



Leadership Alignment Coaching – Executive Proposal



Prepared By: Brittanni Hendricks, MBA, ACC | Leadership Alignment Coach | Author

Purpose

To strengthen leadership clarity, emotional regulation, and decision-making under pressure so leaders perform consistently without burnout or over-functioning.

Business Problem

High-performing leaders are carrying sustained emotional load while navigating complex decisions, people dynamics, and accountability. The issue is not capability; it is **misalignment** between role demands, boundaries, and internal regulation leading to decision fatigue, conflict cycles, and elevated burnout risk.

Solution

A structured leadership alignment engagement that builds calm authority, clearer boundaries, and steadier execution without personality rewrites or performative confidence.

What's Included

Leadership Alignment Audit (Baseline)

- 1:1 intake + focused assessment of pressure points, role clarity, and decision friction

Hogan Leadership Forecast Series Assessment

- Potential, Challenge, and Values reports to give leaders a complete understanding of their performance capabilities, challenges, and underlying motivators, while the
- Coaching report that integrates LFS results into a comprehensive development plan.
- Flash report that offers a concise graphic overview of the participant's HPI, HDS, and MVPI main and subscale scores.

Coaching Delivery

- Bi-weekly 60-minute sessions (virtual)

- Applied focus areas:
 - Decision clarity under pressure
 - Boundary-setting and accountability
 - Emotional regulation in high-stakes conversations
 - Conflict navigation and communication
 - Sustainable leadership presence

Progress Tracking

- Midpoint checkpoint
- Close-out summary with recommendations

Engagement Options & Investment

Option A: 1:1 Executive / Senior Leader Coaching (Most Common)

- **6 Months:** \$12,000 per leader
- **12 Months:** \$22,000 per leader

Includes Alignment Audit, Hogan Leadership Forecast Series Assessment, bi-weekly coaching, progress summary

Option B: Leader Cohort (6–10 Participants)

- **6 Months:** \$36,000 total
Monthly 90-minute facilitated sessions + individual Alignment Audits
- Optional 1:1 add-on: \$3,000 per leader (3 sessions)

Expected Outcomes

- Stronger, faster decision-making with less reactivity
- Improved boundary clarity and accountability
- Healthier team communication and reduced friction
- Increased leader confidence and steadiness under pressure
- Reduced burnout risk among key talent

Engagement Process

1. Alignment conversation
2. Scope confirmation
3. Coaching kickoff
4. Delivery with checkpoints
5. Close-out summary

Next Step

Schedule a 60-minute Alignment Audit to confirm scope, audience, and outcomes.

📞 Book an Alignment Audit

Web: www.brittannihendricks.com

Email: info@brittannihendricks.com

LinkedIn: www.linkedin.com/in/brittannihendricks

