



Armour
COACHING
Strong • Simple • Successful

PROJECT PROPOSAL

Tailored, Direct & Positively Disruptive

Produced For:

Acensys Ltd

Produced By:

Armour Coaching

Executive Summary

This proposal outlines the provision of coaching and support services to Acensys Ltd to accelerate the transformation of its Adobe Practice into a self-sustaining, high-performing function within six months. The assignment will run for three months, from January to March 2026.

Objectives

- Provide targeted coaching to support Acensys Ltd, Adobe Practice organisational transformation and enable an independent, sustainable, operational model within six months
- Clarify Strategic Objectives
- Develop an organisational roadmap

Services Provided

- Weekly 1 hr one-to-one coaching sessions for two employees.
- Weekly 1.5 hr group coaching sessions for up to five employees.
- All associated materials, documentation, administration, and ongoing support.

Cost

Total cost for an initial three-month engagement: £14,500 + VAT (20%)

Our coaching is grounded in the International Coaching Federation (ICF) definition and ethics. We take a direct, practical, and results-driven approach designed to challenge assumptions, build confidence, and elevate decision-making capability across the business.



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About Us

Armour Coaching is a strategic partner for ambitious organisations, leaders, and teams committed to sharper thinking, stronger leadership, and sustainable results.

Our global team of coaches brings decades of combined experience across industries, specialisms, and geographies. Drawing on backgrounds in senior leadership, blue-chip corporates, and high-growth businesses, we provide the commercial acumen, strategic insight, and challenge needed to meet a wide range of client needs.

Our work goes beyond leadership development. We enable growth, improve performance, and support more effective decision-making. Clients engage us when they require clarity under pressure, a thought partner to test their thinking, and a trusted ally to navigate complexity and scale with confidence.

27
Years of Experience

45+
Successful Clients

5
Coaching Languages

3
Active Continents

We partner with entrepreneurs, executives, and SMEs across sectors, delivering tailored coaching programmes that turn challenges into opportunities and ideas into action. Our approach is grounded in experience, designed to deliver measurable outcomes, and proven to create lasting impact.

Armour Coaching is more than a service – it is a strategic asset.



Our Services

Supporting Growth At Every Step

Our coaching solutions are designed to meet you exactly where you are - whether you're an established Multi National facing new challenges, looking to transform your organisation, empower your team, refresh your technology and tooling or Start-up looking to take ideas and vision to the market in a professional, sustainable manner. We focus on your unique goals and strengths to provide personalised support that helps you grow, lead with confidence, and achieve lasting success.

Business Transformation Coaching

Business transformation coaching helps leaders realign their organisation from the top down – bringing strategic alignment, improved communication, trust, collaboration and the accountability needed to make visible progress. It highlights the issues that quietly hold the business back and puts practical habits and decisions in place so the whole organisation can move forward with consistency and confidence.

Executive and Leadership Coaching

Executive coaching enhances leaders' effectiveness and drives organisational change. By promoting personal and professional growth, it fosters strategic alignment, open communication, and trust among teams. Our tailored approach helps leaders identify and overcome challenges, instilling habits that promote accountability and motivate action. This process equips leaders with the skills to inspire their teams and create a thriving environment marked by clarity and sustained momentum.

Team & Group Coaching

Team and Group coaching enhances collaboration and performance within organisations. This process focuses on fostering trust, improving communication, and aligning goals among team members. Through tailored coaching sessions, teams identify challenges, leverage diverse strengths, and cultivate a cohesive culture. The approach instills accountability and encourages collective problem-solving, empowering teams to achieve shared objectives. Ultimately, group coaching fosters a supportive environment where teams can thrive and drive lasting organisational success.

Our Approach

Coaching with Purpose. Driven By Results

The International Coaching Federation (ICF) defines coaching as “partnering with clients in a thought-provoking and creative process that inspires them to maximise their personal and professional potential.”

Coaching is a confidential and collaborative partnership built on trust, respect, and mutual learning. It differs from therapy, counselling, consulting, mentoring, or training – focusing instead on awareness, action, and sustainable growth.

At Armour Coaching, we understand that every leader and business is unique. Our work begins with your goals and challenges, ensuring each coaching experience is tailored, practical, and results-driven.

Our team of experienced coaches brings a range of specialisms and perspectives, allowing us to address diverse needs – from leadership and team performance to strategic growth and transformation.

All coaching services are fully aligned with the ICF definition, standards, and ethics, ensuring every engagement upholds the highest levels of integrity and professionalism.

Through this approach, we help entrepreneurs, executives, and organisations achieve measurable progress, strengthen leadership, and create lasting, positive change.

Success is the sum of
small efforts, repeated
day-in and day-out."

- Robert Collier



Client Objectives

The Coach agrees to provide executive coaching services to Acensys Ltd in support of the company objective to transform the Adobe Practice to scale and support a self sustainable Business Model generating leads, customer business and revenue. The coaching will focus on providing clarity, objectivity, momentum and sustainability as a key strategic objective.

The main objective of the coaching services is to support the Coachees in their personal and professional development, and help them achieve their desired outcomes.

The specific objectives of the coaching services are to:

1. Provide targeted coaching to support Acensys Ltd, Adobe Practice organisational transformation and enable an independent, sustainable, operational model within six months
2. Clarify Strategic Objectives
3. Develop an organisational roadmap



Studies show a strong coaching culture improves retention, teamwork, and job satisfaction.

Suggested Programme

The coaching services will include:

Weekly 1 - 2 - 1 Coaching (1 hr)

- Bruce Leebove
- 1 additional member of the Acensys Limited
- 1 Weekly Group Coaching Session (1.5 hrs - up to 5 attendees)

- Capture, Recording and Maintenance of agreed actions
- Support via WhatsApp (with a 24h response commitment)

Client Testimonial

Bob helped us develop clear strategies to strengthen team leadership and tailored his coaching to individual personalities within the team. His support significantly improved our team dynamics and collaboration, with tangible positive results across the practice.

– Amilu Health GmbH

Standards Of Presence

When working with your coach, you commit to yourself and each other that you will follow the Standards of Presence.

These standards are to build and maintain trust, to enable us to share openly and experience the greatest amount of growth possible. We are all in the same boat. It is important to recognise that everyone in the group is doing their best to learn, grow, respect, and to follow these Standards.

A Safe Environment:

All groups that come together for the purpose of learning, creating, communicating, living or celebrating are served when the creation and maintenance of a brave space is established. A truly brave group environment provides the basis for powerful transformation, empowering exploration, inspired collaboration and vibrant living. The use of the Standards of Presence, a clearly articulated and easy to understand set of guidelines, provides a proven container of safety in any group.

It is my intention to:

1. Maintain Confidentiality.
2. Have a Beginner's Mind.
3. Practice a Positive Focus.
4. Take Responsibility and Claim my experience as my own.
5. Listen Politely as we work together in the group,
6. Give Honest and Positive Acknowledgment and Support.
7. Fully Receive Acknowledgment and Support.
8. Practice Self-Care and Responsibility and permit others to do the same.
9. Be Fully Present.



Studies show coaching provides an average
Return on Investment of 221%.

Relationship

Defining the Coaching Partnership

The Coach and Coachees will work together to establish a professional, confidential, and trust-based partnership that supports the aims of the coaching engagement. Both parties agree to:

- Define a clear coaching agreement outlining roles, responsibilities, expectations, and goals.
- Communicate openly, honestly, and respectfully, offering feedback and reflection where appropriate.
- Honour each other's time and boundaries, maintaining agreed schedules and session durations.
- Treat all shared information as confidential, except where disclosure is required by law or mutually agreed.
- Obtain consent before sharing any information with the Client or third parties.
- Uphold the International Coaching Federation (ICF) Code of Ethics and Core Competencies, maintaining the highest standards of professionalism and integrity.



Fees & Payment

Outlining Financial Arrangements

At Armour Coaching, our partnerships are built on clarity, transparency, and mutual commitment. The investment you make in coaching reflects the value of a tailored, results-driven experience designed to accelerate your growth, performance, and impact.

Coaching Investment

Your coaching fee is £ 14,500 + 20% VAT, reflecting the bespoke nature of the support provided and the outcomes we work together to achieve.

Invoicing & Payment

Payment to be made in full prior to 1st Session.

Bank Name: Starling Bank

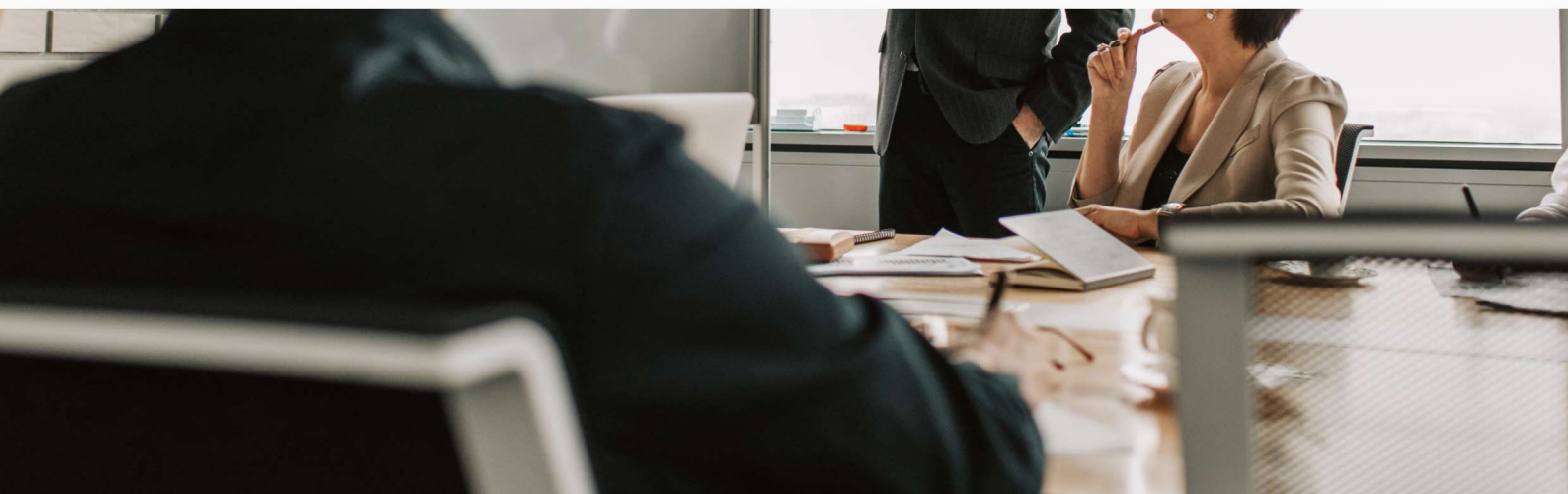
Account Number: 45562727

Sort Code: 60-83-71

Payment Reference: AcensCoach

The Client agrees to pay within 30 days from the date of the invoice any late fees or interest charges that may apply in case of delayed or missed payments, as per the Coach's terms and conditions.

The Client agrees to reimburse the Coach for any expenses incurred by the Coach in relation to the coaching services, such as travel, accommodation, or materials, upon receipt of an invoice from the Coach.



Terms & Conditions

Cancellations and Rescheduling

We understand that schedules can change. Should a session need to be cancelled or rescheduled, both Armour Coaching and Acensys Ltd agree to provide as much notice as possible – Cancellation within 24 hours will be charged.

Armour Coaching will make every reasonable effort to accommodate changes and ensure sessions are completed within the agreed timeframe. If unforeseen circumstances arise that impact delivery, adjustments will be discussed and agreed with the client in good faith.

Termination

Either Armour Coaching or Acensys Ltd may request to terminate the coaching agreement early, without cause, by giving 14 days written notice. The Coach agrees to refund Acensys Ltd any unused portion of the fee, minus any expenses or cancellation fees, within 30 days of the termination date. Acensys Ltd agrees to pay the Coach any outstanding balance of the fee, plus any expenses or cancellation fees, within 30 days of the termination date. Termination of the contact will not affect the rights and obligations of the parties that accrued prior to the termination date.

Disclaimer and Limitation of Liability

While every effort will be made to support positive outcomes, the Coach makes no guarantees or warranties about the results or outcomes of the coaching services. The Coach is not liable for any direct, indirect, incidental, consequential, or punitive damages arising from or related to the coaching services, except to the extent prohibited by law. Acensys Ltd acknowledges that the Coachees are solely responsible for their own actions, decisions, and results, and that the Coach is not responsible for any loss, injury, or damage that may occur as a result of the coaching services. Acensys Ltd agrees to indemnify and hold harmless the Coach from any claims, demands, or lawsuits that may arise from or relate to the coaching services, except to the extent prohibited by law.

Terms & Conditions

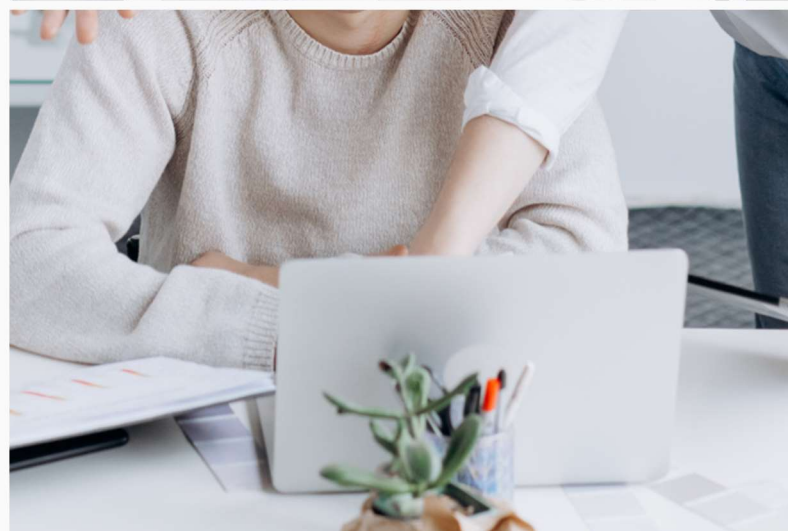
Governing Framework

This proposal is governed by and construed in accordance with the laws of the United Kingdom. The Coach and the Client agree to resolve any disputes arising from or relating to this contract / statement of work through good faith negotiation and mediation, before resorting to litigation.

Proposal Basis

This document represents the current understanding between Armour Coaching and Acensys Ltd regarding the scope and intent of the proposed services. It does not constitute a legally binding contract.

Any amendments, additions, or formal terms will be confirmed in writing within the Statement of Work (SOW) once the proposal is approved.



Next Steps

Moving from Proposal to Partnership

We invite you to review this proposal and share any feedback or adjustments that would help ensure it fully reflects your objectives.

Once the proposal is agreed in principle, Armour Coaching will prepare a formal Statement of Work (SOW) confirming the agreed scope, structure, timeline, and fees. This document will be issued for approval and signature prior to the commencement of coaching.

Upon approval, we will:

- Confirm key dates, coaching formats, and delivery arrangements.
- Share coach profiles for selection (if applicable).
- Schedule an initial meeting to align on priorities and outcomes.

We look forward to partnering with you to support your leaders and teams in achieving meaningful, measurable results.

With Appreciation,

Bob

Armour Coaching

