

# Expatriate Coaching Proposal

Mastering the Expatriate Experience:  
*For private individuals*

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## Exec summary

The expat journey is a unique blend of excitement and difficulty, and it's common to experience culture shock, isolation, and amplified work-related stress. Loneliness and a sense of loss can leave you questioning your identity and yearning for support. That's where I come in as your expat coach, ready to guide you through these pain points and help you achieve what truly matters to you. My mission is to help you develop the skills and mindset needed to not just survive but truly thrive in your new environment.

By working with me, you will gain a deeper understanding of yourself and your new environment. Together, we'll rewrite your stories, build resilience, and unlock your potential, to help you fully embrace your expat experience. Get ready to transform your journey into a fulfilling and enriching chapter of your life.

In the following sections, I will further explain the nature of expat coaching, my approach, and the coaching offer tailored to meet your specific needs and goals. So that you are ready to take the next step and

[Book a Discovery Session](#)



# Why Expat coaching

Stepping off the plane into a foreign land, your heart races with anticipation and excitement. Yet, as the initial novelty fades, the challenges of expat life start to surface. Feeling adrift in a new culture, grappling with homesickness, and striving to find your place in a foreign work environment can be overwhelming. As an expat coach, I am here to be your anchor, guiding you through the highs and lows, empowering you to thrive in your expat experience.



*“It was meant to be an adventure! The next exciting step in my life and career. Instead I was in crisis mode – I didn’t recognise myself or my partner anymore. How did the wheels fall off so quickly!?”*

*“I dread staying... I fear leaving. I wish I could turn back time and forget the whole move.”*

*“Because there is so much change it can feel like an existential crisis” my story*

Expat coaching is the transformative support system that addresses the unique pain points faced by expatriates and provides tailored support to achieve what is most important to you. Let’s explore each of these aspects:

- 1. Addressing Unique Pain Points:** As an expat, you face a range of challenges that can be daunting. I understand the feelings of culture shock, isolation, and grief that often accompany the expat experience. The pressure of adapting to new work expectations, different cultures, languages, and customs can leave you feeling overwhelmed and disconnected. With my coaching, you’ll have a supportive ally who understands your struggles and is committed to helping you navigate them.
- 2. Tailored Support for Your Journey:** You don’t have to face these challenges alone. As your expat coach, I’ve helped numerous clients overcome their pain points and develop the skills and mindset needed to thrive in their expat journey. Through personalized coaching sessions, we’ll focus on areas such as building resilience through cognitive reframing, positive self-talk, and uncovering conflicting values and assumptions. We’ll also cultivate work-life balance by setting boundaries and engaging in activities that promote well-being. Developing interpersonal skills through active listening, empathy, and emotional regulation will improve your communication, conflict resolution, and relationship-building abilities. Additionally, we’ll enhance your cultural competence by helping you identify and challenge your biases and assumptions.

### 3. Achieve Specific Outcomes:

- a. Empower Your Adaption Story: Together, we'll rewrite the narrative you tell yourself, shifting mindsets and behaviors while avoiding common pitfalls. Strengthening family bonds, facilitating a smoother transition, and ensuring a thriving family unit will be our focus.
- b. Navigate a Smoother Transition: By acknowledging and honoring the challenges of the expat transition, we'll foster resilience and make the process more manageable and less painful. Embracing the grieving process and nurturing your well-being will be crucial.
- c. Embrace Transformation: Major life transitions are opportunities for personal growth and redefining priorities. Our work together will take you on a transformative journey, elevating your overall well-being beyond what it was before your move abroad.

Expatriate coaching offers the tailored support and guidance you need to overcome the unique challenges of expat life. Together, we'll develop the skills, mindset, and resilience necessary for you to thrive in your new environment and create a truly fulfilling expat experience. Let's embark on this journey together and unlock your full potential as an expatriate.

In the following sections, we will delve deeper into the nature of coaching, my approach, and the coaching offer specifically designed to meet your individual needs and goals.



# About Coaching

Coaching has emerged as a key tool and process for development and helping people to develop their capacity to deal with change and to give them support in reaching their personal or work-related goals.

## How will I know if I'm ready to be coached?

There are certain issues to be considered when assessing your readiness to be coached. As a guide it is essential that you be:

- Open to and welcome information about yourself
- Willing to apply learning and insights gained
- Seek feedback and are serious about using feedback to improve
- Able to spend time being coached and make a commitment to the process

## How does coaching work?

Effective coaching occurs when the person being coached, gains insights about themselves, their environment and how they relate to others, and as a result, takes responsibility and initiates some sort of action, such as learning or development or behaviour change. Coaching is a methodology that enables you to access facets of your potential that you may not have yet discovered. Coaching shines a light on the underlying causes of what is hindering your growth. Through objective feedback and the application of evidenced-based resources, strategies and methodologies, coaching allows you to see situations in a new light, creating more options and enabling change. Being a successful engaged expat starts with gaining clarity on your values, understanding and maximising your strengths, enabling more meaningful choices and committing to consistent action. Your commitment to your professional life through coaching offers a means for more balance, joy, energy, focus and action in every area of your life.

Coaching is not:

- Therapy, which goes into depth about various issues dealing with the past;
- Consulting which results in giving the coachee the answers;
- Training, where the agenda is fixed by the trainer;





# My Offer

The power of coaching is found in the relationship, so we begin the process by getting to know one another. The better I know you, the more effective the coaching. In fact, all my clients work with me for 7-8 months and approximately 75% of my coaching clients continue on to work with me for a year, or longer. The International Coaching Federation defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. The process of coaching often unlocks previously untapped sources of imagination, productivity, and self-knowledge. Here is a brief description of each session and what to expect:



## **Discovery session** – 30 mins – Coaching Suitability and Fit

Prior to committing to the coaching process, this session allows us to clarify expectations of the process, answer your questions and determine if coaching is the right fit for you. The session is obligation free and as with the entire coaching process, is strictly confidential.

## **Foundational Session** – 90 mins – Your Specific Goals

1. **Coaching Agreement and Questionnaire:** Prior to the session, you will receive a Coaching Agreement and an Individual Profile Questionnaire. We will review the agreement and use the questionnaire to gain insights into your background and aspirations.
2. **Identifying Focus Areas:** Using the questionnaire, we will identify the key areas you want to work on during our 7-8 month coaching engagement.
3. **Personal Action Plan:** Together, we will create a tailored action plan with challenging goals to guide your progress and growth.
4. **Vision, Purpose, and Values:** We will explore your personal and professional vision, purpose, and values to align your goals with what truly matters to you.

While 10 sessions is recommended, we can discuss the optimal duration and structure of your coaching program during this session.

The foundational session will lay the groundwork for a transformative coaching journey, helping you thrive as an expat and achieve your desired outcomes.

### **Ongoing sessions** – 60 mins per session – Mastering The Expat Experience

1. **Session Frequency:** We'll aim to schedule two sessions per month, with a maximum gap of three weeks between sessions. This regular cadence ensures consistent progress and momentum.
2. **Preparation and Focus:** Before each session, I encourage you to mentally prepare and identify one or two specific areas you'd like to focus on. This helps us dive deeper and make the most of our time together.
3. **Moving Forward:** During each session, we'll work through challenges, gain clarity on important issues, make decisions, or create actionable plans. By the end of our time together, you can expect tangible progress and a sense of forward movement.
4. **Motivation and Empowerment:** Clients often experience increased motivation and energy after our sessions. You'll feel ready to take action and be in a better place than before, equipped with the tools and insights to master your expat experience.

These ongoing coaching sessions are an opportunity for transformation and growth, guiding you towards a fulfilling and successful expat life.





# Financial commitment

Investing in your personal growth and well-being is a valuable decision. To provide transparency, here are the details of the financial commitment for my coaching services:

- 1. Coaching Program Cost:** The 5-session coaching program is €886.55. This can be paid in full at the first session or divided into three monthly instalments of €295.52 each. The coaching period typically spans between 4 to 6 months, allowing for comprehensive support throughout your expat journey.
- 2. 10% Discount:** For clients who wish to further extend their coaching journey between 7 to 8 months, I offer a 10% discount for the 10-pack coaching package. This package provides an extended period of support and allows for deeper exploration and growth.



5-Sesion Coaching Package	Time	Price	Qty	Subtotal
Discovery session	30 mins	€0	1	€0
Foundation session	90 mins	€149	1	€149
Ongoing session	60 mins	€149	4	€596
Subtotal				€745
Discount 0%				€0
VAT 19%				€141.55
Total				€886.55

10-Sesion Coaching Package	Time	Price	Qty	Subtotal
Discovery session	30 mins	€0	1	€0
Foundation session	90 mins	€149	1	€149
Ongoing session	60 mins	€149	9	€1,341
Subtotal				€1,490
Discount 0%				-€149
VAT 19%				€254.79
Total				€1,595.79

By investing in my coaching services, you are making a commitment to your personal and professional development as an expat. The financial arrangements outlined above are designed to provide flexibility and options that best suit your needs and circumstances.



## Next Steps

If you have any further questions or would like to discuss your specific needs, please don't hesitate to reach out. I am here to provide you with the information and support you need to make an informed decision.

I look forward to the opportunity of working together and embarking on this transformative coaching journey. Feel free to contact me via phone or email, and let's schedule a discovery session to explore how we can best collaborate to master the expat experience.



### Book a Discovery Session

Thank you for considering my services, and I hope to hear from you soon.

Best regards,  
Bradley Baker

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P.S. Please contact me if you are an international school or organisation looking for a tailored proposal.



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# About Me

As a certified coach, change expert, and expat since 2019, I am passionate about helping other expats navigate the challenges of life abroad.

I provide my clients with customized support in unlocking existing beliefs and patterns that would otherwise hold them back from developing new ideas, perspectives and approaches to transition into a new world.

In doing so, I bring **authenticity**, many years **transformation** experience (including my own expat experience), and sound **evidence-based competence** to the coaching process.



## Practical experience

- ✓ Over 20 years leadership and consulting experience in Operations and HR across multiple sectors. Specialist in Change Management and Organisational Development.
- ✓ Intensive transformation and change management experience. Leadership development and coaching to all levels of management. Australian expat living in Germany!
- ✓ Master of Business Administration (Deakin University, 2009).  
Master of Coaching Psychology (Sydney University, 2018).

## Coaching experience

- ✓ More than 6 years of formal coaching experience with talents and executives.
- ✓ Associate Certified Coach (International Coaching Federation 2019).  
Breakthrough Coaching certification (wbecs 2023).  
Change Practitioner certification (Prosci 2011 and 2022).  
Coaching supervision with Master Certified Coach (MCC) ICF (ongoing)
- ✓ Main topics: Change, Leadership and culture  
Further training on **Conflict Management** and **Resilience**.  
Experience with various diagnostic tools.

