



2021 INTERNATIONAL PRISM AWARD PROGRAM SCORING RUBRIC

IMPACT				
5	4	3	2	1
<ul style="list-style-type: none"> • At least 80% of the workforce receives or has received coaching • The nomination includes ROE and ROI data, and clearly outlines measurement mechanisms for both • The nomination incorporates positive testimonials demonstrating the outstanding impact of coaching both individually and across the organization • The nomination incorporates employee indicators that validate dramatically increased levels of workplace engagement and well-being 	<ul style="list-style-type: none"> • At least 60% of the workforce receives or has received coaching • The nomination includes ROE and ROI data, but does not clearly outline/explain measurement for one or both • The nomination incorporates positive testimonials from employees that demonstrate the impact of coaching both individually and across the organization • The nomination incorporates employee indicators that validate significantly increased levels of workplace engagement and well-being 	<ul style="list-style-type: none"> • At least 40% of the workforce receives or has received coaching • The nomination includes and outlines measurement mechanism for ROE or ROI, but not both ROE and ROI • The nomination includes positive testimonials from employees that focus on the individual benefits of coaching • The nomination incorporates employee indicators that validate modestly increased levels of workplace engagement and well-being 	<ul style="list-style-type: none"> • At least 20% of the workforce receives or has received coaching • The nomination indicates that ROI and/or ROE are measured, but does not incorporate data for either/both • The nomination includes positive testimonials from employees, but with limited or no detail • The nomination references employee indicators, but does not incorporate data 	<ul style="list-style-type: none"> • Less than 20% of the workforce receives or has received coaching • The nomination does not reference ROE or ROI • The nomination does not include positive testimonials from employees • The nomination does not reference employee indicators

STANDARDS				
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<ul style="list-style-type: none"> • 100% of practitioners who delivered coaching in the past year held an ICF Credential • The nomination illustrates in great detail how the ICF Code of Ethics is applied in the organization • The nomination illustrates in great detail what the organization does to preserve confidentiality • Internal coaches receive at least 125 hours of accredited training • Managers/leaders using coaching skills receive at least 60 hours of accredited training • Internal coaches have access to Mentor Coaching and Coaching Supervision, as well as at least three additional forms of continuing professional development • Managers/leader using coaching skills have access to at least three forms of continuing professional development 	<ul style="list-style-type: none"> • At least 75% of practitioners who delivered coaching in the past year held an ICF Credential • The nomination illustrates in some detail how the ICF Code of Ethics is applied in the organization • The nomination illustrates in some detail what the organization does to preserve confidentiality • Internal coaches receive at least 60 hours of accredited coach-specific training • Managers/leaders using coaching skills receive at least 30 hours of accredited training • Internal coach practitioners have access to Mentor Coaching and/or Coaching Supervision • Internal coaches have access to at least three total forms of continuing professional development • Managers/leader using coaching skills have access to at least two forms of continuing professional development 	<ul style="list-style-type: none"> • At least 50% of practitioners who delivered coaching in the past year held an ICF Credential • The nomination illustrates in minimal detail how the ICF Code of Ethics is applied in the organization • The nomination illustrates in minimal detail what the organization does to preserve confidentiality • Internal coaches receive at least 60 hours of unaccredited training • Managers/leaders using coaching skills receive at least 30 hours of unaccredited training • Internal coaches have access to at least two forms of continuing professional development • Managers/leader using coaching skills have access to at least one form of continuing professional development 	<ul style="list-style-type: none"> • At least 25% of practitioners who delivered coaching in the past year held an ICF Credential • The nomination indicates that the ICF Code of Ethics is used in the organization • The nomination indicates that the organization preserves confidentiality • Internal coaches receive at least 31 hours of training • Managers/leaders using coaching skills receive coach-specific training • Internal coaches have access to at least one form of continuing professional development 	<ul style="list-style-type: none"> • Fewer than 25% of practitioners who delivered coaching in the past year held an ICF Credential • There's no evidence that the organization uses the ICF Code of Ethics • There's no evidence that the organization preserves confidentiality • Internal coaches receive less than 31 hours of coach-specific training • Managers/leaders using coaching skills do not receive coach-specific training • The organization does not provide continuing professional development opportunities

STRATEGY				
5	4	3	2	1
<ul style="list-style-type: none"> • The nomination clearly illustrates and provides robust examples of how coaching aligns with org mission, vision, core values or behaviors • The nomination clearly illustrates and provides robust examples of how coaching is mapped clearly to current org goals/objectives • Coaching is supported by dedicated allocation of significant human and/or financial resources • Nomination demonstrates and provides examples of how coaching has evolved to serve needs • Nomination demonstrates and provides examples of coaching's fundamental role in team-building processes 	<ul style="list-style-type: none"> • The nomination illustrates and provides examples of how coaching aligns with org mission, vision, core values or behaviors • The nomination illustrates and provides examples of how coaching is mapped clearly to current org goals/objectives • Coaching is supported by dedicated allocation of human and/or financial resources • Nomination demonstrates how coaching has evolved to serve needs • Nomination demonstrates coaching's fundamental role in team-building processes 	<ul style="list-style-type: none"> • Nomination illustrates how coaching aligns with org mission, vision, core values or behaviors • Nomination illustrates how coaching is mapped to current org goals/objectives • Coaching is supported by human and/or financial resources, but not necessarily on a dedicated basis • Nomination indicates that coaching has evolved over time • Nomination indicates that coaching has been leveraged to support team-building 	<ul style="list-style-type: none"> • Nomination indicates that coaching aligns with org mission, vision, core values or behaviors • Nomination indicates that coaching is mapped to current org goals/objectives 	<ul style="list-style-type: none"> • Nomination provides limited or no evidence of the relationship between coaching and org mission, vision, core values or behaviors • Nomination provides limited or no evidence of relationship between coaching and current org goals/objectives

SUSTAINABILITY				
5	4	3	2	1
<ul style="list-style-type: none"> • Coaching is a fixture in the organization and has a dedicated line item in the budget • Senior leaders in the organization play an integral role in advocating for coaching and clearly communicating the coaching strategy • Coaching is integral to the organization's talent development strategy • Coaching is integral to forward-thinking areas (e.g., talent management, succession planning, employee development) • Nomination provides clear evidence and examples of how leadership styles have changed positively from coaching • Coaching shows long-term resilience in organizational infrastructure/operating budget 	<ul style="list-style-type: none"> • Senior leaders in the organization advocate for coaching and can communicate the coaching strategy • Coaching is a component of the organization's talent development strategy • Coaching is leveraged in forward-thinking areas (e.g., talent management, succession planning, employee development) • Nomination provides evidence of how leadership styles have changed positively from coaching 	<ul style="list-style-type: none"> • Whenever the organization has surplus funds available, it may allocate those toward coaching • Organization has multiple "champions" among senior leaders • Nomination indicates that coaching is leveraged in talent development function • Nomination indicates that leadership styles have changed positively from coaching 	<ul style="list-style-type: none"> • Only if coaching provides a solid return may additional funds be requested • Only one champion is listed, but s/he possesses high seniority and/or influence in the organization 	<ul style="list-style-type: none"> • It is very difficult to find or secure funding for coaching inside the organization • Champion(s) listed on the nomination have relatively low seniority and/or influence