

# PROJECT ACCEPTANCE RECORD

**To:** Ayindé Rudolph, Ed.D., Superintendent, Mountain View Whisman School District

**From:** Ken Wagner, Ph.D., Director of Business Development, ALULA®

**Date:** October 11, 2021

**Project Title:** Executive Coaching for 10 Selected District Leaders and Q4 (360) Feedback Surveys for 30 Principals and Cabinet Members

This Project Acceptance Record (PAR) is to cover our agreement for ALULA consulting time and support to you. The costs for these services are outlined below. Please review, sign, and return this agreement so we can have a record of our shared understanding of this project's scope and deliverables.

Project Scope	Deliverables	Consulting Fees
<b>Executive Coaching for 10 Leaders</b>	<ul style="list-style-type: none"> <li>▪ <b>Alignment Meeting:</b> Hold initial meeting to align on coaching expectations and roles through the engagement</li> <li>▪ <b>Initial Coaching Meeting:</b> Meet with leader to begin developing a relationship and to establish a coaching agreement and goals for the coaching process; review background information, business documents, and historical performance data following the meeting</li> <li>▪ <b>ALULA's Q4 Leadership<sup>SM</sup> Assessment:</b> Provides a comprehensive snapshot of the participant's leadership skills based on information submitted by the participant and the participant's manager, direct reports, and peers; multiple dimensions are analyzed, with a specific focus on two dynamics: engagement and results</li> <li>▪ <b>One-on-One Q4 Leadership Feedback Debrief Session:</b> Meeting with leader to debrief results, consolidate findings, and create coaching action plan</li> <li>▪ <b>Education/Coaching Sessions (ABS Principles):</b> Educate on leadership tools and techniques selected, as necessary and appropriate, for individual's needs; principles of Applied Behavioral Science (ABS) are incorporated into the techniques taught and modeled</li> <li>▪ <b>One-on-One Coaching Discussions:</b> Hold one-on-one discussions, once/twice per month, to debrief feedback interviews, discuss issues, problem-solve, plan for future interactions and business issues. Principles of Applied Behavioral Science (ABS) are incorporated into the techniques taught and modeled</li> <li>▪ <b>Sustainability Plan:</b> Create a sustainability plan to maintain gains achieved through coaching</li> <li>▪ Planning, Preparation, Data gathering, and Follow-up work required for the above services</li> <li>▪ Fees include 10 hours of direct coaching, survey, and analysis and preparation per leader</li> </ul>	<b>\$88,000</b>
<b>ALULA's Q4 Leadership Assessment</b>	<p><b>ALULA's Q4 Leadership Assessment and Debrief:</b></p> <ul style="list-style-type: none"> <li>▪ Facilitate leader's completion of ALULA's <b>Q4 Leadership</b> Assessment, which provides a snapshot of the participant's leadership skills based on information submitted by the participant and the participant's manager, direct reports, and peers</li> </ul>	<b>\$29,500</b>

Project Scope	Deliverables	Consulting Fees
	<ul style="list-style-type: none"> <li>Multiple dimensions are analyzed with a specific focus on two dynamics: engagement and results</li> <li>Effective leadership involves getting the right results in the right way—by using positive consequences and by creating high levels of commitment. Effective leadership also involves fostering an environment of discretionary effort, high performance, dedicated employees, and self-maintaining systems</li> <li>This assessment will show the extent to which the participant engages in the key leadership behaviors that drive business results and that build a culture of high engagement</li> <li>Fees assume 30 survey participants receiving feedback reports</li> </ul>	
<b>ESTIMATED TOTAL</b> (excludes travel expenses, which are billed at cost as incurred)		<b>\$117,500 USD</b>

### Approval to Proceed

**Fees will be invoiced monthly, as services are delivered. This is an estimate; unused time will not be billed. This engagement is expected to be completed within a five to seven-month period.**

*The budget and plan for the work described above is acceptable to me, and I authorize ALULA to carry out the work. I also agree to reimburse ALULA for reasonable travel, project support, and any additional materials production expenses beyond those already itemized in this proposal. Travel typically averages 15%, and project support/communications fees/materials production expenses combined ranges from 12 to 18% of consulting fees.*

*For the purposes of this Agreement, ALULA's proprietary information consists of methodologies, concepts, knowhow, analytical frameworks, and analytical approaches (together, "Methodologies") of ALULA that are reusable from project to project and client to client, in addition to patents, inventions, trade secrets, copyrighted and non-copyrighted materials, and trademarks and service marks, whether registered or not. Methodologies and proprietary information that are developed by ALULA prior to this Agreement and any improvements thereto made during the course of this Agreement belong solely to ALULA.*

*Use of ALULA's proprietary information and Methodologies will be limited to participants of the Mountain View Whisman School District Executive Coaching-Q4 Survey Project.*

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title/Company

Please forward signed Project Acceptance Record to:

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