

COACHING SERVICES AGREEMENT

SPECIMEN COPY. This document is published for information so that prospective clients can read the terms before making any commitment. It is not an offer and cannot be accepted in this form. A client copy with completed details is provided individually before any programme begins.

Please read this agreement carefully before signing.

1. The Parties

This Agreement is entered into between:

Coach: Dan Williams trading as TAPL ("the Coach")

Email: hello@tapl.coach

Client: _____ ("the Client")

Email: _____

Together referred to as "the Parties". This Agreement sets out the terms governing the coaching relationship. By signing below, both Parties confirm they have read and agree to be bound by these terms and the accompanying Terms and Conditions.

2. Nature of Coaching

Coaching is a collaborative, structured relationship focused on supporting the Client to identify and achieve their personal and professional goals. It is forward-focused and action-oriented.

Coaching is not therapy, counselling, psychotherapy, or any form of clinical mental health treatment. It does not diagnose or treat psychological conditions. Clients who have or suspect they have a mental health condition requiring clinical support are encouraged to seek appropriate professional help.

Before the coaching engagement begins, the Coach and Client will complete an initial alignment conversation to confirm compatibility, agree goals, and ensure the scope of coaching is appropriate. Both Parties have the right to conclude at this stage that coaching is not the right fit.

The Coach holds a professional qualification in ADHD coaching approved for Continuing Coach Education credits by a recognised international credentialing body, and has completed training through an ICF-accredited Level 1 programme. The Coach is not a licensed therapist, psychologist, or medical professional.

3. Coaching Sessions

3.1 Session Format

Sessions may be delivered via video call or in person as agreed between the Parties. Programme details, session frequency, and duration for this engagement are set out in the Pricing and Programme Details section at the end of this document.

3.2 Scheduling and Punctuality

Both Parties agree to attend sessions at the agreed times and to be punctual. If the Client is late to a session, the session will still end at the originally scheduled time and the full session fee applies regardless of late arrival.

3.3 Cancellation and Rescheduling

A minimum of 24 hours' notice is required to cancel or reschedule a session. Notice must be given in writing by email. Sessions cancelled by the Client with less than 24 hours' notice, or where the Client does not attend without notice, will be treated as a session used and no refund or replacement session will be offered.

The Coach reserves the right to cancel or reschedule sessions in exceptional circumstances. In such cases, the Coach will provide as much notice as reasonably possible and will arrange an alternative session at a mutually convenient time.

3.4 Coach Unavailability

Where the Coach is unable to deliver sessions for a continuous period exceeding four weeks, the Programme will be extended by the period of unavailability, or the Client may terminate this Agreement without payment of any early exit fee. The choice between these options rests with the Client.

4. The Programme

4.1 The Programme

The Coach will deliver a coaching programme of 12 weeks' duration from the start date recorded in the Pricing and Programme Details section ("the Programme"). The number of sessions comprised within the Programme is set out in that section.

4.2 Purpose

The 12-week duration reflects the period over which coaching outcomes can reasonably be assessed. Both Parties acknowledge that meaningful and durable change is not typically observable within the opening weeks of an engagement, and that the early phase of coaching is concerned with surfacing patterns rather than resolving them.

4.3 Sessions Counting Towards the Programme

Sessions cancelled by the Client with less than 24 hours' notice, or not attended without notice, count towards the Programme in accordance with Section 3.3.

4.4 Completion

The Programme is complete on the earlier of the delivery of all sessions comprised within it, or the expiry of 12 weeks from the start date, unless the Parties agree in writing to extend the schedule to accommodate rescheduled sessions.

4.5 No Automatic Continuation

This Agreement ends on completion of the Programme. It does not renew and does not continue on a rolling basis. Any continued coaching is a separate arrangement, entered into on the terms set out in Schedule 1.

4.6 Alumni Access

On completion of the Programme, the Client becomes eligible for continued access to Performance Hub on one of the following bases, at the Client's election:

- (a)** Performance Hub Basic at no charge for the period stated in the Pricing and Programme Details section; or
- (b)** Performance Hub Plus at 50% of the prevailing published rate for the period stated in the Pricing and Programme Details section.

The Client elects between (a) and (b) at the end of the Programme. Where no election is made within 14 days of completion, option (a) applies by default.

Alumni Access begins on the day following completion of the Programme and ends automatically on expiry of the stated period, without further notice. Where option (b) has been elected, the Client's subscription continues at the full published rate from that date unless cancelled.

Alumni Access is granted once per Client, not once per Programme. A Client who undertakes a further Programme does not accrue an additional entitlement.

Alumni Access is not available where the Client continues on a Maintenance arrangement under Schedule 1, since Performance Hub Plus access is included in that arrangement.

Access under this clause is subject to the fair use provisions applying to Performance Hub Plus generally, including the limit on asynchronous message threads.

5. Fees and Payment

5.1 Fees

Fees for this engagement are set out in the Pricing and Programme Details section of this document. All fees are stated in GBP and are exclusive of VAT.

The ADHD Performance Lab Ltd is not currently registered for VAT. Should the company become VAT registered, VAT may be added to fees at the prevailing rate with a minimum of 60 days' written notice, save that no such addition will apply during a Programme that has already commenced.

5.2 Payment Terms

Payment is due either (a) in three monthly instalments, the first payable in advance of the Programme commencing, or (b) in full in advance of the Programme where the Client has elected the discounted pay-in-full option. The option elected is recorded in the Pricing and Programme Details section.

Payment is collected by Direct Debit unless otherwise agreed in writing. The Client agrees to maintain a valid Direct Debit mandate for the duration of the Programme.

Where payment is not received by the due date, the Coach reserves the right to suspend scheduled sessions until payment is received. Sessions suspended for non-payment continue to count towards the Programme.

Where payment remains outstanding for more than 14 days, the Coach may terminate this Agreement with immediate effect, and any remaining balance of the Programme fee becomes immediately payable.

5.3 Rate Adjustments

The fee for the Programme is fixed at the amount stated in the Pricing and Programme Details section and will not change during the Programme.

Rates for any subsequent arrangement, including Maintenance under Schedule 1 and Performance Hub subscriptions, may be adjusted with a minimum of 30 days' written notice. Where a fixed-rate period is stated in the Pricing and Programme Details section, no adjustment will take effect before the end of that period, and any adjustment following it requires a minimum of 60 days' written notice.

5.4 Refunds

Instalments are payable in advance and are non-refundable once paid, regardless of whether all sessions in that period are used. Where the Client terminates this Agreement in accordance with Section 9, no refund will be issued for fees already paid, save as expressly provided in Sections 9.2 and 9.3.

This Section does not affect the Client's statutory rights under Section 6.

6. Your Right to Cancel (Consumer Clients)

6.1 This Section applies where the Client is a consumer, meaning an individual acting wholly or mainly outside their trade, business, craft or profession, and this Agreement is entered into at a distance or away from the Coach's business premises.

6.2 The Client has the right to cancel this Agreement within 14 days of the date it is entered into, without giving any reason.

6.3 To exercise the right to cancel, the Client must inform the Coach of their decision by a clear statement sent by email to hello@tapl.coach before the 14-day period expires. The Client may use the model cancellation form provided with this Agreement, but is not required to do so.

6.4 If the Client cancels under this Section, the Coach will reimburse all payments received, less a deduction for any coaching services already supplied at the Client's express request, calculated in proportion to the services supplied against the full Programme fee. Reimbursement will be made within 14 days of the Coach being informed of the cancellation.

6.5 No early exit fee under Section 9.1 applies where the Client cancels under this Section.

6.6 The Client loses the right to cancel under this Section once the coaching services comprising the Programme have been fully performed, where performance began at the Client's express prior request and with the Client's acknowledgement that the right would be lost on full performance.

Acknowledgement required before the first session

[] I request that coaching begins before the end of the 14-day cancellation period, and I understand that I will lose my right to cancel once the services have been fully performed. I understand that if I cancel during the 14-day period after coaching has begun, I will be charged for the services provided up to that point.

Signed: _____ Date: _____

7. Responsibilities

7.1 Client Responsibilities

The Client agrees to:

- Attend sessions as scheduled and give appropriate notice of any cancellation or rescheduling
- Arrive at sessions prepared and ready to engage
- Take ownership of their own goals and actions
- Communicate openly and honestly with the Coach
- Complete any agreed tasks, exercises, or reflections between sessions
- Take full responsibility for all decisions, actions, and outcomes resulting from the coaching engagement
- Inform the Coach promptly if anything about the coaching relationship is not working for them

The Client acknowledges that coaching outcomes are not guaranteed. The success of the engagement depends significantly on the Client's own engagement, effort, and commitment.

7.2 Coach Responsibilities

The Coach agrees to:

- Deliver sessions in a professional and structured manner
- Support the Client to identify and work towards their stated goals
- Maintain appropriate professional boundaries
- Engage in ongoing professional development and supervision as appropriate
- Maintain confidentiality in accordance with Section 8 of this Agreement
- Be honest and direct in providing feedback and challenge where appropriate

8. Confidentiality

The Coach will treat all information shared by the Client during sessions as confidential and will not disclose personal information, session content, or identifying information to any third party without the Client's prior written consent.

The full terms governing confidentiality, including the circumstances in which confidentiality may be limited, are set out in the accompanying Terms and Conditions. The Client agrees to treat as confidential any information, materials, tools, or methods shared by the Coach as part of the coaching engagement.

The Client consents to the Coach using records of session hours completed and fees paid, in anonymised form, for the purpose of professional credentialing with a recognised coaching body. No session content will be disclosed as part of this process.

9. Termination

9.1 Termination by the Client

The Client may terminate this Agreement before completion of the Programme by giving a minimum of 7 days' written notice by email to hello@tapl.coach, upon payment of an early exit fee equal to 50% of the balance of the Programme fee remaining unpaid at the date the notice takes effect.

The early exit fee is the agreed price of exercising the Client's right to bring the Programme to an end before completion. It is not a charge arising from any breach by the Client.

9.2 Pay-in-Full Clients

Where the Client has paid the full Programme fee in advance and terminates under 9.1, the Coach will refund the value of the undelivered portion of the Programme, less an early exit fee equal to 50% of that undelivered value.

9.3 Termination by the Coach

The Coach may terminate with immediate effect if the Client acts in an abusive or threatening manner, or if the Client's needs fall outside the scope of coaching and would be better served by another professional.

Where the Coach terminates on either of these grounds, no early exit fee is payable, and the Coach will refund the value of any undelivered portion of the Programme already paid for.

9.4 Effect on Alumni Access

Alumni Access under clause 4.6 arises on completion of the Programme only. Where this Agreement is terminated before completion under 9.1, no Alumni Access entitlement arises. Where the Coach terminates under 9.3, the Coach will grant Alumni Access as if the Programme had completed.

9.5 Statutory Rights

Nothing in this Section limits the Client's statutory cancellation rights under Section 6.

10. Signatures

By signing below, both Parties confirm that they have read, understood, and agree to be bound by this Agreement and the accompanying Terms and Conditions.

COACH

Name: Dan Williams Company: TAPL

Signature: _____ Date: _____

CLIENT

Full name: _____

Signature: _____ Date: _____

Please return a signed copy of this Agreement to the Coach before your first session begins. A copy will be retained for your records.

Pricing and Programme Details

This page forms part of the Coaching Services Agreement signed by both Parties.

Client Details

Client name	
Programme	
Agreement date	
Programme start date	

Programme Summary

Programme	
Session format	
Session duration	
Frequency	
Sessions per month	
Programme length	
Sessions within Programme	
Payment option elected	
Programme fee	
Pay-in-full fee (if elected)	
Payment due	
Payment method	
Alumni Access: Hub Basic period	
Alumni Access: Hub Plus discounted period	
Fixed-rate period ends	
Additional notes	

This page is agreed by both Parties at the point of signing. Any changes to the details above must be agreed in writing by both Parties.

Schedule 1: Maintenance

This Schedule applies only where the Client elects to continue with Maintenance following completion of the Programme, and both Parties have signed below.

S1.1 Application. This Schedule applies only where the Client elects to continue with Maintenance following completion of the Programme, and both Parties have signed below.

S1.2 Services. Maintenance comprises one 40-minute coaching session per calendar month, together with access to Performance Hub Plus for the duration of the arrangement.

S1.3 Fee. The fee is stated in the Maintenance Details section below and is payable monthly in advance by Direct Debit.

S1.4 Term. Maintenance runs on a rolling monthly basis with no minimum term. It continues until terminated by either Party.

S1.5 Termination. Either Party may terminate by giving a minimum of 7 days’ written notice by email to hello@tapl.coach. No early exit fee applies. No refund will be issued for the current monthly period. Performance Hub Plus access ends on the same date.

S1.6 Unused sessions. Sessions do not accrue or carry forward. A session not taken in a given month is not refundable and does not create an entitlement in a later month.

S1.7 Incorporation. All terms of the Coaching Services Agreement and the accompanying Terms and Conditions apply to Maintenance, save where expressly varied by this Schedule. For the avoidance of doubt, Sections 4 and 9 of the Agreement do not apply to Maintenance.

S1.8 Alumni Access. Alumni Access under clause 4.6 does not apply while Maintenance is in force, since Performance Hub Plus access is included. Where Maintenance is terminated, any unexpired Alumni Access period does not revive.

Maintenance Details

Monthly fee	
Start date	

COACH Signature: _____ Date: _____

CLIENT Signature: _____ Date: _____

Model Cancellation Form

Complete and return this form only if you wish to cancel within the 14-day cancellation period.

To: Dan Williams trading as TAPL, hello@tapl.coach

I hereby give notice that I cancel my contract for the supply of the following service:

Service: _____

Ordered on: _____

Name of consumer: _____

Address of consumer: _____

Signature: _____ Date: _____

Signature is required only if this form is notified on paper.

SPECIMEN