



Coaching with **The Board of Life**



Introduction

Welcome to The Board of Life!

We are an **intentional growth system**. We bring together a personal board of directors, life OKRs, and meaningful dialogues with historical AI personas to empower leaders to capture **95% of their commitments to growth**.

By synthesizing human-enabled accountability, personalized AI, and **specialized coaching**, our leaders make **meaningful, measurable, and lasting commitments to progress** in every area of their lives.

This guide will reveal how to **support your existing coaching methodology** using our frameworks.





About You

You're not just any coach—you're **among the best**. Whatever your specialty, you bring depth, insight, and a track record of real transformation.

We hand-select a **small, elite network** of world-class coaches from all different backgrounds. With our rigorous interviews, assessments, and matchmaking frameworks, **we take the time to know you** as well as we know our leaders, ensuring every match is **intentional and impactful**. No sifting through clients, no competing in a crowded marketplace—just meaningful, high-impact coaching relationships that scale with you.

Here are some of our active coaches*:

Andi, Life Coach



Sarah, Executive Coach



Louis, Love Coach



Aria, Creativity Coach





Why Coach With Us?



A Flexible, Plug-And-Play System

Scale your coaching with our proprietary systems and frameworks...on your time

World-Class Leaders, Sourced for You

Work high-performance, **growth-motivated leaders** and enterprise teams

High-Impact Accountability Structures

You aren't the only one helping your leader stay on track. Our leaders report to **monthly board meetings** with their most respected advisors, **higher commitments**, **daily progress tracking** with our **Intentional Progress Model™**, **Generative Reflection™** with AI historical figures, a **program guide**, and a community of peers

Deeper Insights, Faster

AI-driven insights help your leader grow faster, more deeply, and iteratively

Top-Tier Compensation

Our coach compensation **honor your expertise and passion** (see slide 9)



By Coaches, For Coaches

We built our programs **with coaches in mind**. Our proprietary human systems, cutting-edge AI resources, and science-backed growth frameworks were carefully designed in close partnership with world-class coaches like you. Better coaching resources means deeper, more effective, and faster growth for leaders...and **greater efficiency for coaches**.

Coaches using The Board of Life access an entire ecosystem of resources:





Your Resources At A Glance

Our Web-Based Platform

Featuring access to best-in-class progress tools, like your leader's **Intentional Progress Model™**, **Generative Reflection™** insights, **progress tracking**, and a library of **in-depth assessments**—both industry-renowned and developed by our Insights team



The Board of Life Guides

You'll work 1:1 with one of our certified guides, who helps **match you** with your leaders, **onboard you** to the program, offer **scheduling support**, share **leader insights and progress** from board meetings, and create **long-term customized coaching plans** to support a leader's long-term journey with The Board of Life

Programs Built for Coaches

We built our programs in close collaboration **with coaches like you** so as to support **your unique methodology** and **scale your efforts**, whether you coach individuals, enterprise teams, or both!



Your Coaching Journey: Overview

Day 1

Activation

Your first coaching session takes place. You will help your leader make their **first higher commitments**, solidify their **Intentional Progress Model™**, take relevant **assessments**, and begin to **dive deep** on their areas of growth.

Day 30

Commitment

By your leader's first board meeting, you will have had **1-3 sessions** and touched on a broad spectrum of **areas for growth**. Your leader will be committed to their growth and will be **tracking progress** every day.

Day 90

Integration

By the end of a leader's first quarter, you will have established a **coaching cadence** that works best for your leader. Your leader will start to show signs of meaningful and lasting growth.

Day 91+

Becoming

Your leader is now in their Becoming journey—that is, the state of living in alignment with **who they are actively becoming**. You will have three months of data, insights, and powerful conversations to help move them forward on this journey.



Enterprise and Team Coaching

We worked with a team of leading enterprise coaches, CHROs, and executives-turned-coaches to build a transformative program that **scales to enterprises.**

Our Teams programs offer the **same benefits** as individual and cohort programs but with the **unique nuances and objectives of enterprises** in mind.





Real Leaders, Real Results

Chris, Emmy-Nominated
Producer/Writer



"...I feel **completely different** from how I did when I first started."

Hayley, Chief Growth
Officer



"Just knowing I had my board meeting today brought **joy, inspired me**, and made me **think differently.**"

Daniel, Chief Product
Officer



"Keeping my commitments has **never felt more possible.**"

Laura, Chief Talent
Officer



"You never get the chance to have all of your closest friends there to **tell you the truth...this is such a gift.**"

Real Coaches, Real Results

Andi, Life Coach



"I get to work with leaders who are actually committed and accountable."

Sarah, Executive Coach



"Every day with The Board of Life reminds me why I became a coach."

Louis, Love Coach



"Implementing data into my coaching...game-changer."

Aria, Creativity Coach



"I feel like I finally have the resources to support them how they need."



Compensation By Tier

Cohort

5-500
Leaders

Lead sessions with 5-500 leaders in **focused growth sessions** and **masterclasses**

Opt in to have your sessions saved in our content library or shared on our social channels

\$500+/session

Coached Executive

1:1

1:1 sessions with leaders—one hour, one to three times per month, depending on leader goals

Earn specialty **badges and accolades** that reflect your areas of coaching expertise

Your current rate/session

Teams

3-50 Leaders

Coach **senior enterprise teams** with the support of a dedicated TBOL concierge

Work both 1:1 and in group settings to help teams achieve individual and organization goals

Per leader/engagement*

Partner

Custom

Scale The Board of Life with us. Help source and onboard world-class coaches and their leaders

For every onboarded coach, we'll share a **significant referral bonus**

Custom pricing

Onboard your current clients to our programs for a **significant referral bonus**

*Typically \$2500-5000/leader/quarter



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