

TRUE Leadership

Executive Coaching | Engagement Summary for Sponsors

Prepared for supervisory boards, remuneration committees, CHROs and procurement. May be forwarded freely.

One-to-one executive coaching for CEOs and board members of companies from €100 million revenue, by Arvid Buit, Master Executive Coach and author of *Let's Talk Leadership*. This page summarises the engagement in the terms a sponsoring organisation needs: structure, confidentiality, measurement, governance and standards.

THE COACH

Arvid Buit, practising since 2009 across hundreds of CEOs, CFOs and senior executives. Accredited Master Executive Coach with ICF, EMCC, NOBCO and APECS; certified in Marshall Goldsmith's stakeholder-centered method. All accreditations are independently verifiable via the public registers of these bodies. The work operates under their ethical frameworks, with formal supervision and accountability.

PROCESS AND MEASUREMENT

Before anything is worked on, 15 to 25 people around the leader are interviewed (board members, direct reports, assistants), anonymously and reported only in aggregate. This establishes a behavioral baseline outside anyone's self-assessment. The same population is re-surveyed as the engagement progresses. Progress is defined as change observable by the organisation; if the system around the leader cannot see it, it has not happened.

COMMERCIAL STRUCTURE

An all-in monthly commitment at a five-figure level per leader. No hourly rates, no session bundles. The leader retains access: in-depth sessions, ad-hoc calls, strategic reflection and direct availability when decisions are time-sensitive. Engagements continue because they produce observable change; when they do not, ending them is the coach's recommendation before it is the sponsor's decision.

CONFIDENTIALITY ARCHITECTURE

The leader is the client; the organisation is the sponsor. This split is contracted in writing before the first conversation. Absolutely confidential: everything said by the leader, everything said by any individual stakeholder, and anything that could identify a respondent. Engagements requiring sponsor access to content are declined, which is precisely what makes the work effective.

GOVERNANCE AND REPORTING

The sponsor receives: confirmation of contracting and start, completion of the baseline measurement, timing of re-measurement, aggregate direction of movement, and the coach's professional view on whether the engagement should continue. The sponsor never receives content, summaries of content, or attributable stakeholder input. Boards get evidence instead of anecdotes; the leader gets a room where truth is affordable.

WHAT IS GUARANTEED

No predefined behaviors or performance metrics are promised; leadership does not evolve in controlled environments. Guaranteed instead is the quality of the process: rigorous contracting, a measured stakeholder baseline, disciplined re-measurement, high psychological containment, and sustained attention. Return on investment is measured in decision quality and leadership that holds under pressure, not in satisfaction scores.

Next step for sponsors: a direct 30-minute conversation with Arvid Buit. Bring governance questions, procurement questions and skepticism; all three are welcome. office@true-leadership.com | +31 6 30 41 20 43 | Full detail: true-leadership.com/for-stakeholders