

# AI Prompts for Coaches

Done-for-you prompts for life, relationship, career & executive coaches

Life Coaching

Relationship

Career

Executive

Replace every **[bracketed field]** before running. Works with Claude, ChatGPT, Gemini, or any AI assistant.

# How to Use These Prompts

Each prompt is a ready-to-use starting point. Replace every [bracketed field] with your specific client context before running it. The more specific you are, the better the output.

## Add Your Voice

Start your AI session with: 'You are assisting a [life / relationship / career / executive] coach. My style is [warm / direct / evidence-based]. Always write in second person, addressing my client directly.' This primes the AI for your practice.

## Iterate, Don't Accept

The first output is rarely the final one. After any response, add: 'Make this more specific,' 'Shorten by 30%,' or 'Rewrite this to sound less generic.' Two rounds of refinement produce dramatically better results.

## Save What Works

When a prompt produces exactly what you need, save the customized version in a document. Your best prompts -- tailored to your niche and voice -- become your personal library over time.

## What's Inside

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Each section contains prompts for:

Session Prep & Planning

Client Communication

Content & Marketing

Business Building

## SECTION 1

# Life Coaching

For coaches helping clients build lives aligned with who they are and what they most want.

Prompts 1 – 20

## SESSION PREP & PLANNING

### 01 Pre-Session Research Brief

I'm a life coach preparing for a session with a client who is [brief description: e.g., 'a 38-year-old teacher considering a major career shift']. The session theme is [topic]. Generate 6 powerful coaching questions to explore this theme, identify the most likely hidden obstacle beneath the presenting issue, and suggest one bold question I might be afraid to ask -- but probably should.

### 02 Values Clarification Exercise

Write a complete guided values clarification exercise for a 20-minute life coaching session. The exercise should help a client identify their top 5 core values, articulate what each one means specifically to them, and rate how fully they are living each value right now on a scale of 1-10. Include all instructions and every question I need to ask.

### 03 Limiting Belief Work

My coaching client said: '[paste exact client quote or close paraphrase]'. Identify the specific limiting beliefs embedded in this statement. For each one, give me: (1) the belief stated clearly, (2) what it might be protecting the client from, and (3) two coaching questions that would help them examine it without triggering defensiveness.

### 04 Between-Session Practice Design

Design a practical between-session exercise for a life coaching client working on [goal or challenge]. Requirements: takes no more than 15 minutes per day, generates something concrete they can bring to the next session, and works even on a chaotic week. Include a brief client-facing explanation they can read.

### 05 Resistance & Stuckness Prep

My life coaching client has been working on [goal] for [timeframe] and seems genuinely stuck. Generate 5 coaching approaches or questions that might reveal what is actually happening beneath the surface -- including possible hidden competing commitments, identity-level fears, or unconscious payoffs to staying stuck. Go deeper than 'what's stopping you.'

### 06 Session Close & Integration

Help me design a powerful 10-minute session close for a life coaching conversation on [topic]. The close should help the client articulate their most important insight, identify one concrete next step, and name what they want to be different as a result of this conversation. Include the specific questions to ask in sequence.

## CLIENT COMMUNICATION

### 07 Session Recap

Here are my rough session notes: [paste notes]. Write a warm, professional recap to send my client. Include: 2-3 sentences on what we explored, their key insight in their own words if possible, their committed action items, and an encouraging close. Under 200 words. No clinical language.

## 08 Mid-Week Check-In

Write a brief, warm mid-week check-in message for a life coaching client working on [goal]. Acknowledge the work they are doing, offer one short reflection prompt relevant to where they are, and remind them of their commitment to [specific action item]. Under 100 words.

## 09 End-of-Engagement Letter

Write a closing letter for a life coaching client at the end of our engagement. They came to me with [original challenge] and have achieved [outcome or shift]. Celebrate who they have become -- not just what they accomplished -- name 2-3 specific strengths they demonstrated, and leave the door open for future work. Warm and genuine.

## 10 Difficult Follow-Up

Draft a compassionate, honest email to a life coaching client who has not followed through on their commitments for [X sessions or weeks]. Acknowledge that something might be getting in the way, invite an honest conversation, and avoid shame while still naming what's true. Direct and caring in equal measure.

### CONTENT & MARKETING

## 11 Newsletter From Session Insight

A client had this insight in a session this week: [describe the insight -- no identifying details]. Turn this into a 250-word newsletter section for a life coach's email list. Open with a relatable hook, share the insight as a universal truth, explain why it matters, and close with one reflection question readers can sit with this week.

## 12 LinkedIn Post

Turn this observation from my life coaching practice into a LinkedIn post: [describe a pattern or insight you see across clients -- no identifying details]. 150-200 words. Open with a hook that does not begin with 'I.' Include one concrete takeaway. End with a question that invites genuine conversation.

## 13 Blog Post Outline

Create a detailed outline for a life coaching blog post on the topic: '[working title or topic]'. Target reader: someone considering life coaching or early in their self-development journey. Include: compelling working title, opening hook, 4-5 main sections with subpoints, a practical takeaway or exercise, and a CTA.

## 14 Instagram Carousel Script

Write a 7-slide Instagram carousel script for a life coach on the topic: '[topic]'. Slide 1: bold hook. Slides 2-6: one key insight per slide, 1-2 sentences each. Slide 7: call to action. Tone: [warm / direct / gentle / bold]. Each slide should be readable in under 5 seconds.

## 15 Lead Magnet Outline

Create a complete outline for a free lead magnet for a life coach titled '[working title].' Format: [PDF checklist / mini-guide / 5-day email course]. Solves [specific problem] for [target reader] and gives them an immediate win. Include all sections, key content points, and a brief description of what the reader can do after completing it.

### BUSINESS BUILDING

## 16 Ideal Client Profile

Help me build a detailed ideal client profile for my life coaching practice. My best clients tend to be [brief description]. Build a full profile: their demographics and life situation, what they are struggling with, what they want but haven't been able to get on their own, what makes them hesitate to invest in coaching, and where they spend time online and offline.

## 17 Discovery Call Script

Write a structured 30-minute discovery call script for a life coach. Include: 3 rapport-building opening questions, 5 questions to understand the prospect's current situation and deepest goal, a natural transition into presenting the coaching offer, how to handle 'I need to think about it,' and how to close gracefully regardless of outcome.

## 18 Coaching Package Design

Help me design a 3-month life coaching package for [target client] who wants to [achieve goal]. Include: a compelling package name, what's included (sessions, format, any materials), a description of the transformation the client experiences, and 3 specific -- not vague -- outcomes they can expect.

## 19 About Page Copy

Write an About page for a life coaching website. The coach is [brief background and reason you do this work]. Include: an opening that speaks directly to the ideal client's current experience, the coach's story, their philosophy in plain language, any credentials, and a clear CTA. Warm, honest, human. ~300 words.

## 20 Annual Business Review

Help me conduct an end-of-year review of my life coaching practice. Generate the 15 most important questions to reflect on -- covering client outcomes, revenue, which services had the most impact, what drained my energy, what I want to change about how I work, and where I want to focus next year. Make the questions genuinely challenging, not surface-level.

## SECTION 2

# Relationship Coaching

For coaches working with couples or individuals on patterns, connection, and lasting change in their closest relationships.

Prompts 21 – 38

## SESSION PREP &amp; PLANNING

## 21 Couples Session Prep

I'm preparing for a session with a couple who are [brief description of situation]. Generate 5 coaching questions to explore this dynamic -- including at least one that invites each partner to reflect on their own contribution to the pattern, and one that opens toward what they both want but haven't clearly said to each other.

## 22 Negative Cycle Mapping

Help me map a couple's negative interaction cycle for a coaching session. Partner A tends to [behavior, e.g., 'pursue, criticize, escalate']. Partner B tends to [behavior, e.g., 'withdraw, go quiet, shut down']. Explain what might be driving each behavior beneath the surface, name the cycle in a way I can share with both partners without blame, and suggest 3 questions to help them see the cycle as the problem -- not each other.

## 23 Attachment Pattern Work

My relationship coaching client shows patterns consistent with [anxious / avoidant / disorganized] attachment. Design a coaching approach for this session that: validates the origin of the pattern without pathologizing it, helps them see how it shows up in their current relationship, and offers 2-3 questions to explore what a more secure way of relating could look like for them.

## 24 Values Alignment Exercise

Design a 30-minute values alignment exercise for a couple in relationship coaching. The exercise should help them: identify their individual top values, find where their values overlap, and have a productive conversation about where their values create genuine tension. Include all instructions and questions for both the exercise and the debrief.

## 25 Rebuilding Trust Session

I'm coaching a couple working through a significant breach of trust. Help me design a session focused on rebuilding. Include: how to open safely, 3-4 questions for the partner who was hurt, 3-4 questions for the partner who caused harm, and how to close with a concrete next step that both can genuinely agree to.

## 26 Individual Relationship Patterns

I'm coaching an individual (not a couple) on a recurring relationship pattern. They describe [brief description, e.g., 'consistently attracting unavailable partners' or 'losing themselves in relationships']. Generate 5 coaching questions that explore: the origin of this pattern, how they currently participate in it, what they truly want in a relationship, and one small thing they could experiment with doing differently.

## CLIENT COMMUNICATION

### 27 Couples Session Recap

Here are my notes from a couples coaching session: [paste notes]. Write a session recap that honors both partners equally, captures the key theme without taking sides, names 1-2 insights that emerged, and lists the practice or commitment each partner made. Warm, balanced, and brief.

### 28 Pre-Session Prep Email

Write a brief email to send a couple before their first relationship coaching session. Include: what to expect in the first session, how to prepare (one reflection question for each of them to sit with beforehand), and a reassuring note about what the coaching will -- and won't -- involve. Under 150 words. Safe and welcoming.

### 29 Between-Session Couples Check-In

Write a brief, thoughtful mid-week message for a couple in relationship coaching. They are working on [specific area, e.g., 'reducing criticism and increasing appreciation']. Give them one small, concrete practice to try before the next session. Under 100 words. Encouraging without being preachy.

### 30 End-of-Engagement Letter for Couples

Write a closing letter for a couple completing a relationship coaching engagement. They arrived [description of where they started] and have built [description of what they've created together]. Celebrate what they built, name 2-3 specific things they did to get there, and remind them what to return to if things get hard again.

## CONTENT & MARKETING

### 31 Newsletter: Relationship Theme

Write a 250-word newsletter section for a relationship coach on the theme: '[topic, e.g., the difference between conflict and contempt / what secure attachment actually looks like / why couples fight about small things when they are really fighting about something larger]'. Open with a relatable scenario, unpack the key insight, and close with a reflection question couples could discuss.

### 32 LinkedIn Post: Relationship Insight

Turn this relationship coaching observation into a LinkedIn post: [describe a pattern or insight you see in couples or individuals -- no identifying details]. 150-200 words. Hook that doesn't begin with 'I.' One concrete, specific takeaway. A closing question. Tone: warm, credible, accessible to people who aren't in coaching.

### 33 Blog Post: Relationship Topic

Create a detailed blog post outline for a relationship coach on the topic: '[topic]'. Target reader: someone in a struggling relationship who is not yet ready to reach out for help but is starting to wonder if things could be different. Include a hook that meets them where they are, not where you want them to be.

### 34 Lead Magnet: Relationship

Create a complete outline for a free lead magnet for a relationship coach titled '[working title].' Format: [checklist / mini-guide / quiz with reflection guide]. It should help [target reader, e.g., 'couples who are stuck in the same argument'] do [specific thing] and leave them genuinely wanting more. Include all sections and key content points.

## BUSINESS BUILDING

### 35 Relationship Coaching Package

Help me design a relationship coaching package for [couples / individuals working on relationship patterns]. Include: a compelling package name, what's included (sessions, format, any tools or resources), a description of the transformation, and 3 specific and honest outcomes clients can expect. Avoid vague language -- be specific about what actually changes.

### 36 Discovery Call Script: Couples

Write a 45-minute discovery call script for a relationship coach meeting with a couple for the first time. Include: how to establish safety with both partners from the start, questions to understand their situation and what each hopes for, how to present the coaching offer in a way that speaks to both, and how to handle: 'We've tried therapy -- how is coaching different?'

### 37 Ideal Client Profile: Relationship Coach

Help me build an ideal client profile for my relationship coaching practice. I work best with [brief description]. Build a full profile: their relationship situation, what they are experiencing and feeling, what they most want but feel hopeless about, what they need to see before they trust a relationship coach, and where they are likely to find me.

### 38 Website Copy: Relationship Coach

Write a homepage hero section and 'How I Work' section for a relationship coaching website. The coach works with [target clients]. The hero should speak directly to the pain the ideal client is in right now. The 'How I Work' section should explain the coaching approach in plain language, without jargon or clinical terms. Honest, warm, and specific about what coaching is -- and is not.

SECTION 3

# Career Coaching

For coaches helping clients navigate transitions, land roles they want, and build careers that reflect who they are.

Prompts 39 – 57

## SESSION PREP & PLANNING

### 39 Career Transition Session Prep

My career coaching client wants to move from [current role/industry] to [target role/industry]. Prepare 6 coaching questions that explore: their motivation for the change, skills they may be undervaluing, fears and practical obstacles, timeline, support they have, and what success will look and feel like one year from now. Include one question that gently challenges an assumption.

### 40 Resume Debrief & Coaching

My client is targeting [job title] roles at [type of organization]. Here is their current resume summary: [paste text]. Give me specific, actionable feedback on: clarity, impact, relevance to the target role, and tone. Rewrite the summary to demonstrate the improvements. Then give me 2-3 coaching questions to help the client own these changes themselves -- not just accept edits.

### 41 Interview Prep Session

My career coaching client is interviewing for [job title] at [type of organization]. Generate 8 behavioral interview questions they are most likely to face. For each: the question, a coaching prompt to help them identify a strong story from their actual experience, and one thing to avoid when answering this particular question.

### 42 Job Search Strategy Reset

My career coaching client has been job searching for [timeframe] with [limited / some] results. Design a specific 30-day search reset strategy: daily and weekly activity targets, how to prioritize applications vs. networking, one mindset shift to make immediately, and one thing they are probably doing that is wasting time. Be direct.

### 43 Career Clarity Session

Design a complete 45-minute career clarity session for a client who does not know what direction to pursue next. The session should help them identify: the work environments where they thrive, skills they genuinely enjoy using vs. skills they are good at but drained by, their non-negotiable work values, and the intersection of all three. Include all questions and instructions.

### 44 Salary Negotiation Prep

My client has received an offer of [amount] for a [job title] role. Their target is [amount]. Prepare them for the negotiation. Write: the exact opening script, how to handle the 3 most common forms of pushback, what to do if they say the number is firm, and how to close well regardless of outcome. Confident and specific.

## CLIENT COMMUNICATION

### 45 Welcome Email: Career Client

Write a welcome email for a new career coaching client named [name] who has signed up for [package description]. Include: a genuine welcome, what to expect from the engagement, how to prepare for the first session (2-3 reflection questions), and how to reach me. Warm, professional, energizing -- this person is probably anxious and hopeful in equal measure.

#### 46 Post-Session Recap: Career

Here are my notes from a career coaching session: [paste notes]. Write a brief, professional recap. Include: the key theme of the session, the most important insight the client had, their specific action items with any deadlines, and one forward-looking sentence about what this is building toward. Under 200 words.

#### 47 Referral Ask: Career Coach

Write an email I can send to a satisfied career coaching client asking if they know anyone in career transition who might benefit from coaching. Genuine and low-pressure. Include: a brief reminder of what we worked on together, a clear description of who I work best with, and an easy way for them to make an introduction.

#### 48 Discovery Call Follow-Up

Write a follow-up email to send within 24 hours after a discovery call with a career coaching prospect named [name]. They are [brief description of situation from call]. They mentioned [key concern or goal]. Include: what resonated for me about their situation, what working together would look like, the specific next step, and a warm close. Under 200 words.

### CONTENT & MARKETING

#### 49 LinkedIn Content: Career Coach

I'm a career coach. Turn this insight from my practice into a LinkedIn post: [describe an observation about job searching, career transitions, or professional growth -- no identifying details]. 150-200 words. Strong hook. Specific and practical. Closing question. Tone: direct, credible, genuinely helpful.

#### 50 Email Welcome Sequence

Write a 5-email welcome sequence for new subscribers to a career coach's email list. Email 1: deliver the lead magnet + warm welcome. Email 2: one counterintuitive truth about career transitions. Email 3: address the biggest objection to career coaching. Email 4: anonymized client success story. Email 5: invite them to book a discovery call. Each under 250 words.

#### 51 Blog Post: Career Topic

Create a detailed outline for a career coaching blog post on [topic or working title]. Target reader: a mid-career professional feeling stuck, underpaid, or ready for change but unsure how to start. Include a hook that meets them in their current frustration, practical sections, and a CTA that leads naturally to a lead magnet or discovery call.

#### 52 Lead Magnet: Career

Create a complete outline for a free lead magnet for a career coach titled '[working title]'. Format: [resume checklist / interview prep guide / career values assessment]. Solves [specific problem] for [target reader] and gives them an immediate, concrete win. Include all sections, key content, and a brief description of what the reader can do after completing it.

## — BUSINESS BUILDING

**53 Career Coaching Package Design**

Help me design a career transition coaching package for a client moving from [background] to [target area]. Include: a compelling package name, session count and cadence, what's included beyond sessions (tools, templates, resources), and 3 specific, honest outcomes the client can expect. Be concrete -- not just 'land your dream job.'

**54 Niche Statement: Career Coach**

Help me craft a clear positioning statement for my career coaching practice. I work with [target client] who want to [goal/outcome]. What I do differently is [differentiator]. Turn this into: (1) a 1-sentence statement for my website header, (2) a 2-sentence version for when someone asks 'what do you do?' at a networking event, and (3) a LinkedIn headline option.

**55 Corporate Partnership Outreach**

Write a brief outreach email to [HR director / L&D; leader / outplacement firm] proposing a coaching partnership or referral relationship. I'm a career coach who works with [audience] on [focus]. The collaboration I'm proposing is [describe]. Under 150 words. Professional, warm, focused on what's in it for them.

**56 Testimonial Request**

Write a brief, warm email asking a recent career coaching client for a testimonial. Low-pressure. Give them 3 specific questions to answer if they want prompts: what their situation was before coaching, what shifted, and what they would tell someone considering working with me. Make it feel genuinely easy to respond.

**57 Annual Review: Career Coach**

Generate the 15 most important questions for a career coach to ask themselves at year end -- covering: client results and transformation, revenue, which services had the most impact, which types of clients they served best, what drained their energy, what they want to change about how they work, and where they want to focus next year.

SECTION 4

# Executive Coaching

For coaches working with senior leaders on leadership presence, organizational impact, and the inner game of leading at scale.

Prompts 58 – 75

## SESSION PREP & PLANNING

### 58 360 Debrief Prep

My executive coaching client has received their 360 feedback. Key strength themes: [describe]. Key development themes: [describe]. Help me prepare a debrief session that: processes the data without collapsing into it, identifies the 1-2 development areas with the most leverage for this leader's next level, and builds a focused 90-day plan. Include the specific questions I will use throughout.

### 59 Reactive Leadership Pattern

My executive coaching client leads from [describe pattern, e.g., 'a need to control all outcomes' or 'approval-seeking with senior stakeholders']. Design a session that: helps them see the pattern clearly without triggering defensiveness, explores what the pattern is protecting them from, and identifies one specific situation in the next 2 weeks where they could practice a different response.

### 60 Strategic Thinking Development

My client is a high-performing manager who wants to develop their strategic thinking to be seen as VP-ready. Design a session on strategic thinking. Include: 5 questions to assess where they are now, a framework for distinguishing strategic thinking from operational thinking that we can explore together, and one applied question they can take back to a real challenge they face this week.

### 61 High-Stakes Communication Prep

My executive coaching client is presenting to [the board / C-suite / major client / all-hands] on [topic] in [timeframe]. Design a coaching session to prepare them. Include: questions to sharpen their core message, how to handle 3-4 tough questions they are likely to face, how to manage their physical and emotional state before walking in, and a brief 'communication principles' list for this specific high-stakes context.

### 62 Difficult Stakeholder Work

My executive coaching client is navigating a difficult working relationship with [peer / direct report / boss / board member]. The situation: [brief description]. Generate 6 coaching questions that help them: examine their own role in the dynamic honestly, identify what they most want from this relationship, and consider 2-3 approaches they have not yet tried.

### 63 Leadership Transition Session

My client has recently moved into a new leadership role at [level, e.g., 'their first VP position']. They are navigating [brief description of what they face]. Design a session focused on the first 90 days. Include: questions to clarify their leadership mandate, questions to explore how they want to show up differently in this role, and a simple structure for a 90-day listening and learning plan.

## CLIENT COMMUNICATION

### 64 Executive Client Welcome

Write a professional, warm welcome communication for a new executive coaching client. They are [title and brief context]. The engagement is [description]. Include: what they can expect from the coaching, how to prepare for the first session, any confidentiality parameters, and how to reach me. Senior-leader-appropriate tone: direct, respectful of their time, no fluff.

### 65 Post-Session Recap: Executive

Here are my notes from an executive coaching session: [paste notes]. Write a concise, professional recap. Include: the key theme, the most important insight or shift from the session, their commitments, and one forward-looking observation from me as their coach. Under 200 words. Peer-to-peer tone -- this is a senior leader, not a coaching student.

### 66 Sponsor Update (Confidential)

I am an executive coach and need to send a brief progress update to a corporate sponsor funding this coaching engagement. I must maintain confidentiality about session content. Write a 150-word update that conveys: the coaching is progressing well, the client is engaged and committed, the focus areas at a high level (without disclosing specifics), and when the next milestone check-in will occur.

### 67 End-of-Engagement Executive Letter

Write a closing letter for an executive coaching engagement. The client is [title]. When we began, they were working on [development areas]. Over [timeframe], they have made [describe growth]. The letter should honor the depth of the work without being sentimental, name specifically how they have grown, and offer a vision of what the next level of their leadership could look like.

## CONTENT & MARKETING

### 68 LinkedIn Content: Executive Coach

Turn this leadership observation from my executive coaching practice into a LinkedIn post: [describe observation -- no identifying details]. 150-200 words. Opens with something a senior leader would stop scrolling for. One counterintuitive or under-discussed insight. A closing question that invites leaders -- not just coaches -- to engage.

### 69 Speaking Pitch

Write an email pitching myself as a speaker or workshop facilitator for [type of event, e.g., 'a leadership development conference / corporate L&D; program / senior women's leadership forum']. My talk is on [topic]. The key message is [one sentence]. Include: the specific talk title and description, 3 bullet points of what participants will leave with, my credibility, and a simple CTA.

### 70 Blog Post: Leadership Topic

Create a detailed outline for a thought leadership article on [topic] aimed at [senior leaders / aspiring executives / HR and L&D; leaders]. Include: a hook a senior leader would actually keep reading, 4-5 sections with subpoints, a practical takeaway, and an author bio CTA for executive coaching inquiries. Substantive and peer-to-peer in tone.

### 71 Methodology Explainer

Help me write a clear, compelling description of my executive coaching methodology for my website and proposals. My approach is [describe in 2-3 sentences]. Turn this into a 200-word 'How I Work' section that explains: what I believe about how senior leaders grow, how the coaching process works, what a client can expect from a typical engagement, and what makes this approach distinct.

## — BUSINESS BUILDING

**72 Executive Coaching Proposal**

Write a professional coaching proposal for a [title] at [type of organization]. The engagement focus is [describe]. Include: the proposed coaching approach, session structure and cadence, what's included, the investment (use [INVESTMENT] as placeholder), outcomes the client can expect, and a clear next step. Executive-level tone: concise, precise, zero jargon.

**73 Corporate Partnership Pitch**

Write a brief outreach email to a [CHRO / VP of Talent / Head of Learning & Development] proposing a coaching partnership for their leadership pipeline. I'm an executive coach who works with [level of leader] on [focus areas]. I'm proposing [describe]. Under 200 words. Credible, specific, and focused entirely on what matters to them.

**74 Ideal Client Profile: Executive Coach**

Help me build a detailed ideal client profile for my executive coaching practice. My best clients tend to be [brief description]. Build a full profile: their role and organizational context, what they are navigating right now, what they want that feels just out of reach, what makes them reluctant to invest in coaching, and what they need to see from a coach before they trust them.

**75 Workshop Proposal: Leadership**

Write a proposal for a half-day leadership workshop for [target audience, e.g., 'senior managers ready for VP roles' or 'a newly formed executive team']. Include: a compelling workshop title, the outcomes participants will experience, the session flow at a high level (3-4 phases), what makes this different from a standard leadership training, the investment (placeholder), and a clear call to action.

# Put these prompts to work today.

Visit [coachtoolkit.ai](https://coachtoolkit.ai) for framework guides, session tools, and the full CoachToolkit.Ai suite --  
built specifically for coaches who mean business.