

# Coaching Brief

The following coaching brief template is designed to inform IECL of your coaching requirements and to assist with aligning expectations of all stakeholders and ensuring transparency. Based on this brief, IECL will recommend appropriate coaches and outline next steps.



## Coaching Counterpart

Name

Job title and tenure in role

Level (select from list)

Business unit, cost centre  
(if applicable)

Organisation

Address

Phone Number

Email Address

## Key Contacts

Assistant Name and  
contact details  
(if applicable)

Manager/Sponsors  
name and contact

Financial contact and  
contact details - for  
invoicing purposes

Other stakeholders  
(if applicable)

## ■ The Brief

### Counterpart to complete:

Please describe the purpose of the coaching i.e. Why coaching? Why now?

For what purpose? What individual or organisational context is relevant?

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Please describe up  
to 3 objectives of  
coaching.

1

2

3

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What will be different as  
a result of coaching?

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How will you know coaching has  
been successful? What will be the  
impact and/or measures of success?

# Coaching Brief

## Time-Frame

What time and availability factors need to be considered, if any?



## 360 Degree Feedback

Has the coaching counterpart recently received 360 degree feedback and has this been used to shape coaching goals? If yes, please share details. If not, are stakeholder interviews or other preferred 360 degree diagnostic required as part of this engagement? Please share details.



## Other Diagnostics

Should any other diagnostics be considered as part of this engagement? If so, is there a preferred diagnostic?



## Budget

Is there a budget we should keep in mind?



## Mode of Delivery

IECL coaching services are delivered via a virtual first delivery model.



**Is the coaching counterpart fully aware of the brief?**

**Are the stakeholders fully aware of the brief?**

i.e anyone who has contributed to this brief and will be supporting the counterpart throughout the process and/ or will be measuring success.

## The Coach

**Is there anything in particular you are looking for in a coach?**



e.g. style, location, diagnostic accreditation, background, areas of expertise