



Fact Sheet for Nonprofits

Coaching services are highly sought after in Boulder County's nonprofit community. Considered an integral part of an SVP investment, coaching nonprofit leaders is essentially "baked in" to the capacity building work our Partners deliver working side-by-side on projects with Investees. In surveys and focus groups, Investees tell us coaching is highly impactful and that they wish every local nonprofit could have access to coaching. It is also the top request made of SVP by nonprofit leaders throughout the county.

A formal coaching program at SVP marries the exceptional skill sets of Partners with a significant community need. The specific gap that exists is in the one-one-one, intensive coaching relationship that can support leaders in developing their leadership approaches and their management skills. This type of coaching is priced out-of-reach for most nonprofits in the general market.

Broadening SVP's continuum of capacity building services leverages our resources and our people in a way that makes SVP's mission even more impactful. Thank you for reading on. We look forward to your questions and interest in getting involved.

Why Executive Coaching for Nonprofit Staff Leaders?

SVP's goal is to strengthen the leadership and management capacity of Boulder County's nonprofit directors, thereby improving organizational impact for clients and the community. According to [Free Management Library](#), professional development increases: job satisfaction and morale among employees, employee motivation, efficiencies in processes, the capacity to adopt new technologies and methods, innovation in strategies, risk management, and employee retention.

What Outcomes can Clients Expect?

- Successful attainment of new skills.
- Successful application of new skills and knowledge to work leading to improved effectiveness.
- Successful attainment of one to two goals that lead to improved organizational performance (ie. reduced turnover, improved financial sustainability, program growth, increased collaborations).

What Does the Program Include?

- Nine-month program wherein a nonprofit director is matched to a trained SVP Partner coach.
- 12 coaching sessions including an introductory meeting and final wrap-up meeting.
- 5 to 10 coaching relationships in the first cohort.
- Client cohort social opportunities for peer support.
- Clients may participate in selecting their coach.
- Coaching sessions may take place in person, online, or on the phone. First & last - in person.
- Guiding values/principles: partnership, trust, integrity, confidentiality, facilitation over advice.
- There is a program fee, sliding scale available based on organization budget (see more below).

The Ideal Coaching Client – Is this a good fit for you?

- Do you desire to be a better leader?
- Are you motivated to explore new ways of doing your work and growing?
- Do you strive for continued improvement?

- Are you diligent and responsible for the things to which you commit?
- Do take responsibility for yourself and your actions?
- Do you look for solutions when faced with roadblocks?
- Do you excel when challenged?
- Are you forward-thinking? Can you see the forest for the trees?

What is the Clients Role?

- Partner with the coach to create goals – be assertive about what you want to achieve
- Be honest and transparent and ask for help
- Do work between coaching sessions
- Take responsibility for your actions

What is the Coaches Role?

- To facilitate learning for a nonprofit executive resulting in meeting goals for the organization.
- To create a safe, confidential environment and support system for growth.

What Commitment is a Client Making?

- Nine-month coaching relationship (May/June, 2015- February, 2016).
- Meet with coach 12 times either in-person, via phone or video chat (typically one hour).
- Complete SVP forms and supply information (approximately one hour).
- Attend client-coach matching event (approximately two hours - May).
- Attend at least one of two client cohort meetings (typically one hour).
- Complete evaluation surveys and provide feedback (approximately one hour).
- Average 20-30 hour commitment from April, 2015 to Feb/March, 2016.

Why will SVP Charge a Program Fee?

In our research we found that similar programs have only worked when they include a fee. The importance of “skin in the game” as an indication of commitment to the program is critical to this model’s success. Similarly, the “skin in the game” SVP requires from Investees is a significant amount of their time, energy, and other non-cash resources. When SVP has added free capacity building services (such as Knockout Investees) we struggled to secure participation. As soon as we started charging reasonable fees for Boards with Brains, for example, participation increased.

Philosophically, it is imperative SVP be consistent between its actions, advice, and programming. As an organization, we encourage nonprofits to invest in infrastructure, development, and knowledge while also exploring social enterprise opportunities consistent with mission and abilities. With Execs Evolve SVP has the opportunity to operate a program as a social enterprise to help cover program costs* and at the same time stay in integrity with our own advice that nonprofits should invest in these activities.

At the same time, feedback received thus far tells us few nonprofit leaders will be able to secure funding for the full value of the program, especially in small organizations. Therefore, we have created a right-sized sliding-scale fee based on the budget of a nonprofit.

Value of Program: \$2,000 (\$500 for engagement and \$125 per session for 12 sessions)

National Comparison: Cost ranges from \$3,000 to \$7,500; C-Suite level coaches are much more

Local Comparison: *Boulder County Leadership Fellows* costs \$1,200

*We do not expect the program fees to cover our expenses in the pilot year.

What are the Program Fees?

Organization Budget Size	Sliding-Scale Program Fee
\$0 to \$300,000	\$500
\$301,000 to \$500,000	\$750
\$501,000 to \$750,000	\$1,000
\$750,000 to \$1,000,000	\$1,250
\$1,000,001 to \$2,000,000	\$1,500
\$2,000,001+	\$1,750
Non-affiliated Individuals	Please contact Caitlin Plaza to discuss pricing.

Full payment is due by the second coaching session. At least half is due with registration. Payment can be made with check or credit card.

Partial scholarships will be made available as SVP is able to raise donations and may be offered at SVP's discretion. Recipients of scholarships have to sign an agreement to follow-through on program commitments.

What is the Registration Deadline?

Registration materials are due by May 11, 2015 and include a coaching agreement, forms to help us understand you and your coaching needs, and at least half of the fee.

How Can I Learn More?

Please contact Caitlin Plaza for more information or to sign up for executive coaching. She can be reached at admin@svpbouldercounty.org or 303.840.0165.