



DeeKay Excellence

Explore within you

DECEMBER 2024

ICF ACCREDITED EXECUTIVE LEADERSHIP COACHING

Presented by Deepa Kannan
Founder of DeeKay Excellence

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INTRODUCTION

In today's dynamic and competitive landscape, effective leadership is crucial for driving organizational success and fostering a culture of innovation and collaboration. This proposal outlines a tailored leadership coaching program designed to empower leaders with the skills, insights, and strategies necessary to navigate complex challenges, inspire their teams, and achieve both personal and professional growth.

Our approach combines evidence-based methodologies, personalized coaching sessions, and actionable frameworks to address specific leadership objectives. By aligning this program with your organizational goals, we aim to unlock the full potential of your leaders, ensuring long-term impact and sustainable success.

The following sections provide an overview of our coaching philosophy, program structure, and measurable outcomes, underscoring our commitment to delivering exceptional value and transformative results



MEET THE MASTER COACH



Deepa Kannan

- Author of Book titled “Evolving as a Leader and Coach”
- 16+ yrs of IT Corporate Experience in Strategic Leadership roles
- 7+ yrs of Full time Coaching experience for SVP and Above
- ICF Credentialed MCC (Master Certified Coach)
- Social Cognitive Neuroscience Certified Coach
- Applied Neuroscience in Coaching
- Certified Team Coach
- Positive Intelligence Coach
- XLRI Certified Transformational Leadership Coach
- Certified Alternate therapist
- 3000+ coaching hours, 500+ Individual and organizational clients served across 6 countries
- ICF Accredited Coach Educator



WHAT TO EXPECT FROM OUR COACHING

- **Self-Awareness and Reflection** :Coaching begins with a deep exploration of your leadership style, strengths, and areas for growth. This self-awareness enables you to identify opportunities for improvement and align your leadership approach with organizational goals.
- **Enhanced Strategic Thinking** : Gain clarity and focus on high-level strategies, learn to navigate complex challenges, and develop the ability to anticipate future trends and opportunities.
- **Improved Communication and Influence**: Develop the skills to communicate effectively, build trust, and inspire teams. Learn techniques for managing difficult conversations, influencing stakeholders, and fostering collaboration.
- **Tailored Development Plans** :Each coaching journey is customized to address your specific needs and goals, ensuring a highly relevant and impactful experience.



WHAT TO EXPECT FROM OUR COACHING

- **Real-Time Problem-Solving** :Leverage coaching sessions to tackle pressing issues, explore solutions, and receive expert guidance on critical decisions.
- **Long-Term Leadership Growth**: By addressing both immediate challenges and long-term objectives, coaching creates a foundation for sustained personal and professional development.
- **Measurable Impact** : Expect tangible outcomes such as increased team engagement, improved performance metrics, and enhanced organizational leadership.

Whether you're seeking to refine your skills, navigate a career transition, or lead with greater confidence and purpose, executive leadership coaching provides the resources and support necessary for meaningful growth and success.



WHAT **NOT TO EXPECT** FROM OUR COACHING

- **Providing Ready made or instant solutions** : Coaching is not about providing quick fixes or ready-made answers. It focuses on guiding you to explore challenges deeply and develop your own strategies for sustainable growth
- **Advising, Telling, suggesting, Directing** : Coaching doesn't involve performing tasks or managing projects for you. Instead, it equips you with the tools and mindset to lead and manage effectively. The coaching process is highly personalized and avoids generic advice. Each session is tailored to your unique goals, challenges, and organizational context.
- **Guaranteed Outcomes Without Commitment**: Success in coaching depends on your active participation, honesty, and commitment to applying insights and strategies. The coach facilitates growth, but the results rely on your efforts.
- **Training or Skill-Based Instruction**: Unlike traditional training, coaching is not focused solely on teaching new skills. Instead, it emphasizes reflection, strategic thinking, and behavioral transformation.

PROJECT PROPOSAL



Structure

- One to One Executive Coaching
- Personalized Goals
- Self help materials
- Self Assessments
- Support through whatsapp and quick calls



SCHEDULE

- 6 sessions in total
- Each session for one hour
- Total 6 months assignment



FOCUS

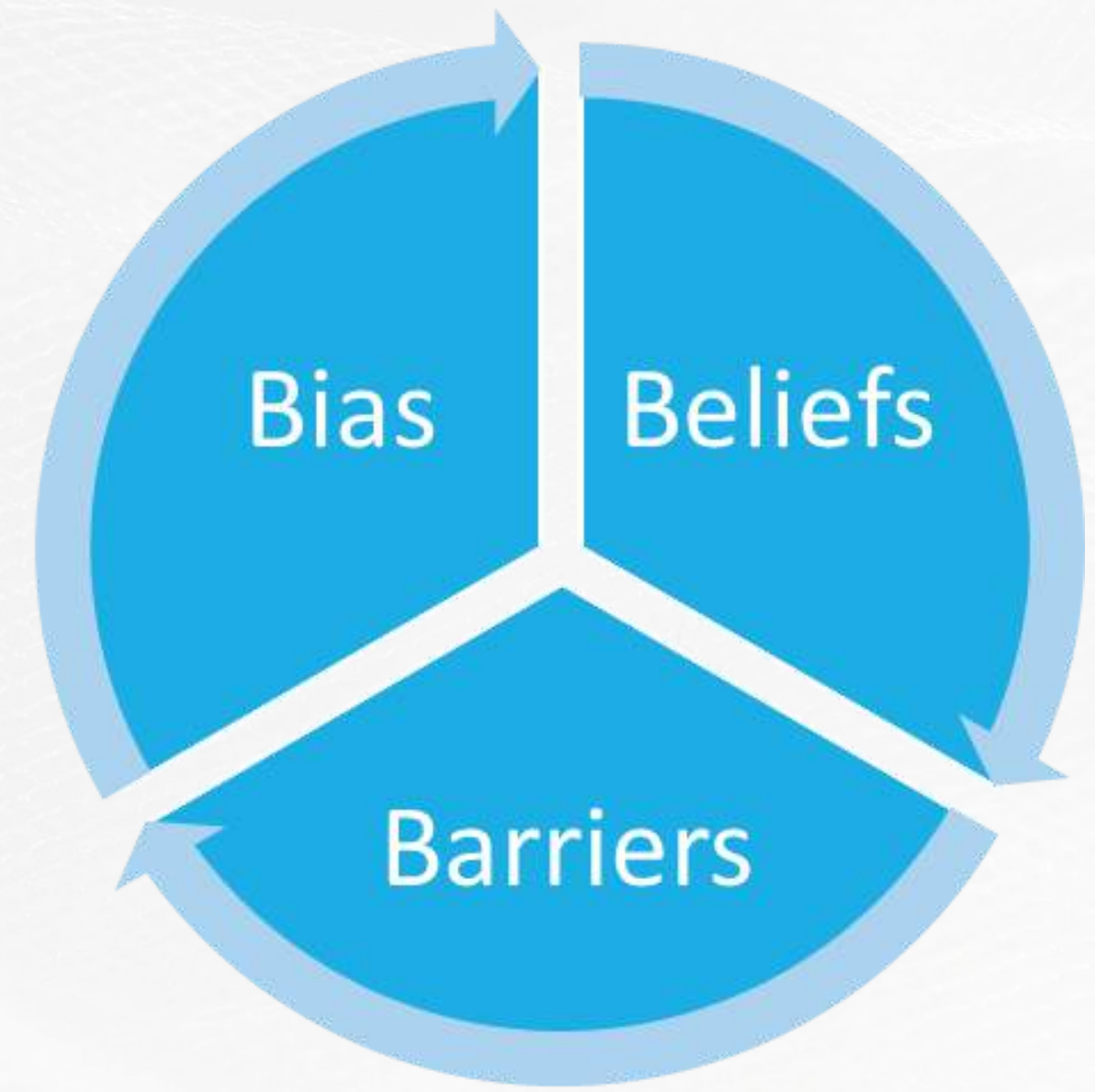
- Client Vision and Goals to achieve
- Client mindset and thought process
- Focus towards solutions



OUTCOME

- Improved Confidence
- Clarity in achieving the goals
- Self awareness

SEED GROWTH MODEL



SCHEDULE

Session 01: Chemistry session

Initial discovery call to collaboratively define goals and establish the coaching agreement

Session 02-05: Coaching

Engage in discussions to identify action items and necessary changes to achieve the established goals



Session 03-05: Review Actions

Review progress on agreed-upon action items and address any challenges encountered during implementation, exploring strategies to overcome them

Session 06: Closure session

Address challenges, review key takeaways and progress, and reassess goals to determine closure or the potential extension of the assignment



TESTIMONIALS



Seema Sonkiya

3 reviews • 0 photos





18 weeks ago

I had the privilege of working with Deepa as a coaching client, and it was a truly mesmerizing experience. Deepa has an exceptional ability to connect deeply with who I am, tailoring each session to resonate with my unique needs and perspectives. Her attentive and empathetic approach created an environment where I felt completely comfortable sharing my thoughts and reflections.

What truly sets Deepa apart is her role as a sounding board. She listens with genuine curiosity and provides impartial and objective observations that allowed me to explore my beliefs without fear of judgment. Deepa's coaching is about facilitating the exploration of one's true self. Through her sessions, I was able to discover and understand myself on a deeper level. I highly recommend Deepa to anyone seeking a coach who truly masters the art of coaching.




TESTIMONIALS

 **Sheelaa Koparde**
4 reviews • 3 photos 

★★★★★ 26 weeks ago

Deepa is an excellent coach. Her presence and silence in the session was extremely powerful. The reflections made by her gave me a new perspective to work on. It was great interaction with you Deepa. More power to you. Keep doing the great work.

 **Mahi Mahesh**
2 reviews • 0 photos



★★★★★ 36 weeks ago

One of the best, much insightful and guiding force

 **Kavita O**
5 reviews • 0 photos

★★★★★ 9 Feb 2023

it was enlightening, arouses inquisitiveness, awakens the sage within.

 **Nivedha S**
2 reviews • 0 photos 

★★★★★ 29 Jan 2023

Excellent! It's very very helpful to overcome myself in my life ❤️ Thankyou so much for coaching me mam.. Thankyou

RECOMMENDATIONS



Lokesh Anbalagan · 1st

Strategist | Growth Catalyst | US Healthcare | RCM | Coding | Payer

 All LinkedIn members

On

Deepa as a coach helped me overcome a big career struggle I was going through. In every session I admired her ability to ask the right questions and staying focused on the outcome while I was scattered all over the place. I found my lost hope with insightful sessions with her. I highly recommend her if you are looking to take your performance to the next level



Abhijith Balakrishnan · 1st

MSc Human Factors and Systems Safety (Lund University); Safety Manager, DPA

November 14, 2021, Abhijith worked with Deepa on the same team

 All LinkedIn members

On

I found Deepa to be a very capable coach able to bring out insights you never thought were possible. Her questions are incisive and provoke generative thoughts that help you look at yourself and your goals in a different light. I would recommend you give Deekay Excellence a call and speak with her if you have any burning questions about life that you are seeking answers to.

RECOMMENDATIONS



Tanja Fuchs · 1st

M. Sc. Student Business Administration
October 23, 2024, Tanja was Deepa's client

I had the privilege of attending three coaching sessions with Deepa Kannan during my semester abroad, which provided me with insights I had never considered before. Her thoughtful approach and ability to ask the right questions helped me reflect deeply and gain valuable perspectives on my personal and professional growth. I highly recommend for anyone seeking meaningful and impactful coaching.



PK Patry · 1st

CXO Coach | ICF- MCC | Marshall Goldsmith SCC | Team Coach | Leadership Development | Group Facilitator |
Management Consultant | Business Strategy
September 19, 2024, PK and Deepa studied together

Deepa is an exceptional leadership coach with a profound ability to transform individuals and teams.

Her insights into leadership dynamics, combined with a unique blend of empathy and strategic thinking, have a profound impact on those she coaches. Deepa is skilled at unlocking potential, fostering authentic leadership, and driving meaningful change.

I've had the privilege of witnessing Deepa's transformative coaching firsthand, and the results have been outstanding. She is not only a trusted coach but also a catalyst for growth, empowering leaders to navigate challenges with clarity and confidence.

For anyone seeking a coach to elevate his/her leadership journey, I strongly recommend Deepa. Her dedication, wisdom, and results-driven approach make her truly stand out in her field.

RECOMMENDATIONS



Narayanan Raman · 1st

Managing Director - Capitalcorp LLC - FZ, Chartered Accountant and Cost & Works Accountant, Certified Professional Behavioral Analyst, Member of International Coaching Federation, USA

July 16, 2023, Narayanan was Deepa's client

All LinkedIn members

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Deepa Kannan is a thorough professional with proven leadership and communication skills. She is a successful corporate and personal coach. She is one of those fortunate people for whom passion and profession are one and the same. To reach this stage she has worked hard to come through different levels and stages in her career. She comes across as a very good human at heart.



Swapnil Thakare · 1st

Certified Coach | Sales & Organizational Development Specialist | Life Coaching | Transformation & Leadership Advocate | Driving Excellence in IT, Program Delivery & High-Performance Teams

June 13, 2022, Swapnil was Deepa's client

All LinkedIn members

On

Deepa's patience in listening to challenges and then converting your challenges into questions and later into solutions/opportunities is amazing. Deepa goes out of the way to understand you and your coaching needs to provide you with most optimal and practical guidance. I would highly recommend her coaching services to all those who are seeking guidance in transforming and developing their Leadership skills.

PROPOSED BUDGET

PROJECT	COST	PACKAGE
Executive Leadership Coaching (6 months)	80,000 INR Plus 18% GST	6 sessions including the chemistry session
Executive Leadership Coaching (1 year)	1,50,000 INR Plus 18% GST	12 sessions including the chemistry session

** Additional sessions will be charged at 12,000 INR plus 18% gst as required based on assessment done in initial sessions



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CONTACT

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