

## Sample form, not for offline completion.

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# Distinguished Organization

## **Distinguished Organization:**

This subcategory honors organizations with a mature coaching culture that has been in place for three or more years. These organizations demonstrate a significant impact, with coaching initiatives reaching 70% or more of employees. They exemplify sustained success in integrating coaching into their operations, achieving measurable outcomes, and aligning coaching efforts with strategic goals.

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Start Here

## **Getting Started with Your Nominations**

Welcome to the 2025 ICF Coaching Impact Awards program!

**Completed nominations must be submitted by April 25 at 11:59 p.m. (New York).**

There are four categories that you may choose from this year:

- **Coaches:** Honoring individual coach practitioners making an impact in the coaching profession and at ICF.
- **Coaching Education:** Recognizing coach educators and ICF-accredited providers innovating in coaching education.
- **Organizations:** Celebrating businesses and organizations with strong coaching cultures and positive coaching impacts.
- **Social Impact:** Recognizing individuals or organizations creating significant positive global impacts through coaching.

Each category includes subcategories, which will be visible during the nomination process.

The 2025 ICF Coaching Impact Awards will be recognized in October. Winners should save the dates of October 21-25.

**We look forward to celebrate the best in coaching!**



Nomination title:

**Nominating Coach Full Name (First and Last):**

The nominating coach must possess a valid ICF Credential.

Nominating coach's ICF credential:

- ACC - Associate Certified Coach
- PCC - Professional Certified Coach
- MCC - Master Certified Coach
- ACTC - Advanced Certification in Team Coaching

The nominating coach must have a valid ICF Credential

Nominating coach email:

Nominating coach mobile phone number (optional)

Which Country/Territory does the nominating coach live in?

**Are you nominating an organization with a coaching culture?**

A coaching culture is one where coaching is integral to leadership and development, with leaders and employees using coaching techniques to foster growth and a high-performance environment.

Yes

No

A coaching culture exists when an organization understands, appreciates and embraces a coaching approach as a key aspect of its leadership and development strategy. Leaders, managers and employees use coaching skills and techniques to inspire and accelerate growth, creating a supportive high-performance environment.

Minimum criteria for consideration.

The coaching program must be well-established and demonstrate a significant impact across the organization, benefiting a diverse range of individuals. Feedback from coaching recipients is important to highlight the tangible effects on their personal development and the organizational culture. Additionally, the nominating coach must possess a valid ICF credential.

Did the coaching program in the nominated organization or division start before January 1, 2024?

Yes

No

We are not able to accept applications from organizations if the nominating coach has only delivered training. They must have been part of the coaching itself. Coaching in the organization or division must have been implemented prior to January 1st, 2024.

At least 20% of the organization's workforce (division or whole organization) receives or has received coaching?

*This includes external and internal coaches, team coaching and those that have a manager/leader using coaching skills.*

Yes

No

In order to move on to the evaluators' round, the organization must have provided coaching to at least 20% of the Organization's (or division) workforce.

This includes external coaches and internal coaches, team coaching and managers/leaders using coaching skills.

The nomination incorporates **one or more** testimonials from employees demonstrating either the impact of coaching individually or across the organization or division.

*You will have the opportunity to upload your testimonials with this submission.*

Yes

No

Implementation Date of Coaching:

**PLEASE MAKE SURE YOU CLICK ON THE "CHECK ELIGIBILITY" button BELOW TO CONTINUE WITH YOUR SUBMISSION**

# Data Privacy Agreement

To ensure the utmost privacy and protection of your data, we are committed to maintaining a robust Data Privacy Policy throughout our award nomination process. We kindly request your careful attention to this important aspect of our submission procedure.

Please take a moment to review our Data Privacy Policy, it outlines our practices in handling and securing your information. Before proceeding with each nomination, we ask that you actively acknowledge your understanding and acceptance of our Data Privacy Policy by clicking on the designated field.

Thank you for your commitment to data privacy and your participation in the awards nomination. Best of luck!!!

## Data Privacy Agreement

Pursuant to the Canadian Anti-Spam Law (CASL) and the European Union General Data Protection Regulation (GDPR) ICF is seeking your express consent to have your electronic personal information stored in our system and to receive information regarding the **ICF Coaching Impact Awards**.

The information you provide will be used for the express purposes of administering the awards program and communicating with you about your application status.

If you do not advance to the finalist round of competition and are an ICF Member and/or Credential-holder, your application materials will be deleted from our system one (1) year after the conclusion of the awards program. Any of your personal data associated with your application (including but not limited to your name, email address, telephone number and Credential status) will remain in our system for the duration of your affiliation with ICF as a Member and/or Credential-holder.

If you do not advance to the finalist round of competition and are not an ICF Member and/or Credential-holder, your application materials and any personal data your provided to set up your online account with us will be deleted from our system one (1) year after the conclusion of the awards program.

If you are a finalist, your application materials and the products that result from them (including but not limited to published case studies, promotional videos, video interviews, etc.) will remain in our system in perpetuity. The resulting products may be used to promote the awards program and/or to provide education and professional development opportunities.

No educational or promotional product will be published without the express consent of all relevant stakeholders. If you would like a published piece of material to be removed from ICF's website and back-end systems at any time, please email [stephanie.norris@coachingfederation.org](mailto:stephanie.norris@coachingfederation.org).

Please note that we will retain anonymized data from all awards nominations, regardless of finalist status, to conduct ongoing benchmarking and program improvement efforts.

Do you give your consent to have your electronic information stored by ICF and to receive emails from ICF regarding the Coaching Impact Awards' program?

Please note that if you do not opt in and provide consent below, you will not be eligible to participate in this awards program.

Yes, I opt in and hereby give my express consent to have my electronic information stored via ICF and to receive emails from ICF Headquarters regarding the ICF Coaching Impact Awards. I hereby acknowledge ICF's disclosure and my understanding of the above privacy data policies for awards programs and that I have the right at any time to opt out or unsubscribe from the receipt of future emails from ICF Headquarters.

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## About Nominated Organization

**Please provide the contact information and relevant details for the organization you are nominating.**

If you are nominating a specific division of the organization, you will be required to attach a letter signed by the CEO or top leadership, acknowledging the division's submission for the **ICF Coaching Impact Awards**.

Please note, this information will not be visible to the evaluators of the awards.

**Name of the Organization:**

The Review panel will not see this name

**Organization's website:**

The Review panel will not see this field either.

**Full Mailing Address:**

Please provide the full mailing address, including Street, City, State/Province, Zip Code.

**Country**

Please add country where organization that is nominated is based

**Industry**

- Communications, Entertainment and Media
- Education
- Energy and Utilities
- Government and Public
- Health, Pharmaceutical and Science
- Hospitality and Leisure
- Manufacturing, Engineering and Construction
- Nonprofit/NGO
- Professional and Financial Services
- Retail and Consumer
- ...

**For this submission:**

- We are nominating the WHOLE organization
- We are nominating a DIVISION of the organization\*

**Organization (or Division) Size Category (based on number of employees):**

- Less than 200 employees
- Between 201 and 2,000 employees
- Between 2,001 and 10,000 employees
- Over 10,001 employees

## Number of employees

## Organization's Annual Revenue (in US Dollars)

## What is the current status of coaching in the nominated organization?

- The coaching in the organization maintains the current size/scope
- The coaching in the organization is expanding size/scope
- The coaching initiative has concluded/finished

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## Coaching Snapshot

In this section, we invite you to articulate why your organization deserves to win the award for cultivating an excellent coaching culture. Please share specific examples, initiatives, or success stories that demonstrate the transformative impact of coaching within your organizational context.

Please do not use proper names in describing the organization or its people.

## Important Note

Please note that your nomination may be disqualified if you provide identifying information in these sections.

- **Correct:** The organization has calculated ROI of three times their investment.
- **Incorrect:** ABC Global Inc. has calculated ROI of three times their investment.
- **Correct:** An accredited provider delivered coaching education to internal coaches.
- **Incorrect:** School for Coaching Excellence delivered coaching education to internal coaches.
- **Correct:** The marketing Ddirector credited coaching with increasing employee engagement in her department.
- **Incorrect:** Marketing Director Jane Doe credited coaching with increasing employee engagement in her department.

Please describe why you feel this organization should be a candidate for the **ICF Coaching Impact Awards - Organizations**. (300 words or less)

300  
words

Remember: please refrain from identifying the name of the organization you are nominating, as well as specific individuals, or specific education providers. Instead, please provide anonymous references (e.g., the organization, the company, the CEO, etc.).

Please provide a general description of the impact that coaching has had on the workforce and the organization. (300 words or less)

300  
words

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## Organization's Sponsor & Champions

### Sponsor:

During the nomination review process, the **ICF Coaching Impact Awards** Review Panel may wish to contact the coaching

sponsor (or a suitable designee) for additional/clarifying information on the coaching initiative. Please provide below the contact details for the appropriate coaching sponsor in the organization (e.g., Human Resources, Learning & Development, Talent Management, etc.). The coaching program sponsor and the nominating coach should be two different people.

**Primary Supporters or Champions:**

Please provide contact details for up to three individuals in the organization who are the primary supporters or "champions" for coaching in the organization.

Typically, coaching champions are high-ranking individuals in the organization (e.g., C-suite) who advocate for the growth of the organization's coaching culture.

The nominating coach and coaching sponsor should not be listed as champions.

Sponsor's First and Last Name:

**Sponsor:**

The sponsor for coaching in the organization usually is someone from Human Resource, Learning & Development, Talent Management, etc ...

During the nomination review process, the Review panel may wish to contact the coaching sponsor (or a suitable designee) for additional/clarifying information on the coaching initiative. Please provide their contact details.

The coaching program sponsor and the nominating coach should be two different people.

Sponsor's title/position in the nominated organization:

Sponsor's email:

Sponsor's Phone Number (optional)

Does the Sponsor hold an ICF Credential?

Yes

No

**I allow this person to be contacted.**

During the nomination review process, the Review panel may wish to contact the coaching sponsor and/or the champions.

If you allow this person to be contacted for additional/clarifying information on the coaching initiative, check this box.

**CHAMPIONS**

You will be asked to provide contact details for up to three individuals in the organization who are the primary supporters or "champions" for coaching in the organization.

**Primary Supporters or Champions:**

Please provide contact details for up to three individuals in the organization who are the primary supporters or "champions" for coaching in the organization.

Typically, coaching champions are high-ranking individuals in the organization (e.g., C-suite) who advocate for the growth of the organization's coaching culture.

The nominating coach and coaching sponsor should not be listed as champions.g & Development, Talent Management, etc ...).

Champion 1 First and Last Name:

Primary supporters or "champions" for coaching in the organization.

Champion 1 Title/Position in the nominated organization:

Champion 1 email:

Champion 1 Phone Number (optional)

Does Champion 1 hold an ICF Credential?

Yes

No

**I allow this person to be contacted.**

During the nomination review process, the Review panel may wish to contact the coaching sponsor and/or the champions for additional/clarifying information on the coaching initiative.

Please check the corresponding box if you allow this person to be contacted or not.

Yes, I allow this person to be contacted

No, I do not allow this person to be contacted

**Optional:** You will be able to attach a video (with its corresponding transcript) as a testimonial of this Champion

Champion 2 First and Last Name:

Champion 2 Title/Position in the nominated organization:

Champion 2 email:

Champion 2 Phone Number (optional)

Does Champion 2 hold an ICF Credential?

Yes

No



**I allow this person to be contacted.**

During the nomination review process, the Review panel may wish to contact the coaching sponsor and/or the champions for additional/clarifying information on the coaching initiative.

Please check the corresponding box if you allow this person to be contacted or not.

I allow this person to be contacted

I do not allow this person to be contacted

**Optional:** You will be able to attach a video (with its corresponding transcript) as a testimonial of this Champion

Champion 3 First and Last Name:

Champion 3 Title/Position in the nominated organization:

Champion 3 email:

Champion 3 Phone Number (optional)

Does Champion 3 hold an ICF Credential?

Yes

No

**I allow this person to be contacted.**

During the nomination review process, the Review panel may wish to contact the coaching sponsor and/or the champions for additional/clarifying information on the coaching initiative.

Please check the corresponding box if you allow this person to be contacted or not.

Yes, I allow this person to be contacted

I do not allow this person to be contacted

**Optional:** You will be able to attach a video (with its corresponding transcript) as a testimonial of this "Champion".

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## Impact in the Organization

In this section, provide clear evidence of the impact the coaching program has had within the organization. Our evaluators will assess the effectiveness of coaching based on the following criteria:

- **Coaching Reach:** Include the percentage of the workforce that has received or is currently receiving coaching.
- **Return on Expectations (ROE) and Return on Investment (ROI):** Provide data on ROE and ROI, with a clear explanation of how these metrics are measured.
- **Testimonials:** Include positive testimonials that highlight the transformative impact of coaching on individuals and the organization as a whole (attach in a separate tab).

- **Employee Engagement and Well-being:** Present employee indicators that demonstrate significantly increased levels of workplace engagement and well-being.

**IMPORTANT NOTE:**

For the remainder of this nomination form, do not include the proper names of the organization, specific individuals, or educational providers. Use anonymous references instead (e.g., "the organization," "the company").

Please note that your nomination may be disqualified if you provide identifying information in these sections.

- **Correct:** The organization has calculated ROI of three times their investment.
- **Incorrect:** ABC Global Inc. calculated ROI of three times their investment.
- **Correct:** An accredited provider delivered coaching education to internal coaches.
- **Incorrect:** School for Coaching Excellence delivered coaching education to internal coaches.
- **Correct:** The Marketing Director credited coaching with increasing employee engagement in her department.
- **Incorrect:** Marketing Director Jane Doe credited coaching with increasing employee engagement in her department.

Why was Coaching implemented in the Organization?

250 words

What was the main goal identified, before starting the Coaching Program in the organization?

Please explain all relevant data measured to compare the situation in the organization - before implementation and the actual data. Please state the date when this goal was identified

Which of the following modalities are present in the organization? (Check all that apply.)

- Managers/leaders using coaching skills
- External coach practitioners
- Internal coach practitioners
- Team coach practitioners

Definitions

-Manager/leader using coaching skills: a manager or leader who uses coaching knowledge, approaches, and skills to create awareness and support behavior change.

-Professional coach practitioner: provides ongoing partnership designed to help clients make changes to produce fulfilling results in their personal and professional lives.

--External coach practitioner: a professional coach practitioner, who is either self-employed or partners with other professional coaches, to form a coaching business.

--Internal coach practitioner: a professional coach practitioner, who is employed in an organization and has specific coaching responsibilities identified as part of their job description.

-Team coach practitioner: Team Coaching is partnering in a co-creative and reflective process with a team on its dynamics and relationships in a way that inspires them to maximize their abilities and potential in order to reach their common purpose and shared goals.

Number of **external coach practitioners** currently in use by the organization

What methods does your organization use to evaluate the effectiveness of **external** coach practitioners?

	Method (see examples below)	Provide clear data for every option
1	Method 1	
2	Method 2	
3	Method 3	

For example: Absenteeism rates, Coaching recipients' satisfaction scores, Employee engagement scores, Employee satisfaction scores, Feedback from coaches, Performance appraisals, Promotion and/or tenure rates, Return on expectations (ROE) for coaching recipients, Return on expectations (ROE) for the organization, Return on investment (ROI)

Number of **internal coach practitioners** currently in use by the organization

What methods does your organization use to evaluate the effectiveness of **internal** coach practitioners?

	Method (see examples below)	Provide clear data for every option
1	Method 1	
2	Method 2	
3	Method 3	

For example: Absenteeism rates, Coaching recipients' satisfaction scores, Employee engagement scores, Employee satisfaction scores, Feedback from coaches, Performance appraisals, Promotion and/or tenure rates, Return on expectations (ROE) for coaching recipients, Return on expectations (ROE) for the organization, Return on investment (ROI)

Number of managers/leaders applying coaching skills as an integral part of their leadership, currently employed by the organization

What methods does your organization use to evaluate the effectiveness of **managers and leaders using coaching skills** ?

	Method (see examples below)	Provide clear data for every option
1	Method 1	
2	Method 2	
3	Method 3	

For example: Absenteeism rates, Coaching recipients' satisfaction scores, Employee engagement scores, Employee satisfaction scores, Feedback from coaches, Performance appraisals, Promotion and/or tenure rates, Return on expectations (ROE) for coaching recipients, Return on expectations (ROE) for the organization, Return on investment (ROI)

Number of employees currently receiving coaching from an ICF external or internal coach practitioner

Number of employees who have received coaching from an ICF external or internal coach practitioner since the coaching implementation date

What is the total percentage of the workforce receiving coaching?

▼

- Less than 30%
- Between 30% and 50%
- More than 50% but less than 70%
- More than 70%

ROE - Provide Return on expectations for employees and for the organization measurements (non-monetary employee/organizational goals that were identified before the coaching initiative was implemented).

**Provide clear data for every chosen option**

**Examples**

- o quality improvement
- o customer satisfaction
- o creativity & innovation
- o work habits
- o internal culture
- o retention of key staff members
- o collaboration with colleagues
- o enhancing leadership skills
- o Other

**ROE measurements: Return on expectations for employees and for the organization**

(non-monetary employee/organizational goals that were identified before the coaching initiative was implemented).

Provide clear data for every chosen option\*\*

ROE measurement	"before" data	"after/actual" data
1		
2		
3		

**ROI: Return on Investment**

Provide Return on investment measurements (financial or business outcomes for the areas impacted in the organization that can be converted to a monetary value)

Provide clear data for every chosen option\*\*

- o absenteeism saving
- o business impact
- o sales growth
- o turn over saving
- o output increase
- o cost reduction
- o time saving
- o Other

**ROI measurements:** Provide Return on investment measurements (financial or business outcomes for the areas impacted in the organization that can be converted to a monetary value)

Provide clear data for every chosen option.

ROI measurement	"before" data	"after/actual" data
1		
2		
3		

In 300 words or less provide **observable and measurable** details that highlight the value, influence, and effectiveness of the coaching initiative on the individual and the organization. 300 words

Please remember not to use organizations' or individuals' proper names.

## Standards in the Organization

For the **ICF Coaching Impact Awards** program, adherence to ICF standards is vitally important, including to the ICF Code of Ethics and the inclusion of individuals with the ICF credential.

Ideally, the organization uses all external or internal coaches that are current ICF credential-holders.

Internal coaches and managers/leaders using coaching skills have completed ICF accredited coaching education/training.

Individuals offering coaching education to employees have graduated from an approved or accredited coaching education program. Coaches have been offered mentor coaching and/or coaching supervision.

The nomination should illustrate in great detail how the ICF Code of Ethics is applied in the organization. For example, the ICF Code of Ethics has been included in the organization, in coaching agreements with an emphasis on coaching conversations.

The nomination should illustrate in great detail what the organization does to preserve confidentiality.

The nomination should demonstrate an evidence-based approach adopted through coaching education and/or delivery of coaching.

### **IMPORTANT NOTE:**

For the remaining section of this nomination form, please refrain from identifying the proper name of the organization you are nominating, specific individuals, or specific education providers. Instead, please provide anonymous references (e.g., the organization, the company, etc.).

Please note that your nomination may be disqualified if you provide identifying information in these sections.

- **Correct:** The organization has calculated ROI of three times their investment.
- **Incorrect:** ABC Global Inc. has calculated ROI of three times their investment.
- **Correct:** An accredited provider delivered coaching education to internal coaches.
- **Incorrect:** School for Coaching Excellence delivered coaching education to internal coaches.
- **Correct:** The Marketing Director credited coaching with increasing employee engagement in her department.
- **Incorrect:** Marketing Director Jane Doe credited coaching with increasing employee engagement in her department.

Describe the ICF **membership and credential** status of external or internal coaches who are involved in this program. 150 words

Describe how has ICF Code of Ethics has been included in the program to ensure client confidentiality

150 words

Which of the following best describes the average amount of coach-specific training required to become qualified as an **internal coach** practitioner?

- Coaches receive at least 31 hours of coach-specific training
- Coaches receive at least 60 hours of unaccredited coach-specific training
- Coaches receive at least 60 hours of accredited training
- Coaches receive at least 125 hours of accredited training
- The organization does not require coach specific training for internal coach practitioners

How is coach-specific education currently offered to internal coach practitioners?

120 words

Please confirm what **coach-specific training** internal coach practitioners receive and if it is accredited or not.

100 words

Which of the following does the organization offer to help support ongoing development for **internal coach practitioners**? (Check all that apply.)

- Mentor Coaching
- A coaching community of practice to share ideas
- Support to obtain coaching credentials/certificates
- Peer Coaching
- Coaching Supervision
- Additional opportunities for coach-specific training
- Membership in a coaching association or organization
- Other
- The organization has no offerings to support ongoing development for internal coach practitioners

For managers and leaders using coaching skills, which of the following best describes the average amount of coach-specific training they receive:

- Managers & leaders using coaching skills receive coach-specific training
- Managers & leaders using coaching skills receive at least 30 hours of unaccredited coach-specific training
- Managers & leaders using coaching skills receive at least 30 hours of ICF accredited coach-specific training
- Managers & leaders using coaching skills receive at least 60 hours of ICF accredited coach-specific training
- The organization does not provide coach-specific training for managers/leaders using coaching skills

How is coach-specific training currently offered to Managers/Leaders using coaching skills?

120 words

Please confirm the coach-specific training received by Managers/Leaders using coaching skills within the organization. 100  
Additionally, specify whether this training is accredited. words

Which of the following does the organization offer to help support ongoing development for **Managers and Leaders using coaching skills**? (Check all that apply.)

- Mentor Coaching
- A coaching community of practice to share ideas
- Support to obtain coaching credentials/certificates
- Peer Coaching
- Coaching Supervision
- Additional opportunities for coach-specific Education/Training
- Membership in a coaching association or organization
- Other
- The organization has no offerings to support ongoing development for internal coach practitioners

Which of the following best describes the role of mentor coaching and/or coaching supervision within the coaching program in the organization?

- Access to Mentor Coaching and/or Coaching Supervision
- Attend at least once a year Mentor Coaching and/or Coaching Supervision
- Attend at least twice a year Mentor Coaching and/or Coaching Supervision
- Attend at least quarterly each year Mentor Coaching and/or Coaching Supervision
- None of the above

Additional comments regarding coach-specific training opportunities and support for the coaching initiative in the organization: (150 words) 150 words

Provide examples of how the organization's coaching initiatives highlighted a commitment to rigorous professional standards, industry excellence, or best practices within organizational coaching. 250 words

Examples could include, but not be limited to, the following:

- The organization uses external or internal coaches who are current ICF Credential holders
- Internal coaches and managers/leaders using coaching skills completed ICF accredited coach-specific Education/Training
- Individuals offering coach-specific Education/Training to employees have graduated from an approved or accredited coach training program
- Coaches have been offered mentor coaching and/or coaching supervision
- ICF Code of Ethics has been included in the organization, in coaching agreements with an emphasis on coaching conversations
- An evidence-based approach adopted through coach education/training and/or delivery of coaching

## Is Coaching Aligned to the Organization's Strategy?

In this section, the nomination should:

- Illustrate and provide examples of how coaching aligns with the mission, vision, core values or behaviors of the organization.
- Illustrate and provide examples of how coaching is mapped to current organizational goals and objectives.
- Address how coaching is supported by a dedicated allocation of significant human and/or financial resources.
- Demonstrate and provide examples of how coaching has evolved to serve needs in the organization,
- Demonstrate and provide examples of coaching's fundamental role in team-building processes.

### IMPORTANT NOTE

For the remaining section of this nomination form, please refrain from identifying the proper name of the organization you are nominating, specific individuals, or specific education providers. Instead, please provide anonymous references (e.g., the organization, the company, etc.).

Please note that your nomination may be disqualified if you provide identifying information in these sections.

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- **Correct:** The Marketing Director credited coaching with increasing employee engagement in her department.
- **Incorrect:** Marketing Director Jane Doe credited coaching with increasing employee engagement in her department.

Do all employees in the organization have an equal opportunity to receive coaching from a professional coach practitioner?

Yes

No

Give robust arguments advocating your choice :

120 words

To whom is access to an **external** coach practitioner offered? (check all that apply)

- Entry-level employees
- Mid-level employees
- Senior-level employees
- High-potentials
- Teams
- The organization does not hire external coaches

Explain how this decision is linked to the organization's strategy

150 words

To whom is access to an **internal** coach practitioner offered? (check all that apply)

- Entry-level employees
- Mid-level employees
- Senior-level employees
- High-potentials
- Teams
- There are no internal coaches



Explain how this decision is linked to the organization's strategy

150 words

To whom is access to an **managers and leaders using coaching skills** offered? (check all that apply)

- Entry-level employees
- Mid-level employees
- Senior-level employees
- High-potentials
- Teams
- There are no managers/leaders using coaching skills

Explain how this decision is linked to the organization's strategy

150 words

Which of the following factors most impacted the organization's decision to offer coaching?

**(check only 3 - three)**

- Improve team functioning
- Increase employee engagement
- Accelerate leadership development
- Increase productivity
- Improve communication skills
- Increase employee well-being
- Improve decision-making
- Manage employee performance
- Reduce turnover
- Accelerate on-boarding (into new roles and/or the organization)
- ...

List the direct impact that Coaching has had on your organizational goals and objectives.

**For the 3 factors selected above**

**a.** Provide some evidence of specific organizational goals and objectives that coaching is aligned with.

*E.g we targeted to reduce the turnover by 2.5 points in 2022*

**b.** Provide examples of how coaching is mapped clearly to current org goals/objectives.

*E.g. 100 % of new staff benefited from an integration coaching program of 3 months and 5 coaching sessions"*

List the direct impact that Coaching has had on your organizational goals and objectives.

250

Provide three to five examples below of how organizational goals, strategic priorities or workplace needs are being addressed through coaching.

words

Detailed response

# Is Coaching in This Organization Built to Last?

In this section, please include details about the sustainability of the coaching program. You may consider:

- Is there support of champions in the organization?
- Are senior leaders in the organization receiving coaching themselves and encouraging others to get coaching as well?
- Are they advocating for coaching and clearly communicating the coaching strategy?
- Is coaching a budgetary priority?
- Is coaching integral to the organization's talent development strategy?

.....

## **IMPORTANT NOTE:**

For the remaining section of this nomination form, please refrain from identifying the proper name of the organization you are nominating, specific individuals, or specific education providers. Instead, please provide anonymous references (e.g., the organization, the company, etc.).

Please note that your nomination may be disqualified if you provide identifying information in these sections.

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- **Correct:** The Marketing Director credited coaching with increasing employee engagement in her department.
- **Incorrect:** Marketing Director Jane Doe credited coaching with increasing employee engagement in her department.

Provide **evidence** and **examples** of how:

250 words

1. The Organization's leadership styles changed resulting from the coaching
2. A Coaching approach is integral to the Organization's talent or the Organization's development strategy

Examples could include, but are not limited to, the following:

- Organizational leadership styles have changed positively, resulting from the coaching
- Coaching influences future planning and development in areas (e.g., talent management, succession planning, employee development)
- Coaching has become positioned as a preferred solution when compared to other modalities

Which of the following BEST describes the annual budget activity for coaching in the organization?

- Coaching is a fixture in the organization and has a dedicated line item in the budget
- Whenever the organization has surplus funds available, it may allocate those funds toward coaching
- Only if coaching provides a solid return may additional funds be requested for coaching
- It is challenging to find or secure funding for coaching inside the organization

Select one option

Which of the following BEST describes coaching in the organization?

- Senior leaders in the organization play an integral role in advocating for coaching and clearly communicating the coaching strategy
- Senior leaders in the organization advocate for coaching and can communicate the coaching strategy
- Organization only has one to two champions among senior leaders to communicate the coaching strategy.
- Champion(s) have relatively low seniority in the organization.

**In the corresponding section, you will have the option to upload testimonial videos, along with their transcripts.**

Provide examples of how coaching has become embedded into the organization's fabric, and/or identify plans to develop or expand coaching further.

250  
words

**Detailed response**

Examples could include, but are not limited to, the following:

- The organization has coaching champions (advocates in senior leadership positions) who can communicate the coaching strategy effectively
- Coaching has become positioned as a preferred solution when compared to other modalities
- Coaching influences future planning and development in areas (e.g., talent management, succession planning, employee development)
- Coaching shows long-term resilience in the organizational infrastructure/operating budget
- Organizational leadership styles have changed positively resulting from the coaching

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## Diversity & Inclusion

At ICF, it is our vision to make coaching an integral part of a thriving society, and to make that happen, we must first ensure coaches have the ability and support to thrive in their own right. Each day we are working towards creating a more diverse, equitable, inclusive and just coaching profession for all professional coaches and clients worldwide.

**We have identified four meaningful Focus Areas**

- Expand global representation for underrepresented communities to ensure inclusion and belonging throughout our ecosystem.
- Invest in education to increase diversity intelligence and provide professional development opportunities for leaders, volunteers, staff, ICF Members and other stakeholders.
- Create an accessible environment for all stakeholders with any disability.
- Establish policies that reinforce equity throughout the coaching profession and ICF community.

Describe how this organization demonstrates alignment with ICF's statement on **Diversity, Equity, Inclusion and Belonging (DEIB)** and its four meaningful focus areas as appropriate to their region.

200  
words

See our DEIB statement: <https://coachingfederation.org/diversity-and-inclusion>

Please provide examples for the above.

200 words

You may upload a supporting file if you wish to. (optional)



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## Additional Information tab

**Additional Information**

This specific tab is a space for you to include any additional comments or information you wish to add to your nomination that

was not requested in previous sections. This can include special circumstances, collaborative efforts, long-term impact, community involvement, and/or future plans.

Keep the focus on how the information strengthens the overall nomination.

Maximum: 300 words.

**Additional Information**

(optional)

300 words

***This field is optional.***

You may add additional comments or information to your submission.

If you are in the category of:

**ICF Coaching Impact Awards - Organizations**

Please remember not to include the organization's name or the names of individuals in the organization so as to keep the submission completely anonymous!!

Thank you!

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## Testimonial Videos for Organizations' submission

We are delighted to incorporate the option of adding video testimonials into your nomination. Since the review of the nominations is 'blind', we respectfully request the submission of transcripts for the videos uploaded in the subsequent tab.

You are encouraged to submit a testimonial video. You may submit **a maximum of five** testimonial videos with your nomination. Including testimonial videos can strengthen the overall nomination and offer a more dynamic perspective for the evaluators to consider.

These videos can provide valuable insights into the organization's results, special achievements, and impact. Each video should be concise and focused, highlighting specific examples that showcase the organization's results and impact. Please ensure that the total duration of all videos adheres to the specified limits.

For the **Coaching Impact Awards - Organizations** category, you need to upload the video transcripts as well.

You may upload your video testimonials in this tab.

**Specifications:**

- MP4 and MOV are the allowed formats for videos.
- Videos must be in English or must include English subtitles.
- Maximum videos to upload: Five (5).
- Maximum time per video: **Two (2) minutes.**

1. You may upload your video testimonial here (optional)



2. You may upload your video testimonial here (optional)



3. You may upload your video testimonial here (optional)



4. You may upload your video testimonial here (optional)



5. You may upload your video testimonial here (optional)



YouTube or Vimeo video? Include your link here: (optional)

In our continuous effort to enhance our award submission process, we are thrilled to incorporate video testimonials showcasing the impactful role of coaching in your organization. To maintain the confidentiality of the review process, we kindly request you to provide transcripts of the videos uploaded in the previous tab.

Please furnish a written transcript of your video testimonials. This ensures that your compelling words are precisely captured and seamlessly integrated into our submission.

Remember that transcripts must be submitted in English.

Please do not use proper names in describing the organization or its people.

## Important Note

Please note that your nomination may be disqualified if you provide identifying information in these sections.

- **Correct:** The organization has calculated ROI of three times their investment.
- **Incorrect:** ABC Global Inc. has calculated ROI of three times their investment.
- **Correct:** An accredited provider delivered coaching education to internal coaches.
- **Incorrect:** School for Coaching Excellence delivered coaching education to internal coaches.
- **Correct:** The marketing Ddirector credited coaching with increasing employee engagement in her department.
- **Incorrect:** Marketing Director Jane Doe credited coaching with increasing employee engagement in her department.

1. Upload the transcript for the video you submitted. The review panel will not be seeing the videos, unless your (optional) nomination is one of the finalists.

They will only read the transcripts. You need to make sure that there are no names that might identify your nomination.

The review is anonymous until the finalist round.



2. Upload the transcript for the video you submitted. The review panel will not be seeing the videos, unless your (optional) nomination is one of the finalists.  
They will only read the transcripts. You need to make sure that there are no names that might identify your nomination.  
The review is anonymous until the finalist round.



3. Upload the transcript for the video you submitted. The review panel will not be seeing the videos, unless your (optional) nomination is one of the finalists.  
They will only read the transcripts. You need to make sure that there are no names that might identify your nomination.  
The review is anonymous until the finalist round.



4. Upload the transcript for the video you submitted. The review panel will not be seeing the videos, unless your (optional) nomination is one of the finalists.  
They will only read the transcripts. You need to make sure that there are no names that might identify your nomination.  
The review is anonymous until the finalist round.



5. Upload the transcript for the video you submitted. The review panel will not be seeing the videos, unless your (optional) nomination is one of the finalists.  
They will only read the transcripts. You need to make sure that there are no names that might identify your nomination.  
The review is anonymous until the finalist round.



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## Attachments 2025

When corresponding to the category submitted, and as part of the nomination process, we recommend that you include:

### **Coaching Impact Awards - Coaches**

- Nominee's headshot. In the event that the nomination is successful and the nominee is chosen as the winner, their headshot will be used for public announcements and promotional materials.

### **Coaching Impact Awards - Coaching Education**

- Nominee's headshot. In the event that the nomination is successful and the nominee is chosen as the winner, their headshot will be used for public announcements and promotional materials.
- For the Coaching Education Provider: Organization's logo

### Coaching Impact Awards - Organizations

- Nominator's headshot. In the event that the nomination is successful and the entry is chosen as the winner, their headshot will be used for public announcements and promotional materials.
- Organization's logo

### Coaching Impact Awards - Social Impact

- Nominee's headshot. In the event that the nomination is successful and the nominee is chosen as the winner, their headshot will be used for public announcements and promotional materials.
- For the nominated organization: Organization's logo

Please provide us with a high-resolution headshot. In the event that your nomination emerges as the winner, this image will be featured in promotional materials, press releases, and various media outlets to spotlight and celebrate your achievement.



Please name the file with the person's name

Optional additional file (optional)



Please upload your organization's logo. Please note this logo will be used for award recognition should your organization be selected as an award winner.



If this submission is one of the winners, we would like to have the organization's logo ready for ICF announcements and promotions.

## Frequently Asked Questions

### When will the nomination period end?

Friday, April 25 at 11:59 p.m. (New York).

### When will the winners be announced?

Winners will be notified by early August, and the 2025 ICF Coaching Impact Awards will be celebrated in October. Winners should save the dates from October 21-25.\*

Please note, winners are expected to attend ICF Converge 2025 in San Diego, California, USA, and participate in one of the event sessions. They will arrive on October 21 for a day and a half dedicated to interviews, collaboration, and preparation for their Converge presentations prior to the event's official start.

### Are self-nominations allowed?

Yes. Not only are they allowed, but they are also encouraged.

### Can one nominee be entered in more than one category?

All ICF Coaching Impact Award nominees ***can only be entered in one category per season.***

### Can a nominator enter more than one submission?

Absolutely! A nominator can submit multiple nominations, whether for different individuals or organizations. However, each nomination must be submitted using a separate form.

## Do all the nominations need to be made by ICF members?

No. Here are the details per category:

- Coaches category: Anyone can nominate an ICF coach.
- Coaching Education category: Anyone can nominate a coach educator or ICF accredited provider.
- Organizations category: You must be an ICF credential-holder to nominate an organization with a strong coaching culture.
- Social Impact: Anyone can nominate a Coaching Catalyst individual and organization.

## What are the award trophies made of?

We work with experts in sustainable plastics products to create elegant and impactful trophies and plaques for our award winners. They use the principles of circular economy. All trophies are beautifully designed and made of recycled plastic.

## Award Terms and Conditions

- Current members of any ICF Global Board of Directors are not eligible for consideration (including those of ICF's six family organizations).
- ICF staff (including independent contractors) and current members of any ICF Global Board of Directors may not submit a nomination or a reference form (this includes those of ICF's six family organizations).
- Past ICF award winners are not eligible for consideration, unless they nominate in a different category.
- Recipients of the "Honorable Mention" will be recognized only one time to maintain the award's prestige and fairness.
- Multiple nominations for the same individual or organization will not be accepted. ICF will contact nominators to discuss alternative options if this occurs.
- All ICF Coaching Impact Awards nominees can only be entered in one category per season.
- All nominations and supporting recommendation forms must be submitted in English.
- All winners must consent to providing ICF with additional information about their coaching program/career that may be published in future promotional materials including but not limited to press releases, social media, testimonials, ads, etc.
- You may edit your entry after submitting, up until the entry deadline.
- Please make sure all your personal details are entered accurately, including contact details.
- The 2025 ICF Coaching Impact Awards will be recognized in October.

\*Winners will be contacted by ICF to make any travel arrangements.

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## SUBMIT

We appreciate your dedication to recognizing outstanding individuals/organizations through this nomination!!

Before you click on "**Submit nomination**", these recommendations might be helpful:

- Review Your Nomination: Before proceeding to submission, take a moment to carefully review all the details in your nomination form. Ensure that the information provided is accurate and complete.
- Click on "Submit nomination": To officially submit your nomination, kindly click on the "Submit nomination" button at the end of the nomination form. This action signals the completion of your submission and ensures that your nominee is considered.
- Confirmation Message: Once you've clicked on "Submit nomination", you should receive a confirmation message indicating that your nomination has been successfully submitted. If you don't see it, check in your Spam folder.
- You may revisit Your Nomination: It's important to note that you can revisit your nomination until the nomination period concludes on April 25. Feel free to make any necessary updates or corrections during this time.

We appreciate your effort in making the **ICF Coaching Impact Awards** a celebration of excellence. If you encounter any issues or have questions regarding the submission process, please do not hesitate to reach out to [Stephanie Norris, ICF Awards](#)



Director.

Thank you for your participation, and we look forward to celebrating the achievements of extraordinary individuals/organizations with you!!

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