**Your logo Client Logo**

**Sample Proposal**

**Company Name**

**For\_\_\_\_\_\_\_\_\_\_\_\_**

**DATE**

**XX/XX/XXXX**

**CLIENT COMPANTY REPRESENTATIVE**

**Name, Title, Location**

**SUBMITTED BY**

**Name, Title**

**Company**

**Contact Information**

**Phone**

**E-mail**

**website**

**The Challenge**

The culture at the [Company] facility in [location] has become a drain on the resources, productivity and patience of [Company] employees. If the [location] facility as a whole had a personality we might say it acts defiantly, with a sense of entitlement; it is resistant rather than cooperative and inclined to look backwards rather than forward (future). The consequence of this toxic culture is undermined performance, breakdown in communications, and lack of effective collaboration. The situation is untenable. It is time for change.

**The Objective**

The goal of the team coaching process is to shift the culture at the leadership level in order to drive change in the culture as a whole. For the [location] facility the plan is to hand pick a local leadership team from management. They represent local leadership. By working with this model team we infect the rest of the facility. The leverage for change begins with this team and then ripples out.

**Outcomes**

The team coaching approach is more than a team building event. It is a methodology that supports change over time. The approach provides a new model that describes the conditions necessary to create sustainable, high performing teams. We train the team in this new model as we support the team in addressing the issues that are crucial to this team’s performance. The team skills and competencies members learn here are inculcated into every team.

Specific outcomes include:

* An assessment report that reveals a portrait of how the team sees itself. The report provides team scores in 7 areas that support the team’s ability to be productive and 7 areas that create the culture of the team. In the language of our model, we look at conditions that support productivity and conditions that support effective collaboration: positivity. The results in this report give the team clear direction for change.
* Open and creative conversation about the mission, goals and priorities for this team on two levels: the compelling business issues and the dynamics of the team itself.
* A “team contract” with rules of engagement for times when there is conflict or differences of opinion or approach; specific work on toxic communication styles and the antidotes for teams.
* Training in listening with a “systems” ear to de-pressurize the environment as the team brings to the surface important underlying issues.
* Transition from identifying problems and wallowing in them to developing and implementing solutions that resolve them. Action plans and an accountability structure to ensure follow through.

**The Approach**

**Team Diagnostic™**

This team development process begins with the Team Diagnostic™, an anonymous, online 80-item questionnaire that typically takes about 20 minutes for team members to complete. The assessment also includes up to five open-ended questions that can be customized for this team. Team members write brief responses. The assessment link is sent to team members via email. When all team members have completed, the data is compiled into an aggregate report.

**Team Training and Team Dialogue**

Results of the assessment and initial training in the Team Diagnostic™ model will be delivered in a two-day team coaching session. We recommend an off-site location to help the team stay focused for this important work. This initial session gives the team a rare opportunity to review “where we are today”, “where we want to be in six months” and generates a rich dialogue within the team focused on team performance and action steps.

**Follow-up Coaching**

We propose six monthly sessions with the team for follow-up. These will be delivered by phone conference or perhaps webconference depending on the agenda for the call. These 60 to 90 minute sessions will reinforce the action steps and accountability for the team and in some cases provide additional training to support the team’s on-going development.

**Pricing**

The project includes:

* assessment and a final report for each team member
* two-day session working with the team in person; two team coach/facilitators
* six monthly follow-up coaching sessions

The project pricing does not include travel and related travel expenses.

Proposed pricing for this engagement: $xx,xxx

**Timeline**

Week 1:

* Conduct conference call(s) between client sponsors and TCI to clarify goals, measurable objectives and success factors for the initiative
* Select the open-ended questions to be included with the assessment
* Identify who is on the team and will be part of the team coaching process
* Articulate roles and responsibilities
* Determine logistics

Week 2:

* Deploy the assessment to the team members

Week 4:

* Create the customized Team Diagnostic™ report

Week 5:

* Adapt the initial team coaching workshop according to the results from the assessment

Week 6:

* Conduct the two-day team coaching session
* Create an action plan for ongoing team coaching
* Schedule ongoing coaching sessions with the team

**In Summary**

It is clear that the current situation is not sustainable. In fact from your descriptions it appears to be a corrosive situation undermining the effectiveness of the [location] facility. The Team Diagnostic™ and team coaching methodology create a baseline for the team, awareness and clear direction for change, and the on-going support necessary to implement that change.

This is a practical, proven approach to team development. It features an equal emphasis on the conditions necessary for high performance, *and* sustainability — a dynamic balance of both productivity drive and positivity engagement.

We look forward to sharing this expertise with [Company].

**Client Reference**

“The Team Diagnostic™ systems-based approach to working with teams is breaking new ground in that it creates a mindset and skill set that takes the focus off of individual team members’ relationships and creates a new perspective on the team as its own entity. The business case speaks for itself: “a focused, aligned committed and high performing team.” I believe the model and assessment assisted me in creating a high performing team for a very critical project which I am leading for Johnson & Johnson.”

*Marc Hooyberg*

*Project Manager*

*Johnson & Johnson*

The Team Diagnostic™ and TCI’s team coaching methodology have been used by thousands of teams worldwide, including such names as Johnson & Johnson, ING Bank, Cisco, the U.S. State Department, Bayer.