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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.

### **Before You Begin**

This submission is more than an application — it is an opportunity to reflect on your coaching journey and the measurable impact it has created across your organization.

Organizations around the world tell us that completing this process helps them clearly see their progress, learning, and results.

The ICF Coaching Impact Awards represent one of the highest forms of global recognition in coaching. We encourage you to take your time, be thoughtful, and tell the story behind the impact — supported by clear evidence and data whenever possible.

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Start Here

## Getting Started with Your Nominations

Welcome to the 2026 ICF Coaching Impact Awards program!

**Completed nominations must be submitted by April 26 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 organizations creating significant positive global impacts with a coaching mindset.

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

The 2026 ICF Coaching Impact Awards will be recognized in October. Winners should save the dates of October 1-4.

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



Organization name (hidden to evaluators):

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

Nominating coach's ICF credential:

*The nominating coach must have a valid ICF Credential*

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

Nominating coach email:

Nominating coach mobile phone number (optional)

Which Country/Territory does the nominating coach live in?

## Elegibility check - Organizations

Before proceeding, please confirm that your organization meets the basic eligibility requirements. These questions help ensure fairness and alignment before the nomination moves to the evaluation stage.

Has at least 20% of the workforce received coaching?

This may include coaching delivered by external or internal coach practitioners, team coaching, and employees whose managers or leaders actively use coaching skills.

Yes

No

Does the nomination include at least one employee testimonial demonstrating coaching impact?

*You will have the opportunity to upload up to five testimonials with this submission in another section.*

Yes

No

Are you able to provide measurable impact data (for example ROE, ROI, engagement, retention, leadership indicators, etc.)?

Yes

Partially

Not yet

Did the coaching program begin before January 1, 2025?

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, 2025.

Implementation Date of Coaching:

**Organizations that meet all the eligibility requirements may proceed with the nomination.**

**If not all requirements are met, please review the eligibility criteria and rubric and consider applying in a future cycle.**

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## 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 you 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 the Nominated Organization

**Please provide the contact information and key organizational details for the entity being nominated.**

If you are nominating a specific division, department, or business unit, you will be required to upload a letter signed by senior leadership confirming awareness of and support for the submission to the **ICF Coaching Impact Awards**.

Some information collected in this section is used for administrative purposes only and is not visible to evaluators. Selected high-level organizational details may be shared with evaluators for context; however, identifying and contact information will remain confidential.

**Organization's website:** *(hidden from evaluators)*

**Full Mailing Address:** *(hidden from evaluators)*

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

**Country**

Please add country where organization 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
- ...

**Scope of this nomination****This submission is for:**

- The entire organization
- A specific division of the organization

*If a division is selected, you will be asked to upload a signed letter from senior leadership acknowledging and supporting this submission*

**Organization size****Organization (or division) size category:**

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

**Number of employees****Financial context**

Approximate annual revenue (USD):

**Coaching initiative status (context only)**

What best describes the current status of coaching in the organization?

*(This question provides context only and is not scored.)*

- Established and ongoing
- Expanding in scope
- Completed or concluded

## Optional question

(optional)

Is this organization a member of ICF Coaching in Organizations?

*This information is collected for **data and learning purposes only**. Membership is **not required** to apply for or receive the **ICF Coaching Impact Awards** and does not affect eligibility or evaluation.*

Yes

No

Not sure

### About ICF Coaching in Organizations

ICF Coaching in Organizations, is on a mission to inspire and empower organizations to build strong coaching cultures that drive success and spark real change.

[Find more information here](#)

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## Coaching Snapshot

Use this section to demonstrate why your organization merits recognition for **building a strong coaching culture**. Provide clear, specific examples that illustrate how coaching is embedded across the organization and what differentiates your approach.

### What Is a Coaching Culture?

A coaching culture is one where coaching is woven into the fabric of an organization. Leaders, teams, and individuals are all actively engaged in continuous learning and development. Employees don't just complete tasks — they reflect, grow, and align their personal goals with organizational objectives. This dynamic, transformative environment promotes resilience, trust, and high performance across the board. **Research from ICF** reveals that organizations with strong coaching cultures experience increased engagement, improved team performance, and overall higher productivity. A coaching culture empowers employees to take ownership of their growth and create meaningful impact at work.

**Important:** Do not include the name of the organization, individuals, or providers. Submissions containing identifying information may be disqualified.

### Coaching Impact Snapshot

	Metric	Before Coaching	Current	How Measured
1	Engagement			
2	Retention			
3	Leadership effectiveness			

## Coaching Snapshot

300  
words

In **300 words or fewer**, explain why this organization should be considered for the **ICF Coaching Impact Awards — Organizations category**.

What makes this coaching initiative exceptional when compared with traditional organizational coaching efforts?

Focus on the elements that truly distinguish the coaching culture — such as scale, strategic integration, innovation, sustainability, or organizational influence.

This section should give evaluators a clear, high-level understanding of the initiative. Detailed evidence, metrics, and outcomes will be requested in subsequent sections.

Be specific and selective. Emphasize what makes this initiative worthy of global recognition.

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## Organization's Sponsor & Champions

### **Sponsor / Organizational Contact**

**Purpose:** During the review process, the ICF Coaching Impact Awards team may need to contact someone within the organization for clarification or follow-up. Please provide the details of the **primary organizational contact** for this nomination. This person must be **different from the nominating coach** and is typically associated with HR, Learning & Development, Talent, or a related function.

### **Champions / Primary Supporters**

**Purpose:** This information helps evaluators understand the level of **senior leadership support and advocacy for coaching** within the organization. Please provide contact details for **up to three individuals** who actively support and champion coaching in the organization. Champions are typically senior leaders who promote the growth of the organization's coaching culture.

*Do not list the nominating coach or the primary organizational contact as champions.*

### **Primary Organizational Contact (Sponsor)**

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 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

### **Purpose**

This information helps evaluators understand the level of **leadership support and advocacy for coaching** within the organization.

Please provide contact details for **up to three individuals** who actively support and champion coaching in the organization.

Champions are typically senior leaders who advocate for the growth of the organization's coaching culture.

*Do not list the nominating coach or the primary organizational contact as champions.*

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 may attach a video (with a corresponding transcript) featuring a testimonial from one or more of the identified "champions".

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

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

# Impact in the Organization

In this section, provide **clear, evidence-based information** showing the impact of coaching within the organization. Evaluators will look for **outcomes and measurable change**, supported by data, rather than detailed descriptions of delivery models.

Short, specific answers supported by evidence are encouraged.

## Anonymity reminder:

Do not include the name of the organization, individuals, or providers. Use anonymous references only. Submissions that include identifying information may be disqualified.

## Coaching Modalities

Which coaching modalities are used in the organization?

*(Check all that apply)*

External coaches

Internal coaches

Team coaches

Managers/Leaders using coaching skills

### Definitions

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

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

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

## Coaching Capacity Overview

Provide the approximate number of individuals currently delivering coaching within the organization.

For **Primary Population Coached**, use brief phrases rather than full sentences (e.g., executives, senior leaders, high-potentials, enterprise-wide, cross-functional teams, direct reports, etc).

	Coaching Role	Number	Primary Delivering Coaching? (Y/N)	Primary Population Coached
1	External coaches			
2	Internal coaches			
3	Team coaches			
4	Managers/Leaders using coaching skills			
5	Internal coaches in training			

## Coaching Reach

What is the percentage % of workforce that receives or has received coaching?

How was this percentage calculated?

120 words

*Briefly explain how you calculated the percentage*

Timeframe covered (e.g., since 2022)

120 words

**Return on Expectations (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).

**ROE indicators tracked**

Select up to **5** indicators that were identified **before** coaching was implemented:

- Engagement
- Retention
- Collaboration
- Well-being
- Leadership effectiveness
- Innovation / creativity
- Internal culture
- Performance
- Quality improvement
- Customer satisfaction
- ...

**ROE measurements**

Provide baseline data (before coaching), current data, and explain how each metric was measured. Submissions with clearly defined measurements are significantly stronger.

ROE indicator	Baseline (before)	Outcome (after)	Measurement method
1			
2			
3			

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

**ROI: Return on Investment**

Which ROI areas are measured? (Check all that apply.)

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

- Cost reduction
- Productivity or output increase
- Retention or turnover savings
- Sales growth or revenue impact
- Time savings
- Absenteeism reduction / savings
- Business performance impact
- Other (please specify)

**ROI measurements:**

Provide baseline data (before coaching), current data, and explain how each metric was measured. Submissions with clearly defined measurements are significantly stronger.

ROI measurement	Baseline (before)	Outcome (after)	Monetary value
1			
2			
3			

Do all employees in the organization have an equal opportunity to receive coaching?

- Yes
- No

Give robust arguments advocating your choice :

120 words

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

Focus on outcomes, not on how the program was designed or implemented.

## Standards in the Organization

For the **ICF Coaching Impact Awards** program, alignment with ICF professional standards is essential, including to the ICF Code of Ethics and the inclusion of individuals with the ICF credential. In this section, describe how your organization aligns with **ICF professional standards**.

Please address:

- Use of ICF-credentialed coaches (internal and/or external)
- Accredited coaching education and training
- Mentor coaching and/or coaching supervision
- Application of the ICF Code of Ethics

- How confidentiality is preserved in coaching engagements
- Evidence-based coaching practices

Focus on **practices and systems**, not on naming providers or individuals.

**Anonymity reminder:**

Do not include the name of the organization, individuals, or education providers. Submissions that include identifying information may be disqualified.

**Coaching Credentials**

Building on the coaching capacity outlined in the Impact section, please indicate how many actively delivering coaches hold professional coaching credentials.

	Coaching Role	MCC	PCC	ACC	ACTC	No Credential
1	External coaches					
2	Internal coaches					
3	Managers/ Leaders using coaching skills					

**ICF Membership**

Approximately what percentage of the coaches supporting this initiative are current ICF members?

90–100%

75–89%

50–74%

25–49%

Less than 25%

Unsure

Use this space to provide any relevant context not captured in the tables above that helps evaluators understand the organization’s approach to credentials and membership of coaches who are involved in this program. 150 words

How is the ICF Code of Ethics embedded within the coaching program, and how is confidentiality consistently protected across coaching engagements? 150 words

## Evaluation of Coaching Effectiveness

200  
words

How does the organization evaluate the effectiveness of coaching across internal and external coaches and leaders using coaching skills?

What methods are used? Provide 2-4 representative metrics and supporting data.

*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)*

## External Coach Selection

What criteria does the organization use when selecting external coach practitioners?

## Minimum Coach-Specific Training Required for Internal Coaches

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 125 hours of accredited training
- Coaches receive at least 60 hours of accredited training
- Coaches receive at least 60 hours of unaccredited coach-specific training
- Coaches receive at least 30 hours of coach-specific training
- The organization does not require coach specific training for internal coach practitioners

Briefly describe the organization's approach to preparing internal coaches, including the type of training completed and whether it is accredited.

120  
words

## Ongoing Professional Development

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

## Minimum Coach-Specific Training Required for Managers/Leaders using coaching skills.

Which of the following best describes the average amount of coach-specific training required to become qualified as an **manager/leader using coaching skills**?

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

Briefly describe the organization's approach to preparing managers/leaders using coaching skills, including the type of training completed and whether it is accredited. 120 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

### Use of Artificial Intelligence in Coaching (If Applicable)

Does the organization currently use artificial intelligence (AI) or AI-enabled tools within its coaching approach?

Which statement best reflects the organization's current status regarding AI?

- AI is actively used within coaching engagements
- AI is being piloted or tested
- AI use is being explored but not yet implemented
- The organization does not use AI in coaching
- Not sure

#### If AI is used or piloted:

(optional) 150

Briefly describe the safeguards or standards in place to support ethical use, confidentiality, and appropriate human oversight.

words

In this section, explain how coaching is intentionally aligned with the organization's strategy. Provide **clear, concrete examples** that show how coaching:

- Aligns with the organization's mission, vision, values, or core behaviors
- Is mapped to current organizational goals and objectives
- Is supported by dedicated human and/or financial resources
- Has evolved over time to meet changing organizational needs
- Plays a meaningful role in team development and collaboration

Focus on **decisions, actions, and outcomes**, rather than descriptions of programs.

#### Anonymity reminder:

Do not include the name of the organization, individuals, or providers. Submissions that include identifying information may be disqualified.

#### Strategic Purpose of Coaching

250

What organizational priorities or strategic objectives led to the introduction of coaching, and how do they connect to current organizational goals?

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"*

**Evolution of the Coaching Strategy**

250  
words

Organizations adapt their coaching approach as organizational priorities and workforce needs evolve.

Provide 2-4 examples of how the coaching strategy has evolved over time to better support organizational goals or emerging needs.

*Focus on shifts in approach, expansion to new populations, integration into business priorities, or enhancements to coaching practices — rather than program history.*

**External coaches**

Which populations are prioritized for support from external coach practitioners?

(check all that apply)

Entry-level employees

Mid-level employees

Senior-level employees

High-potentials

Teams

The organization does not hire external coaches

Briefly explain the strategic reasoning behind this approach.

150 words

**Internal coaches**

Which populations are primarily supported by internal coaches?

(check all that apply)

Entry-level employees

Mid-level employees

Senior-level employees

High-potentials

Teams

There are no internal coaches

How does this approach support organizational priorities?

150 words

**Managers/Leaders Using Coaching Skills**

Within which populations are coaching skills most intentionally integrated into leadership practices?

(check all that apply)

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

Briefly explain how integrating coaching skills into leadership supports organizational priorities or culture. 150 words

### Evolution of Coaching Strategy

250

How has the organization's coaching strategy evolved over time to respond to changing business or workforce needs? Provide 3-5 examples.

words

### Is Coaching in This Organization Built to Last?

In this section, describe how coaching is sustained over time within the organization.

Please address:

- Budget approach and funding model
- Senior leadership advocacy and champion actions
- Observable changes in leadership behaviors
- Integration of coaching into talent or organizational development strategies

Focus on **systems, decisions, and evidence of longevity**, not intentions. Include examples that demonstrate sustainability over time.

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

250

The Organization's leadership styles changed resulting from the coaching

words

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

### Budget Commitment

Which statement best describes how coaching is financially supported within the organization?

Select the option that most closely reflects current practice.

- 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

### Senior Leadership Advocacy

Which statement best describes the role of senior leaders in advocating for and sustaining coaching within 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.

### Leadership Actions

120 words

Provide one example of a visible action taken by senior leaders that demonstrates commitment to sustaining coaching.

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

### Sustaining Coaching Over Time

250 words

Describe how coaching is embedded and sustained within the organization. Provide specific examples that demonstrate long-term commitment, leadership support, and integration into talent or organizational development strategies.

Focus on established systems, decisions, and observable outcomes rather than future intentions.

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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

***This field is optional.***

words

You may use this space to share any extra information that helps evaluators better understand your submission. This could include short explanations, important details, or context that did not fit in other sections.

Please keep it brief and relevant to your impact.

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**.

Upload your video testimonial 1 (optional)



Upload your video testimonial 2 (optional)



Upload your video testimonial 3 (optional)



Upload your video testimonial 4 (optional)



Upload your video testimonial 5 (optional)  
(maximum 5 videos)



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

### Video Testimonial Transcripts

To support a fair and confidential review process, transcripts must be provided for all video testimonials submitted with this nomination.

Transcripts allow evaluators to review testimonial content while preserving anonymity.

#### Submission Requirements:

- Transcripts must be provided in **English**.
- Remove all identifying information, including names of organizations, individuals, providers, proprietary programs, or locations.
- Use neutral descriptors instead (e.g., *the organization, a senior leader, an internal coach practitioner*).

Failure to preserve anonymity may result in disqualification.

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



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



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## Attachments 2026

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.

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## Frequently Asked Questions

### **When will the nomination period end?**

Friday, April 26 at 11:59 p.m. (New York).

### **When will finalists and winners be announced?**

- Finalists will be announced on **July 22, 2026**, through an official ICF press release and will be publicly recognized for this achievement. A select group of finalists will later be chosen as award winners.
- Winners will be announced on **October 5, 2026**, following the Awards Ceremony held on **October 3, 2026**, at a location to be revealed.

### **What happens after the finalist announcement?**

Following the announcement, the evaluation process continues to determine the award winners from this distinguished group of finalists.

### **What should winners expect?**

The **2026 ICF Coaching Impact Awards** will be celebrated in October.

- **Awards events (winners only): October 1–4, 2026**
- **Awards ceremony: October 3, 2026**

**Only confirmed winners are invited to attend Awards events.** Availability, participation, and travel details will be shared directly with winners.

### **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 for the winners made of?

We work with experts in sustainable plastics products to create elegantly designed 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, including those of ICF's six family organizations, are not eligible for consideration.
- ICF staff (including independent contractors) and current members of any ICF Global Board of Directors, including those of ICF's six family organizations, may not submit a nomination or serve as a reference.
- Past ICF award winners are not eligible for consideration unless they apply in a different category.
- Multiple nominations for the same individual or organization will not be accepted. If this occurs, ICF will contact nominators to discuss alternative options.
- All nominations and supporting reference forms must be submitted in English.
- All winners must consent to providing ICF with additional information about their coaching program or career for potential use in future ICF communications, including but not limited to press releases, social media, testimonials, and promotional materials.
- Entries may be edited after submission up until the nomination deadline.
- Please ensure that all personal and contact details are entered accurately.
- The 2026 ICF Coaching Impact Awards will be recognized in October. Winners should save the dates of October 1-4\*\*.
- If you have any questions on the entry process, please contact us via [email](#). \*

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

**Join us in recognizing excellence and impact in coaching worldwide!**

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# SUBMIT

## Before You Submit

Thank you for recognizing excellence through the **ICF Coaching Impact Awards**.

Before clicking "**Submit nomination**", please note:

- **Review your nomination carefully.** Make sure all information is complete and accurate.
- **Your nomination is considered only after you click "Submit nomination."** Saving the form does not count as a submission.
- **You must see a confirmation message** for your nomination to be successfully submitted. If you don't see it, your nomination was not submitted.
- **You may edit your nomination until April 26.** After the deadline, no changes can be made.

If you experience any issues or have questions, please contact [Stephanie Norris, ICF Awards Director](#).

### Representation at the Awards Ceremony

100

If selected as a winner, your organization will be invited to designate **two representatives** to attend the in-person winners gathering — a curated experience that includes interviews, a collaborative working session, and the award ceremony.

words

Representatives typically include the nominating coach and an organizational sponsor who are closely familiar with the coaching initiative.

**Please provide their information below.**

### Advancing the Impact of Coaching

ICF may feature select submissions in thought leadership, research, publications, or educational content to help advance the coaching profession.

Would your organization be open to having elements of this submission considered for that purpose?

- Yes
- Yes, with prior review and approval
- No

**Thank you for being part of this global celebration of coaching impact!**



International  
Coaching  
Federation