

Leader and Manager Coaching

A Coaching Service by Rising Tide Solutions

Develop the leader. Elevate the results.

Service Overview

Great organizations are built by great leaders. And great leaders are rarely made without someone in their corner — someone who asks the hard questions, holds the mirror up, and stays invested in their development over time. That is what Rising Tide Solutions Leader and Manager Coaching delivers.

This is a one-on-one coaching service designed for the individual leader or manager who is ready to invest in their own development. Whether you are stepping into a leadership role for the first time, navigating a difficult transition, looking to sharpen the instincts you’ve built over years, or simply ready to close the gap between the leader you are and the leader you want to be — this service is built for you.

Sessions are driven primarily by what the individual brings to the table. Your challenges. Your goals. Your growth. The coach’s role is to listen, challenge, guide, and hold you accountable to the standard you set for yourself.

Who This Service Is For

This coaching service is designed for leaders and managers at every level of the organizational hierarchy — from those stepping into their first supervisory role to those carrying senior leadership responsibility.

Directors	Senior leaders responsible for organizational strategy, culture, and multi-team performance.
Managers	Mid-level leaders managing teams, driving performance, and bridging strategy with execution.
Superintendents	Operations-focused leaders overseeing multiple teams, shifts, or locations.
Supervisors	Frontline leaders with direct responsibility for team performance and day-to-day execution.
Team Leads	Emerging leaders stepping into or growing within a leadership role.
Aspiring Leaders	High-potential individuals preparing for a leadership position and building their foundation now.

Why Rising Tide Solutions

Coaching is only as valuable as the coach. Here is what sets the Rising Tide Solutions coaching relationship apart.

Led from the Front	Our founder is a retired U.S. Marine Corps Sergeant Major with decades of experience leading people at every level of large, complex organizations, and he built the RTS team on that experience. The advice you receive isn't drawn from a textbook — it's drawn from a career defined by accountability, performance under pressure, and the relentless development of others.
Your Agenda, Our Expertise	Sessions are driven by what you bring. Your challenges, your goals, your priorities. The coach's role is not to impose a curriculum — it's to meet you where you are, challenge your assumptions, and help you find the clarity and capability you're looking for.
We Know the Full Ecosystem	Because Rising Tide Solutions offers a full suite of leadership development products — workshops, curriculum, assessments, and evaluation tools — our coaches can connect your individual development goals to resources that extend and sustain your growth beyond the coaching session.
We Start by Listening	Before the first coaching session begins, we invest time in understanding where you are, where you want to go, and what gaps may be standing between the two. Your previous evaluations, if available , become part of the intake picture. Nothing is assumed.
We Price for Accessibility	Leadership coaching shouldn't be reserved for the C-suite. Our pricing is designed to make professional-grade coaching accessible to leaders at every level — with flexible options to match your schedule and budget.

How We Get Started

Every coaching relationship begins with a structured intake process designed to ensure that from the very first session, we are working on what matters most to you.

Step	Stage	What Happens
1	Discovery Call	An initial no-cost, no-commitment conversation to learn about you, your role, your situation, and what you're hoping to get from a coaching relationship.
2	Intake & Goal Setting	A structured conversation focused on your leadership goals, current challenges, and what success looks like at the end of the engagement. This becomes the foundation of the coaching plan.
3	Gap Assessment	When available , previous performance evaluations, feedback, or assessments are reviewed to identify capability gaps and development priorities. This gives the coaching relationship a head start — grounded in data, not guesswork.

Step	Stage	What Happens
4	Coaching Plan	A personalized roadmap outlining focus areas, session frequency, and the milestones we'll use to track progress. The plan is a guide — flexible enough to move with you as your priorities evolve.
5	Ongoing Sessions	Regular coaching sessions at the frequency that works for your schedule and development pace. Sessions are driven by you — what's happening, what's challenging, what you're working through — with the coach providing structure, challenge, and accountability.
6	Progress Reviews	At regular intervals, we step back to assess growth, revisit goals, and recalibrate the plan. The goal is not just to improve in the moment — it is to build capability that lasts.

Frequency & Format Options

The coaching relationship is built around your schedule, your goals, and the pace of development that makes sense for your situation. Rising Tide Solutions offers a full range of session frequencies to match.

Frequency	Best For
Monthly	Leaders who need a regular touchpoint for reflection, accountability, and strategic thinking without a heavy time commitment.
Bi-Weekly	The most common cadence. Frequent enough to maintain momentum, spaced enough for real application and reflection between sessions.
Weekly	Leaders navigating a significant transition, high-pressure challenge, or accelerated development timeline.
Tri-Weekly	Intensive development periods requiring high-frequency support and accountability.
Daily	Short-burst coaching for leaders in the middle of a critical situation, significant change, or immediate performance challenge.
Retainer	Flexible access to coaching support as needed, without a fixed schedule. Ideal for senior leaders who need a trusted advisor available on demand.

The Six-Month Commitment

Lasting leadership development doesn't happen in a single session or even a handful of conversations. It happens over time — through repeated reflection, deliberate practice, honest feedback, and accountability that builds on itself session by session.

That is why Rising Tide Solutions recommends a minimum six-month coaching engagement. Not because six months is a magic number, but because meaningful change — in habits, in instincts, in the way a leader shows up — requires enough time to take root, be tested, and be sustained.

We are flexible. If your situation calls for a shorter engagement or a specific focused effort, we will work with you to find the right structure. But if you are serious about lasting growth, six months is where we start.

Investment

Because every coaching relationship is different — in depth, frequency, duration, and focus — pricing is tailored to the individual. The following options provide a starting framework:

Option	Structure	Pricing
Per Session	Individual sessions scheduled as needed, no ongoing commitment required.	Contact us for pricing
Monthly Retainer	Ongoing coaching relationship with a set number of sessions per month.	Contact us for pricing
Package-Based	A defined number of sessions purchased upfront at a bundled rate. Ideal for leaders with a specific goal or timeline.	Contact us for pricing

Pricing is determined by depth, duration, and frequency of the engagement. The Discovery Call is the right place to find the structure and investment level that works for your situation. All pricing is designed to make professional-grade coaching accessible — regardless of where you are in your leadership journey.

About Rising Tide Solutions

Rising Tide Solutions LLC (RTS) is a Service-Disabled Veteran-Owned Small Business (SDVOSB) headquartered in Coastal North Carolina and serving clients globally. Founded by a retired U.S. Marine Corps Sergeant Major with over 26 years of leadership experience, RTS provides customized leadership and organizational development solutions that work — because they were built by leaders, for leaders.

We have coached leaders in conditions where the cost of poor leadership was measured in mission failure. We bring that standard — and that commitment — to every coaching relationship.

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Take the Next Step

The leader you want to be is already in there. Sometimes all it takes is the right conversation to bring them out. The Discovery Call is free, no-commitment, and the right place to start. Contact Rising Tide Solutions today.

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“A Rising Tide lifts all boats.”