include scheduled coaching sessions, email or phone access between sessions, assessments, action planning, and accountability support.

Corporate or senior-executive engagements: Coaching for C-suite leaders, succession planning, leadership transitions, or complex organizational challenges may be priced as a multi-month engagement. Depending on scope, these programs can range from several thousand dollars to tens of thousands of dollars.

Important: These figures are general market ranges, not fixed industry rates. Coaching fees vary substantially by provider, geography, credentials, scope, and the services included.

What Determines the Cost?

1. The leader's role and level of responsibility. Coaching a first-time manager is different from coaching a CEO, executive director, board chair, or senior leader responsible for a large team, budget, or organizational transformation.

2. The complexity of the goal. A leader who needs help preparing for a difficult conversation may only need a focused strategy session. A leader navigating executive presence, organizational change, conflict, team performance, or a major career transition may benefit from a longer engagement.

3. Access and support between sessions. Some packages include only scheduled coaching calls. Others provide ongoing access, follow-up, customized resources, assessments, stakeholder feedback, or support when real-time leadership challenges arise.

4. Assessments and customization. Leadership assessments, 360-degree feedback, customized development plans, team interviews, and organizational assessments can increase the scope and price of an engagement - but they can also make the coaching more targeted and measurable.

Hourly Coaching vs. Coaching Packages

Hourly coaching can be an excellent choice when an executive has one specific issue to work through. Packages are often a better fit when the goal requires behavior change, accountability, practice, and sustained development. Leadership growth rarely happens in a single conversation; the value of an ongoing engagement is the opportunity to apply a strategy, evaluate the results, adjust, and continue building the skill.

What Should Be Included in Executive Coaching?

A strong coaching engagement should begin with clear goals and expectations. Depending on the scope, it may include confidential one-on-one coaching, leadership or communication assessments, an individualized development plan, practical strategies, role-play for difficult conversations, executive presence development, accountability checkpoints, and measurable progress reviews.

Is Executive Coaching Worth the Investment?

The value of coaching is best evaluated against the cost of the leadership problem it is intended to solve. Poor communication, unresolved conflict, ineffective management, turnover, stalled decision-making, and weak leadership pipelines can be expensive. Effective coaching is designed to help leaders make stronger decisions, communicate with greater clarity, lead people more effectively, and address problems before they become larger organizational issues.

How Still Standing in Heels Consulting Approaches Coaching

At Still Standing in Heels Consulting, executive coaching is built around the real challenges leaders are facing - not a one-size-fits-all script. We work with executives, business owners, emerging leaders, and organizations that want practical strategies they can put into action. Coaching may focus on executive presence, leadership confidence, difficult conversations, conflict resolution, team dynamics, decision-making, career growth, or business strategy.

We can structure support as a focused strategy session or a customized coaching engagement based on the leader's goals and the organization's needs. The objective is simple: give leaders a confidential space to think strategically, challenge assumptions, strengthen their leadership approach, and leave each session with clear next steps.

Questions to Ask Before Hiring an Executive Coach

Before making an investment, ask what is included in the fee, how goals will be established, how progress will be measured, whether support is available between sessions, what experience the coach has with leaders facing similar challenges, and how confidentiality is handled. The right coaching relationship should feel both supportive and appropriately challenging.

The bottom line: Executive coaching costs vary widely because executive needs vary widely. Rather than choosing solely on price, compare the scope, level of access, coach experience, and expected outcomes. The best investment is the engagement that addresses the leadership challenge in front of you and provides a practical path forward.

About the Author

Jenna Ghisolfo is the Founder of Still Standing in Heels Consulting. Her work focuses on leadership development, executive coaching, organizational training, executive presence, and helping leaders turn difficult workplace challenges into opportunities for stronger performance and greater impact.