



7

Reasons
to Work With
a)plan COACHING

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If you're reading this guide, chances are you already know a little bit about **a)plan** coaching. Maybe you're familiar with our Diversity, Equity, Inclusion, and Belonging (DEIB) work, our mission to support change makers, or our approach to making coaching more accessible and widely used.

Whatever level of familiarity you may have, we realize something important: There are probably a few great things about **a)plan** that you haven't yet learned! So, we created the following guide: *7 Reasons to Work With a)plan coaching*. While this doesn't cover every awesome thing about our company, it does hit some of our favorite highlights.

What's Included

1. Breadth & Depth of Experience
2. Commitment to Diversity, Equity, Inclusion, & Belonging
3. Consistent Methodology
4. Simple, Highly Effective Tech
5. Customized Engagements
6. Accessibility, Both in Price and Approach
7. Focus on Change Makers

We hope this guide serves to display what we are all about at **a)plan** coaching. Whether you read the entire guide (our recommended approach) or skip through various sections, please feel free to follow up with any questions. Happy reading!



1. Breadth & Depth of Experience



1. Breadth & Depth of Experience

a)plan coaches bring breadth and depth of experience in every sense of the word. Here are some of the various ways in which **a)plan** boasts some of the richest experience in the coaching industry:

Years of Coaching Experience

a)plan coaches average more than 10 years of coaching experience, and many have upwards of 30 years. Some members of **a)plan**'s leadership team (and some of our coaches) are pioneers of the coaching industry, with experience dating as far back as the 1980s.

Experience at Hundreds of Companies

a)plan coaches have coached at a majority of Fortune 100 companies. And while we have tons of corporate experience, we've supported just as many non-profits, early stage startups, and everything in between. Here's just a small sample of companies that have benefitted from the help of **a)plan** coaches.



Experience with Diversity, Equity, Inclusion, & Belonging

a)plan takes great pride in being the leading coaching service for companies and individuals that value Diversity, Equity, Inclusion, and Belonging (DEIB). Many of our engagements are DEIB focused, and we've helped drive cultural transformations at organizations that wish to improve their DEIB cultures.

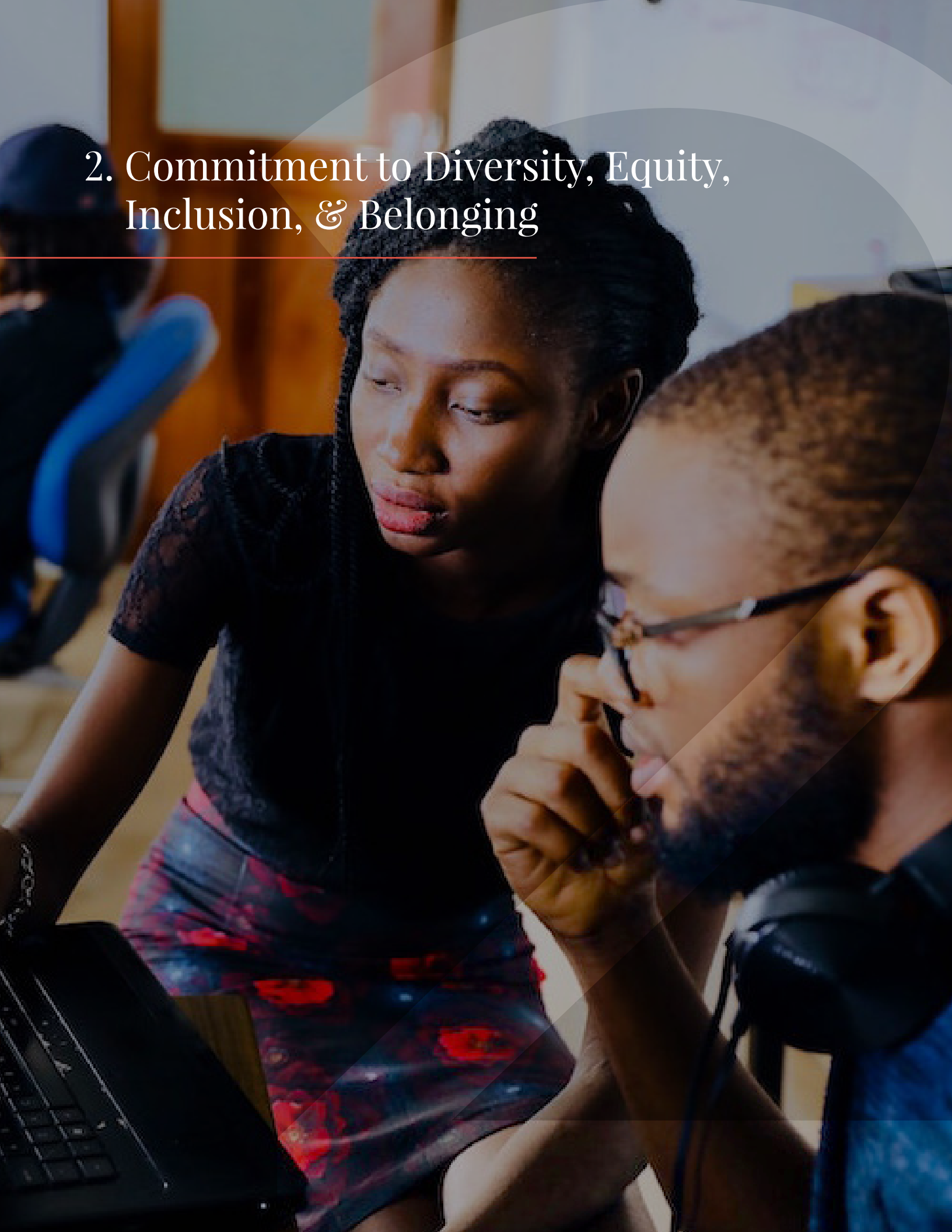
Experience with Coaching Methodologies

a)plan is proud of its proprietary, consistent coaching methodology. But our methodology would not be possible without the inspiration of a wide breadth of coaching practices. And it's our team's deep experience with coaching methodologies (coupled with extensive UX data and research) that allowed us to borrow the best aspects of each. The **a)plan** method is distilled from some of the following coaching programs and organizations:

- **Falling Awake Coaching Methodology**
- **Institute for Professional Excellence in Coaching (iPEC)**
- **International Coaching Federation (ICF)**
- **The Co-Active Training Institute (CTI)**



2. Commitment to Diversity, Equity, Inclusion, & Belonging



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We are living in a moment of real opportunity to improve the ways in which organizations approach Diversity, Equity, Inclusion, and Belonging (DEIB). At **a)plan**, much of what we do is inspired by what we believe is “right” in the world. This includes elevating marginalized voices, challenging implicit bias, improving representation in positions of power, and more. Many of these ideals fall under the umbrella of DEIB, and our support for these values is unwavering.

As with many of our engagements, real change starts at the top. For us, that means practicing what we preach with our roster of amazing coaches. Our coaches range widely in age, gender identification, race, sexual orientation, and physical ability. It’s from this diversified mix of perspectives that we are able to show up authentically, especially in our DEIB engagements.

It’s often through our DEIB work that employees *finally* feel that they belong at the organization. And when employees feel safe to show up as their true selves, an organization benefits enormously. In fact, employees feeling a high sense of belonging has been tied to the following:

- **56% increase in job performance**
- **50% reduction in turnover risk**
- **75% reduction in employees taking sick days**

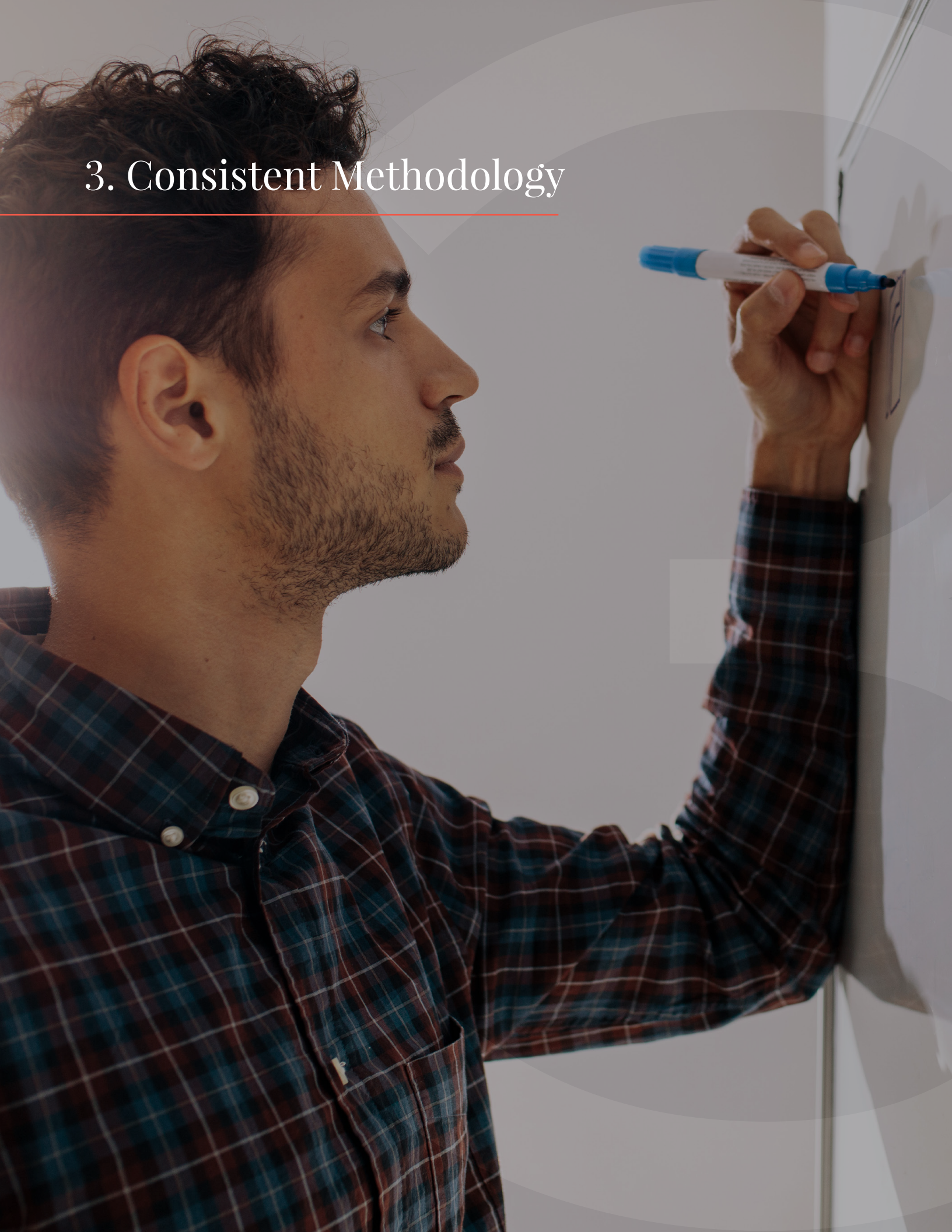
For a company of 10,000 employees, these inclusion-related improvements can add up to \$52M in savings per year.

(Source: [The Business Case for Inclusion](#))

It's important to note that **a)plan**'s method helps uncover habits at the organizational level. In working with teams and employees, we begin to identify bigger-picture trends that, traditionally speaking, have been difficult for companies to discover. **a)plan** roots out the organizational habits that might be counter to a healthy culture, then we help change them over time and empower employees to change, grow, and transform. This process is proven to be highly effective at organizations working to better live up to DEIB values.



3. Consistent Methodology



3. Consistent Methodology

Unlike other coaching services, **a)plan** is not a marketplace. With marketplace services, sole proprietor coaches bring their own methods, tools, and processes. This outdated approach fails to deliver the consistency required for true coaching scalability and results throughout an organization.

a)plan offers a better way. All **a)plan** coaches have embraced our own unique method, highlighted and influenced by leading trends in neuroscience, neuroplasticity, habit change, micro-steps, and positive reinforcement.

In the past, coaching was one of two distinct types: performance coaching (career based) or wellness coaching (life based). **a)plan** takes a more holistic approach. We recognize that “work” deeply impacts “life” and vice versa – in fact, there is more overlap between the two than ever before. **a)plan** has built a dynamic coaching method around this reality, and we have the best coaches and a unique approach to our application of technology.

Consistency is key to so much of our success as a coaching company. The kinds of organizational transformations we help facilitate would not be possible without a shared playbook, vocabulary, and tools. While our approach is highly effective in 1:1 coaching, it's the consistency that makes the outcome much greater than the sum of its parts. Our approach was intentionally designed to help create **coaching cultures** that diffuse throughout the entirety of an organization.

4. Simple, Highly Effective Tech



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The **a)plan** app is a unique and proprietary communication platform designed to extend the coaching experience in ways that further drive change and improvement over time.

Our tech wasn't designed to just provide administrative support like scheduling and payment. Instead, it was designed to be integrated into our coaching approach.



The 12 Second Secret

According to neuroplasticity expert, Rick Hanson PhD, it takes 12 seconds for an action to work towards “installing” a positive mental state. In other words, building a permanent neural structure in your brain requires small, repeated actions that take as little as 12 seconds.

The **a)plan** app leverages best practices around neuroscience and habit change. That means that every time users engage with our app, opportunities exist to build those 12 second moments. Whether it's logging progress, reflecting on gratitude, or receiving positive reinforcement directly from your coach, the **a)plan** app provides a platform to support permanent habit change.

The app itself is quite simple, and we built it that way on purpose. We recognize that an over-engineered app is not necessarily what people want or need. Rather, it's about the behavior that the tech encourages. And most importantly, we made it simple enough for everyone to use with ease, no matter the level of technological literacy.

5. Customized Engagements



5. Customized Engagements

a)plan was built to support teams, organizations, and engagements of all sizes. While we have served enterprise companies like Nike, Metlife, and Autodesk, we've also coached with early-stage startups, non-profits, and government organizations.

We customize our engagements based on the client's desired **outcomes**. That means our partnerships look different depending on the needs and priorities at stake. Some of our coaching engagements have focused exclusively on DEIB values, while others take advantage of our wider suite of services.

a)plan has conducted team coaching sessions and trainings on a breadth of topics, including:

Diversity, equity, inclusion and belonging • Managing ambiguity • Time management • Influence and negotiation
Decision making and role clarity • Giving and receiving feedback • Goal setting • Problem solving • Mindfulness • Coaching peers and direct reports • Email effectiveness • Executive presence & presentation skills • Communication

Our ability to customize our offering is driven by our positioning as a boutique firm with a consistent and scalable service. We find the perfect solution for clients through customization, then we lean on our consistent approach to seamlessly scale our service and work towards the client's desired outcomes.

While some of our competitors offer a one-stop-shop service with little room for customization, we understand that meeting a client's goals almost always requires a bespoke approach.

6. Accessibility, Both in Price and Approach



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Our mission is to democratize coaching for change makers and innovative companies across a wide range of industries. That means making coaching accessible to everyone, both in terms of pricing and approach.

Let's start with our accessible pricing.

Pricing varies depending on duration of contract and size of the team (remember, we value customization!). But generally, **a)plan** costs \$1,000/month per person for managers and executives, and \$500/month for individual contributors. We aim for a simple pricing structure that's within reach for most companies.

In the world of coaching, our pricing severely undercuts much of the competition, especially when factoring in the quality and experience of our coaching staff.

Cost Comparison



According to [Harvard Business Review](#), executive coaches charge an average of \$500 per hour, with the range expanding as high as \$3,500 per hour. For the same cost as **1 hour** of coaching at that price point, you could provide **1 month** of **a)plan** coaching to **7 employees!**

Our affordable pricing is in service of our mission to democratize coaching. With our virtual, consistent coaching model, we're able to pass the savings along to our customers. Everyone wins.

Now, on to our accessible approach.

Everything we do at **a)plan** is designed to be accessible for all audiences. That's why our tech is easy to use and our approach is simple to understand. It's not so easy that anyone could do it (our coaches come with extensive experience and training). But for the end user, the **a)plan** experience is straightforward and effective.

An accessible experience means our coaches are always available to clients throughout the week via text, audio, and video communication channels. The **a)plan** app makes it incredibly easy to get in touch. *Accessible* also means having a single location to track progress, review notifications, and keep notes. Once again, the **a)plan** app provides this all-in-one experience.



7. Focus on Change Makers



7. Focus on Change Makers

At the end of the day, who is this all for? Why does **a)plan** coaching exist and why does it matter?

a)plan exists to support change makers; the movers and shakers who are pushing the world forward for the better. That means those on the frontlines of championing DEIB values, those who prioritize employee wellness, those who seek to make positive change as well as profit, and those who are committed to the forever work of self improvement and progress.

We help effect change at the personal, team, and organizational level. And the more organizations we help transform, the more we hope to aid in the rising tide of positive change on a broader level.

We are living in a time of real change.

Organizations are speaking up for their values in ways we haven't seen before. Topics like mental health, burnout, and environmental sustainability were long overdue to enter the limelight. But we've reached that inflection point, and positive change is on the horizon.

Coaching for change makers.

We specialize in providing change makers with support, accountability, and tools to do what they do best. We serve as thought partners who understand what it means to create change and help our clients get the most out of life and work.

As one **a)plan** user said it best:

“
I was in a place where I was over-
stressed, over-frustrated, and didn't
feel like I had a champion and impartial
advocate and partner. a)plan coaching
has been one of the best experiences
in my professional life.
”

Our commitment to our core values starts with coaching change makers. It's **a)plan's** way of supporting positive change in individuals, teams, organizations, and society as a whole.

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