Request for Proposal

Developing a Scalable Teacher Coaching and Coach Development Program

Estimated Period of Performance: December 2025 - December 2027
RFP Issue Date: 31 October 2025
Proposal Due Date: 21 November 2025

1. Context

About Teach For All

Teach For All is a global network of 60+ independent, locally led and governed partner organizations and a global organization that works to accelerate the progress of the network. Each network partner recruits and develops promising future leaders to teach in their nations' under-resourced schools and communities and, with this foundation, to work with others, inside and outside of education, to ensure all children are able to fulfill their potential. Teach For All's global organization works to increase the network's impact by capturing and spreading learning, facilitating connections among partners, accessing global resources, and fostering the leadership development of partner staff, teachers, and alumni.

Context of the Program and Issues Teach For All Seeks to Address

High-quality coaching is fundamental to enhancing teacher effectiveness, improving student outcomes, and increasing teacher retention and well-being across the Teach For All network. The "teacher-coach" role is the single largest staff role across our global network, and we are seeing a rapidly growing demand for high-quality professional development to support these coaches.

Teach For All's global organization currently faces a critical challenge in meeting this demand at scale. Our network partners operate in diverse contexts, and many lack strong local models for instructional coaching. As a result, they turn to the global organization for support.

Our current capacity and solutions are insufficient to meet this growing, network-wide need. This results in several key challenges:

- **Scalability:** We lack a high-quality, scalable training solution that can be delivered consistently across diverse languages and regions.
- **Capability Gaps:** Many Heads of Training (HOTs) and coach managers lack the deep expertise or capacity to adequately onboard, train, and develop their own teacher coaches.
- **Sustainability:** High turnover rates for coaches and coach managers mean that institutional knowledge is frequently lost, requiring a constant cycle of foundational training.
- **Inconsistency:** Efforts to serve mid-level and senior coaches are often fragmented, lacking a clear, cohesive development pathway.

Current State We Seek to Improve

To provide further context, our current state of coach development is characterized by the following limitations:

- **Coaches Reached:** ~80/year (primarily via our "Intro to Coaching" program)
- **Annual Offering Frequency:** 2 cohorts/year
- **Coach Leadership Pathway:** Ad hoc or unclear
- **Language Coverage:** Facilitation in English & Spanish only; materials in Arabic & Portuguese

Proposed Program Phasing

We envision a multi-stage program and require vendors to structure their proposals around the following three phases:

- **Phase 1: Design & Pilot (Est. Launch: Nov 2025)**
  - Co-design and customize learning modules and coaching content in partnership with Teach For All.
  - Develop clear criteria for recruiting and selecting participants for different program tiers.
  - Launch an initial pilot (e.g., 2-4 small groups) to test, refine the model, and gather feedback.
- **Phase 2: Full-Scale Mentoring for Experienced Coaches (Est. Launch: Sep 2026)**
  - Scale the program to a larger cohort of experienced coaches (e.g., ~10 groups of 6-8 participants).
  - This offering should include a structured, long-term program (e.g., meeting 8 times over 8 months) combining group mentoring and self-directed learning on intermediate coaching topics (such as coaching limiting beliefs, coaching emotions, exploring identity, etc.).
  - The model should allow for staggered start times to accommodate different partner organization calendars.
- **Phase 3: Training for Heads of Training (HOTs) & Coach Managers (Est. Launch: FY27 or later)**
  - While continuing to scale the core offering (Phase 2), launch a distinct "train-the-trainer" program for senior leaders (HOTs, Coach Managers).
  - The goal of this phase is to build a sustainable internal cadre of mentors who can take over the training of novice and experienced coaches within the network.
  - This program should be a cohort model (e.g., ~20 leaders) and include instructor-led sessions, self-directed learning, and a supervised practicum.

2. Description of the Service Teach For All is Seeking

Teach For All seeks qualified vendors to design and deliver an agile, multi-stage solution that builds sustainable coaching capability across partner organizations—strengthening experienced coaches, developing heads of training (HOTs) and coach managers to mentor others, and enabling partners to run their own coach development over time

The proposed solution must be designed to build a sustainable coaching ecosystem by addressing the following goals:

- **Enhance Coach Effectiveness:** Measurably improve the coaching skills and impact of teacher coaches at all levels (novice, experienced, master).

- **Strengthen Partner Capacity:** Develop in-house expertise (e.g., for Heads of Training, Coach Managers) so our partner organizations can eventually lead their own coach development, reducing long-term reliance on external support.
- **Create a Sustainable Ecosystem:** Establish a "pay-it-forward" model where experienced coaches are developed to mentor and train new coaches.
- **Provide Scalable, Flexible Modalities:** Utilize innovative and flexible learning modalities (e.g., self-directed learning, virtual group mentoring, on-demand resources) that can be accessed globally.
- **Offer Global & Linguistic Reach:** Demonstrate the ability to deliver high-quality content and facilitation in multiple languages (with English and Spanish being high priorities).

- **Effective Monitoring & Evaluation (M&E) tools** for skill growth, program quality, and partner capacity-building.

Solutions should leverage flexible modalities (live sessions plus self-directed learning), and be designed for sustainability and knowledge transfer to network partners.

Illustrative Scope of Work (Overview)

Workstream	Illustrative Activities	Key Outputs / Success Indicators
Mentored Learning Circles for Experienced Coaches	Design and run cohort-based practice groups (e.g., 6–8 sessions); provide intermediate coaching modules (e.g., listening, powerful questions, beliefs/identity); offer facilitator guides; enable rolling starts.	Experienced coaches show measurable skill gains; facilitator materials reusable by partners; high satisfaction; improved retention.
HOTs & Coach Manager Capability	Design and deliver training for HOTs/coach managers to mentor and train novice coaches; provide practicum supervision models and QA rubrics.	HOTs/coach managers certified to mentor/oversee novice coaches; partners able to run internal programs with QA mechanisms.
Localization & Language Coverage	Provide facilitation and materials in multiple languages; adapt content to local contexts in collaboration with partners.	Multi-language delivery; localized case content; equitable access across regions.
M&E and Reporting	Define competency rubrics; pre/post assessments; program dashboards; periodic learning reports.	Evidence of skill improvement; retention and pipeline metrics; reusable evaluation tools.

Sustainability & Handover	Create partner-run playbooks; train-the-trainer; knowledge capture and documentation.	Documented playbooks; partners independently running novice-coach development after Year 1.

3. Timeline for Scope of Work

We anticipate a multi-year partnership, likely beginning with a design and pilot phase before scaling across the network. The timeline for the RFP process is as follows:

Phase	Period	Milestones
Design & Mobilization	Month 1–2	Program design finalized; learning circle & HOTs curricula; M&E plan; localization plan
Cohort 1 Delivery	Month 3–8	Experienced coach circles delivered; interim report; QA on facilitation
Cohort 2 Delivery / Train-the-Trainer	Month 6–12	HOTs & coach manager training; practicum; partner-run pilots
Handover & Scale Readiness	Month 12+	Playbooks, documentation; final M&E report; scale roadmap

4. Vendor Requirements

Vendors submitting a proposal should demonstrate the following:

- Proven, extensive experience in designing and delivering large-scale, global coaching and leadership development programs.
- Deep subject-matter expertise in instructional coaching and educational leadership.
- Demonstrated ability to deliver training and facilitation in multiple languages and cultural contexts.
- Experience with a wide range of learning modalities, including self-directed online modules, virtual facilitated sessions, and group mentoring.
- Capacity to manage a global network of qualified facilitators/coaches.
- Experience working with large, complex, global non-profit or network-based organizations.
- Strong project management, communication, and stakeholder management skills.

5. Selection Process and Required Vendor Documents

A. Selection Process

1. **Proposal Review:** A Teach For All committee will review all submitted proposals based on the requirements and criteria outlined in this RFP.
2. **Interviews:** Shortlisted vendors will be invited to an interview and presentation to discuss their proposal and answer questions.
3. **Final Selection:** Teach For All will select the vendor that provides the most comprehensive, high-quality, and cost-effective solution to meet our needs.

B. Required Vendor Documents for Consideration Proposals must include the following components, clearly separated and marked:

1. Scope of Work / Technical Proposal (How the vendor plans to deliver the service)

- **Proposed Methodology:** An overview of your approach to coaching and coach development.
- **Program Design:** A detailed, multi-stage program design that addresses the needs of novice coaches, experienced coaches, and coach managers (e.g., Heads of Training).
- **Implementation Plan:** A clear plan for design, piloting, and scaling, including a proposed timeline.
- **Learning Modalities:** A description of the learning formats to be used (e.g., app-based, self-paced, live virtual, etc.).
- **Measurement & Impact:** Your plan for measuring the effectiveness and impact of the program.
- **Global & Language Capacity:** A description of your ability to deliver the program across multiple languages and regions.

2. Vendor Experience & Qualifications

- **Company Profile:** A brief history of your organization.
- **Case Studies:** At least two (2) detailed case studies of similar, large-scale projects, preferably in the education or non-profit sector.
- **Key Personnel:** Resumes or profiles of the key project team members who would be assigned to this project.
- **Client References:** Contact information for at least three (3) client references from similar projects.

3. Vendor Rate and Payment Timeline

- **Detailed Cost Breakdown:** A comprehensive budget, including (but not limited to):
  - One-time design and development fees.
  - Per-participant costs.
  - Licensing fees (if any).
  - Facilitator/coach fees.
- **Payment Timeline:** A proposed payment schedule tied to key deliverables or milestones.

Submission Instructions: All proposals must be submitted electronically in a single PDF file to wadzanai.nyambayo@teachforall.org no later than **5:00 PM EST on November 21, 2025.**