15 Elements to Include in Every Coaching Agreement

1. **Clarify who the true client is**

   Begin by clearly naming who will benefit from the coaching, whether it's an individual, a team, or multiple parties. Also, be clear about who sponsors or supports the engagement.

2. **Define markers for progress**

   Identify how you will measure growth and accomplishment as coaching unfolds. Set results-focused milestones so you and the client know what success looks like.

3. **Establish the duration**

   Agree on the duration of the coaching partnership, whether that is over a few months or a set number of meetings.

4. **Set session cadence**

   Align on how often you will meet, the number of sessions, and any key calendar commitments, creating a predictable rhythm for our work together.

5. **Outline additional work**

   Specify if you will be gathering feedback from stakeholders, conducting assessments, or performing other tasks beyond our direct conversations, so expectations are clear.

6. **Ensure confidentiality**

   Clearly state what information will remain private and how it will be handled. Everyone deserves to feel safe sharing openly.

7. **Describe record keeping**

   Decide how to manage, store, and keep notes and records, ensuring all data handling is responsible and secure.

8. **Choose the meeting format**

   Decide if sessions will be in person, on video, by phone, or in another format, tailoring the experience for convenience and connection.

9. **Explain our coaching approach**

   Share upfront how your conversations will flow, whether you will use a specific coaching model or a process unique to our work together.

10. **Distinguish coaching from other roles**

    Clarify what coaching is and what it isn't, including differences from therapy, mentoring, or consulting, to keep our focus clear.

11. **Handle administrative details**

    Set agreements for billing, payment timelines, cancellations, and any other logistics, so everything runs smoothly from start to finish.

12. **Define mutual roles and responsibilities**

    Lay out what you commit to as a coach and what is expected from the client. This might include preparation work or agreed-upon actions between sessions.

13. **Agree on feedback process**

    Determine when and how you will exchange honest reflections about our process and progress, including discussing blind spots and sensitive topics constructively.

14. **Set behavior expectations**

    Agree together on professional, respectful conduct, such as avoiding distractions, honoring time commitments, and embracing accountability.

15. **Communicate between stakeholders**

    Decide what information will be shared among everyone involved (coach, coachee, sponsors), through which channels, and how often, ensuring transparency and alignment.

Resources:

- Bennett, J. L. (2008). Contracting for success. *International Journal of Coaching in Organizations*, *6*(4), 7–14.