



# 2025 Winners' Book

**ICF** International  
Coaching  
Federation



## ICF COACHING IMPACT AWARDS

The ICF Coaching Impact Awards celebrate the best of coaching and ICF across diverse categories that reflect the multifaceted nature of coaching. This prestigious awards program, grounded in ICF's robust and rigorous standards, recognizes individuals and organizations worldwide for their outstanding contributions and impact through coaching.

## CONTENTS

<b>Coaches</b> .....	<b>3</b>
Distinguished Coach .....	3
Accomplished Coach .....	3
Emerging Coach .....	3
<b>Coaching Education</b> .....	<b>4</b>
Distinguished Provider .....	4
Distinguished Educator .....	4
<b>Organizations</b> .....	<b>5</b>
Distinguished Organization .....	5
Emerging Organization .....	5
<b>Social Impact</b> .....	<b>6</b>
Distinguished Coaching Catalyst .....	6
Emerging Coaching Catalyst .....	6



## COACHES

“Coaches” honors individual coach practitioners making an impact in the profession and at ICF.

The 2025 ICF Coaching Impact Awards – Coaches winners include:

### Distinguished Coach

**Winner:** Cheryl I. Procter-Rogers, MCC (USA)



Cheryl Procter-Rogers, MCC, APR, Fellow PRSA is a globally recognized executive coach, communications strategist, and former ICF global enterprise board officer with more than 40 years of business experience and 25 years in coaching. She has guided over 2,000 senior leaders worldwide, designed pioneering coaching and public relations programs, and contributed bold thought leadership that challenges conventions and advances the profession. Celebrated for her vision, integrity, and commitment to inclusion, Cheryl continues to shape a future where coaching is accessible, credible, and a catalyst for lasting transformation — within individuals, across organizations, and throughout communities.

**Honorable Mention:** Ghaya Barwani, ACTC, MCC (Oman)

---

### Accomplished Coach

**Winner:** Cristina Mühl, ACTC, PCC (Germany)



Cristina Mühl, ACTP, PCC, is a globally active coach who brings a solution-focused, pragmatic, and collaborative approach to individuals, teams, and organizations. With her international corporate background, she helps clients navigate complexity, build leadership, and unlock potential for sustainable growth. As president of the Germany Chapter of ICF and co-author of *Solution Focused Team Coaching and Solution Focused Coaching Supervision*, Cristina has contributed to advancing coaching practice through reflective dialogue and practical tools. She also led COACH-IT, an Erasmus+ funded project that brought significant resources to ICF to support digital coaching innovation. From corporate leaders to grassroots change-makers, Cristina fosters clarity, collaboration, and transformation — empowering people and organizations to thrive and shaping the future of the coaching profession.

**Honorable Mention:** Rudolf Nyari, ACTC, PCC (Romania)

---

### Emerging Coach

**Winner:** Hongyok Chimphan, ACC (Thailand)



Hongyok Chimphan, ACC, is a passionate Thai coach, trainer, and community leader dedicated to making coaching a natural part of everyday life in Thailand. As president of the Bangkok Chapter of ICF, she has strengthened the local coaching community, expanded nationwide awareness, and built meaningful connections with Thai and international coaches. Formerly the chapter's first social impact director, she championed initiatives such as FEMPower and Empowered Educators, providing vital support to women and teachers during challenging times, and hosting a national radio show on mental wellness. Her visionary leadership continues to create ripple effects of empowerment that inspire individuals, families, and organizations to thrive.

**Honorable Mention:** Antoy Grant, ACC (USA)



## COACHING EDUCATION

"Coaching Education" recognizes coach educators and ICF-accredited providers who are leading and innovating coaching education.

The 2025 ICF Coaching Impact Awards – Coaching Education winners include:

### Distinguished Provider

**Winner:** Activision Coaching Institute (France, Portugal, Canada)



For over 20 years, Activision Coaching Institute has been shaping the coaching profession with innovation and excellence. With a faculty of six MCCs and a global team of ICF PCC-credentialed coaches and educators — seasoned practitioners dedicated to business coaching — they have trained more than 2,000 coaches across five continents. Their programs blend rigor, creativity, and experiential learning, while pioneering initiatives like the MCC Passport that set new benchmarks in advanced coach education.

Through dedicated programs for leaders and HR directors, they spread the art and practice of coaching, expanding the Managers and Leaders Using Coaching Skills (MLUCS) population across leading organizations worldwide. And through thought leadership, publications, and partnerships with NGOs, they extend their impact beyond classrooms — fostering ethical, high-impact coaches who are transforming organizations, communities, and society worldwide.

**Honorable Mention:** Ontological Coaching Institute (Australia)

---

### Distinguished Educator

**Winner:** Susan Britton, MCC (USA)



Susan Britton, MCC, is a master coach educator whose innovative, neuroscience-informed approach has shaped the learning journeys of more than 5,000 coaches and coach-approach leaders in 40+ countries. As founder of The Academies for Neuroscience Coaching, Inc., she designs ICF-accredited programs known for academic rigor, psychological safety, and practical application, helping new coaches reach PCC-level skill early in their training. A pioneer in integrating neuroscience and systems psychodynamics into leadership, career, and strengths coaching, Susan mentors diverse faculty, develops cutting-edge curricula, and inspires lifelong learning. Her teaching has fostered credentialed coaches and human-centric leaders who are reflective, ethical practitioners, creating transformational impact worldwide.

**Honorable Mention:** Shiri Ben-Arzi, MCC (Israel)



## ORGANIZATIONS

“Organizations” celebrates businesses and organizations that have built strong coaching cultures and demonstrate the positive effects of coaching.

The 2025 ICF Coaching Impact Awards – Organizations winners include:

### Distinguished Organization

**Winner:** Microsoft Customer and Partner Solutions (USA - Global)

**Nominating Coach:** Panos Malakoudis, ACC



Coaching has become a powerful catalyst across Microsoft's Customer and Partner Solutions workforce of 70,000 people, evolving from a benefit for a select few into an inclusive opportunity for all. Whether through external and internal coaches or everyday manager-as-coach conversations, employees are gaining clarity, confidence, and ownership of their careers.

The true impact is reflected in people's experiences: employees stepping boldly into promotions, navigating career moves with confidence, and uncovering new possibilities for their future. Coaching is helping individuals rewrite their career stories, build resilience, and embrace opportunities they may never have considered before.

By embedding coaching into leadership, talent development, and culture, and sustaining it with executive sponsorship and alignment to ICF standards, Microsoft MCAPS has built a scalable model that transforms people, fuels growth, and drives lasting business success.

**Honorable Mention:** Wärtsilä (Finland. Global)

---

### Emerging Organization

**Winner:** Saudi Electricity Company (Saudi Arabia)

**Nominating Coach:** Damian K. ten Bohmer, PCC



Saudi Electricity Company has made coaching a cornerstone of its leadership development strategy, reaching more than 700 leaders in just three years. With strong executive sponsorship and a dedicated budget, coaching is now embedded in succession planning, onboarding, and talent development.

The impact is clear: Leadership readiness has risen, internal promotions have accelerated, and employee engagement has grown across 30,000 employees.

Beyond the numbers, leaders are showing up with greater confidence, collaboration, and agility. Coaching is no longer an initiative — it has become part of the culture, preparing the organization and its people to thrive in a time of rapid growth and transformation.

**Honorable Mention:** LDB & Petronas (Canada and Malaysia)



## SOCIAL IMPACT

“Social Impact” recognizes exceptional individuals and/or organizations that are making an profound contributions to society through the application of coaching principles.

The 2025 ICF Coaching Impact Awards – Social Impact winners include:

### Distinguished Coaching Catalyst

**Winner:** Mission Possible (Canada)



For more than three decades, Mission Possible has been transforming lives in Vancouver’s Downtown Eastside by proving that meaningful work can change everything. Through coaching, training, and social enterprises, participants facing poverty, homelessness, addiction, or disability build confidence, set goals, and create pathways to sustainable employment. Many graduates utilize coaching skills as outreach and peer support, or even go on to become coaches or mentors themselves, paying it forward to others still navigating hardship. With over 4,200

coaching sessions delivered, and strong partnerships with Essential Impact, ORCA, and a network of pro bono coaches, Mission Possible has embedded coaching into every level of its culture — restoring dignity, sparking resilience, and creating ripple effects of empowerment that extend far beyond the individual.

**Honorable Mention:** Coaching for Purpose (Australia)

---

### Emerging Coaching Catalyst

**Winner:** The UK Armed Forces Spouse Personal Development Programme (United Kingdom)



The UK Armed Forces Spouse Personal Development Programme combines one-to-one and group coaching to help spouses — often facing disrupted careers, relocation, and isolation — rebuild confidence, clarify goals, and create fulfilling futures. Rooted in compassion and inclusivity, it has enabled participants to rediscover skills, challenge limiting beliefs, and pursue new paths through employment, entrepreneurship, education, or family. Delivered online, it has reached spouses worldwide, leading to measurable gains in

well-being and career satisfaction. Beyond personal outcomes, many graduates now “pay it forward” by mentoring peers and sustaining the Global Dragonflies network, proving how coaching can spark lasting personal, social, and economic transformation.

**Honorable Mention:** GLOWI (Portugal)

For more information about ICF awards, visit [coachingfederation.org/awards](https://coachingfederation.org/awards).

© 2025 International Coaching Federation

6



International  
Coaching  
Federation

[coachingfederation.org](https://coachingfederation.org)  
support@coachingfederation.org  
1.888.423.3131 or +1.859.219.3580