

# EPIC COACHING



## THE NEED

It's lonely at the top. The non-profit sector is filled with deadlines, expectations and pressure from funders, board members, staff, and stakeholders. Accountability often weighs on the shoulders of senior leadership. Executive Directors and senior non-profit leaders can almost never speak candidly about organizational challenges.

Things often get pushed under the rug to maintain a positive reputation for funders, board members, staff and stakeholders. This is how small issues develop into big problems in the long term. The cost of turnover is high, and one of the highest causes of this turnover is a [lack of professional development](#), coaching and training. Senior leaders are given highly complex jobs yet professional development is often limited or non-existent. There is a ["turnover treadmill"](#) in the non-profit sector in a time where the sector needs more experienced leaders than ever.

## APPROACH

EPIC's work is client centered with a flexible structure focused on context and need. Our coaching program is adaptable to social impact leaders running projects of varying size and structure. Clients are asked to choose their top priorities of focus based on client goals and milestones. Our goal is to help non-profit leaders clarify their goals, deepen awareness, broaden options, move issues forward and take accountability. In coaching the client steers the ship defining priorities and context. Clients are equal partners in the coaching process.

Our experienced coaches support leaders to build more resilient and sustainable organizations, work through big challenges and build their leadership capacity. The goal of coaching is to empower clients to move forward specific issues. We challenge clients to take small steps towards your big goals. The ideal timeframe for coaching is 6 months with pre-scheduled sessions every 3-4 weeks.

## AWARENESS & ACCOUNTABILITY

Awareness and accountability are key ingredients to a successful coaching relationship. In each session we work towards bringing deeper awareness of the client's current leadership challenges and opportunities while the client sets specific and measurable goals to move things forward in ways that are aligned with client values.

Coaching aims to create brave spaces for clients to reflect on their leadership, identify areas of improvement, and lean into opportunities to develop new skills on the job.

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## EXPERIENCE

EPIC coaches have decades of practice and experience in the non-profit sector.

For EPIC coach bios click links: [John Choi](#), [Mike Prosserman](#)

## COACHING STRUCTURE

- 1 to 1 coaching to build leadership and organizational capacity
- Clarify values that lead decision making
- Set goals and check in on progress (short term, medium term, long term)
- Define indicators of success (milestones)
- Deepen awareness (usually 1 focus area per session)
- Identify and explore barriers to success
- Brainstorm solutions / steps to address challenges and develop new skills
- Set accountabilities (time to execute, safe to fail experiments, learning)
- Challenge ways of thinking (test theories / challenge assumptions)

### A few topics we have seen come up in coaching conversations:

- Leadership development (time management, imposter syndrome, confidence)
- Management (dealing with conflict, delegation, building & maintaining culture)
- Burnout (creating psychological safety in the workplace)
- Boards (managing up, engagement, governance, recruitment)
- Strategy and execution (values, mission, strategy)
- Scaling (scaling up, scaling out, scaling deep)
- Fundraising (pipeline, prospects, stewardship, pitching, grants, sponsors)
- Program design (testing theories & assumptions, adaptive frameworks)
- Evaluation (process vs outcome, performance management)
- Succession (planning, recruitment, onboarding, setting up for success)
- Finance (processes, projections, budgets, systems, policies, controls)
- Collaboration (partnerships, mergers, amalgamations, collective impact)
- Registration structure (pros & cons of different forms of incorporation)

## COST

- \$1,250 + HST for 6 sessions (includes prep time)
- Meet for 6 months every 3-4 weeks (Pre-scheduled via Zoom)
- Individual sessions available for \$250 + HST
- Payment due upfront via ETF or credit card
- Topic specific workshops available at additional cost

# EPIC COACHING



## COACHING CLIENT LIST

- 519 School of Hip Hop
- ABC Life Literacy
- ACCESS Community Capital Fund
- Ad Standards Canada
- Ample Labs
- Arab Canadian Centre
- Blueprint For Life
- Business in the Streets
- Creative Genius Academy
- Good Guides
- Hackergal
- Innoweave Micro-Coaching
- Keep Rocking You
- Lay-Up
- Laidlaw Foundation grantees
- Metcalf Foundation grantees
- POV Film
- Step Stones For Youth
- The Reading Partnership
- The SPACE Youth Centre
- The Well-Being Project
- YouthSpeak

\* Full client list available upon request