



Seven Tips for Submitting Your Prism Award Nomination

1. Review all eligibility criteria to ensure that your organization is a good fit for the program.

Developing a nomination for the International Prism Award is a labor-intensive process, and we want to ensure that only eligible organizations make the investment. Before you begin, ensure that your organization meets the following criteria:

- A coach who holds a **current ICF Credential and has delivered coaching in the organization is submitting the nomination.**
- Coaching was implemented in the organization **no later than December 31, 2016.**
- **Employees in the organization are benefiting from the coaching culture by receiving coaching and/or working with a manager/leader who uses coaching skills.** The Prism program is not designed for coach-training organizations or organizations that provide external coach practitioners to organizations and/or individuals.
- The organization, its leaders and its public relations team are willing and able to publicly share information that points to the success of the coaching initiative (e.g., employee engagement and retention data, return on investment data, annual revenue). If you're using data in your nomination to demonstrate the impact of coaching, you should be comfortable having that same data shared publicly in press releases, published case studies, etc.

2. Make the nomination process a true collaboration.

The most successful Prism Award nominations represent a team effort between the nominating coach, coaching sponsor and other individuals involved with developing, managing and measuring the impact of coaching in the organization. A collaborative nomination process ensures that you provide our panel of judges with the fullest, clearest picture of coaching and its impact on the organization. Organizations that have participated in Prism in the past have also observed that collaborating on the nomination has strengthened their coaching culture by encouraging meaningful conversations around the scoring criteria of impact, standards, strategy and sustainability.

3. Capture the full scope of coaching across the organization.

For several years, the International Prism Award program celebrated organizational coaching initiatives or projects. As the body of research demonstrating the benefits of strong coaching cultures has grown, we've shifted the focus of the Prism Award to celebrate organizations where coaching is a strategic and budgetary priority that's woven into every aspect of daily interactions and operations.

Because of this shift, if coaching activity is taking place across multiple business units, the nomination should reflect its full scope. The Prism process is a wonderful opportunity to capture a full picture of coaching at work in an organization and bring key decision-makers and other stakeholders together for a conversation.

4. Share specific data.

In the "Impact" section of the Prism nomination, you'll be asked how the organization measures the impact of external coach practitioners, internal coach practitioners and managers/leaders using coaching skills. If a box is checked you should, ideally, be able to provide that data as part of the nomination. (For example, if you're tracking client return on expectations to measure the impact of internal coach practitioners, your long-form response should include return on expectations data.)

5. Use storytelling techniques.

Year after year, Prism judges report that the nominations that best resonated with them were the ones that shared meaningful data, but also told a story. What was happening in the organization before coaching was implemented? What's changing because of coaching? How is coaching impacting the lives of individual employees? What about the organization as a whole? What's next for coaching in the organization? Using narrative techniques to share this information when appropriate will give judges valuable insights into the organization's coaching culture.

6. Incorporate testimonials.

Brief quotes from leaders, managers and team members that highlight the impact of coaching at the personal and organizational level also have a powerful impact on judges. Consider weaving them into your nomination when and where appropriate. To ensure a blind review process, quotes must remain anonymous; however, we recommend giving some detail about the person's role in the organization. For example:

"After partnering with an internal coach, I have more self-confidence and am better at finding work/life balance." —
Senior Marketing Specialist

7. Ask questions.

If you have questions or would like guidance at any step in the nomination process, please don't hesitate to contact ICF's Communications and Awards Manager, Abby Heverin, at abby.heverin@coachfederation.org or +1.859.219.3529.