



SOCIAL IMPACT - DISTINGUISHED/EMERGING COACHING CATALYST

	EXCELLENT (4)	GOOD (3)	FAIR (2)	POOR (1)
INTENTIONAL SOCIAL IMPACT	<p>Clearly defines a population experiencing a meaningful barrier or disadvantage.</p> <p>Initiative is intentionally designed to address that barrier – not incidental or adjacent.</p> <p>Coaching is a central mechanism for creating change.</p> <p>Demonstrates meaningful and lasting outcomes supported by credible evidence.</p> <p>Shows depth of change for the population served (not just participation or reach).</p>	<p>Identifies a relevant population and social need.</p> <p>Initiative is purposefully aligned to address that need.</p> <p>Coaching plays an important role, though it may not be fully central.</p> <p>Evidence indicates positive change, though depth or durability may be less clear.</p>	<p>Social issue or population is mentioned but lacks clarity or specificity.</p> <p>Initiative appears supportive of social good but may not be intentionally designed for social impact.</p> <p>Coaching mindset is present but could be secondary or loosely connected.</p> <p>Outcomes are described but not clearly demonstrated.</p>	<p>No clearly defined social issue or population.</p> <p>Initiative resembles a traditional coaching service rather than a social impact effort.</p> <p>Coaching is not clearly connected to meaningful change.</p> <p>Impact claims are vague or unsupported.</p>
COACHING MINDSET APPROACH	<p>Coaching is structurally embedded in the initiative and directly enables the social outcomes described.</p> <p>Provides a comprehensive and clear explanation of coaching approach and techniques used.</p> <p>Demonstrates a strong alignment of coaching approaches with the goals of the initiative, showcasing an exceptional understanding of their interplay.</p> <p>Exceptionally integrates coaching principles to drive profound and meaningful transformation, applied appropriately for the population served.</p>	<p>Offers a satisfactory explanation of coaching approach and techniques used, though may lack some depth or clarity.</p> <p>Shows a good alignment of coaching approaches with the goals of the initiative, demonstrating proficiency in understanding their connection.</p> <p>Proficiently integrates coaching principles to drive meaningful transformation, though there may be minor room for improvement.</p>	<p>Provides a basic explanation of coaching approach and techniques used but lacks depth and clarity.</p> <p>Shows some alignment of coaching approaches with the goals of the initiative, though inconsistencies or gaps are present.</p> <p>Attempts to integrate coaching principles for transformation, but the impact is limited or unclear.</p>	<p>Provides a vague or incomplete explanation of coaching approach and techniques used.</p> <p>Lacks clear alignment of coaching approaches with the goals of the initiative.</p> <p>Fails to effectively integrate coaching principles for meaningful transformation.</p>
EVIDENCE OF IMPACT	<p>Provides strong evidence of impact using 2-3 clear indicators (baseline → result → timeframe → source).</p>	<p>Provides solid evidence of impact with some indicators and/or examples.</p> <p>Includes testimonials or stories that support the claims.</p>	<p>Provides limited evidence (mostly narrative, general statements, or unclear metrics).</p>	<p>Evidence is minimal, vague, or missing.</p> <p>No clear indicators, examples, or credible sources.</p>



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	<p>Includes specific examples and/or testimonials that describe real change (not just satisfaction).</p> <p>Clearly shows how coaching contributed to the outcomes (credible link, not just “coaching happened”).</p> <p>Demonstrates meaningful and lasting positive change for the population served.</p>	<p>Shows a reasonable connection between coaching and outcomes, though not fully clear or consistent.</p> <p>Demonstrates positive change, but durability and depth may be less clear.</p>	<p>Examples/testimonials are broad or focus on experience rather than change.</p> <p>Connection between coaching and outcomes is weak or assumed.</p> <p>Results are mentioned but not clearly demonstrated.</p>	<p>Does not explain how coaching contributed to outcomes.</p> <p>Impact claims are not supported.</p>
COLLABORATION & PARTNERSHIPS	<p>Identifies and explains collaborative efforts and partnerships in a comprehensive and insightful manner.</p> <p>Demonstrates a clear and profound understanding of how collaborations significantly enhanced the initiative's effectiveness and reach.</p> <p>Provides strong evidence of strategic collaboration and shared commitment to the social impact goals.</p>	<p>Effectively identifies and explains collaborative efforts and partnerships.</p> <p>Describes how collaborations enhanced the initiative's effectiveness and reach with clarity and proficiency.</p> <p>Presents evidence of good collaboration and shared commitment to social impact goals.</p>	<p>Basic identification and explanation of collaborative efforts and partnerships.</p> <p>Describes, with moderate effectiveness, how collaborations enhanced the initiative's effectiveness and reach.</p> <p>Offers some evidence of collaboration and shared commitment to the social impact goals, with room for improvement.</p>	<p>Lacks clear identification and explanation of collaborative efforts and partnerships.</p> <p>Fails to effectively describe how collaborations enhanced the initiative's effectiveness and reach.</p> <p>Provides inadequate evidence of collaboration and shared commitment to the social impact goals.</p>
INNOVATION & SCALABILITY <i>Innovation should not outweigh demonstrated social impact.</i>	<p>Presents highly innovative approaches or unique strategies that are exceptionally creative and effective.</p> <p>Demonstrates a profound understanding of how innovation significantly contributed to sustainability and scalability.</p> <p>Exhibits an exceptional potential for the initiative/approach to be replicated or expanded to various contexts.</p>	<p>Presents innovative approaches or unique strategies effectively.</p> <p>Discusses with proficiency how innovation contributed to sustainability and scalability.</p> <p>Shows a good potential for the initiative/approach to be replicated or expanded to other contexts.</p>	<p>Introduces basic innovative approaches or unique strategies.</p> <p>Discusses, with moderate effectiveness, how innovation contributed to sustainability and scalability.</p> <p>Demonstrates some potential for the initiative/approach to be replicated or expanded to other contexts, with room for improvement.</p>	<p>Lacks clear presentation of innovative approaches or unique strategies.</p> <p>Fails to effectively discuss how innovation contributed to sustainability and scalability.</p> <p>Provides inadequate potential for the initiative/approach to be replicated or expanded to other contexts.</p>



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FUTURE PLANS	<p>Provides a comprehensive and well-detailed plan for sustaining and expanding the social impact achieved through a coaching mindset.</p> <p>Demonstrates a clear realistic and achievable outlook on how the initiative will grow in the future, showcasing an exceptional level of planning and strategy.</p>	<p>Offers a satisfactory plan for sustaining and expanding the social impact achieved through a coaching mindset.</p> <p>Presents a clear vision of how the initiative will grow in the future, demonstrating proficiency in planning and strategy.</p>	<p>Presents a basic plan for sustaining and expanding the social impact achieved through their coaching mindset, with room for improvement in detail.</p> <p>Demonstrates a general vision of how the initiative will grow in the future, with potential for a more detailed and refined plan.</p>	<p>Lacks a clear plan for sustaining and expanding the social impact achieved through their coaching mindset.</p> <p>Provides an unclear or inadequate vision of how the initiative will grow in the future.</p>
COMMITMENT TO DEIB	<p>The nomination demonstrates a clear and significant commitment to DEIB, appropriate to their region.</p>	<p>The nomination demonstrates a commitment to DEIB, appropriate to their region.</p>	<p>The nomination demonstrates some commitment to DEIB, appropriate to their region.</p>	<p>The nomination demonstrates little commitment to DEIB, appropriate to their region.</p>