

# Innovation Coaching

## Coach acquisition – Email Template

Dear [...] Team,

My name is [...] from [...]. As part of our project [...], we are currently running an innovation coaching program for companies in the music industry – and I would like to explore whether a collaboration with you might be possible.

### What is it about?

We are currently offering three coaching slots worth approx. [...]€ each to music companies from the areas of Live, Recorded, Publishing, Management, etc. All costs are fully covered by us.

The content focuses on individual support in the field of innovation – e.g. team structures, change management, use of AI, new approaches. The topics are deliberately kept open.

### Timeline / Information:

- Application deadline for companies: [DATE]
- Joint kick-off: [DATE] ideally the coaches would already be available to join
- Coaching phase runs until [DATE] with dates arranged individually between coach and company
- How the coaching/training is structured will vary depending on the company and its needs

Here you can find the call for applications. [LINK]

Beforehand, I would like to check whether such a format is generally of interest to you – and whether you could imagine working with one or more of our companies, or if you have suitable coaches in your network.

In addition, we would kindly ask you to provide us with a short concept covering the following points:

- What can you deliver within the given budget?
- Which area of innovation is your main focus?
- How do you work, and what references can you provide?
- Do you know the specifics of the music sector?
- How much capacity do you have?
- How do you define innovation?

I look forward to hearing from you – please feel free to reach out anytime with questions.

Best regards,  
[XXX]