Panelist: Tony Draper, Ph.D., MCC
Tony partners with his clients to equip them with the tools, knowledge and opportunities they need to fully develop and be effective in their commitment to themselves, their organization and their work. Tony has more than 30 years of experience with multinational corporations, both as an employee and professional coach. He is the president of ICF Australasia and has previously served as an ICF Australasia board member and Queensland branch leader.

Partner: Australian Human Resources Institute (AHRI)

Dates of Partnership: May 2015–Present

How did the partnership begin?
The relationship began with a local joint event in 2015. The partnership is now national.

Chapter Benefits
- High visibility of ICF Australasia to AHRI’s 20,000-plus members
- Position as a thought leader for coaching
- Premium booth placement at AHRI conference
- Joint events during International Coaching Week

Partner Benefits
- AHRI members invited to the chapter’s virtual professional development events
- Review of AHRI’s coaching module in their accreditation process for HR professionals
- Jointly promoting a special interest group for internal coaches

Intangible Benefits
- Promotion of ICF and ICF coaches
- Alignment of AHRI’s definition of coaching with ICF’s definition and standards

Panelist: Lara Atallah, PCC
Lara has been a professional coach for nearly half a decade and is an experienced facilitator and speaker. Currently, she serves as the marketing director for ICF Egypt. Lara is married with two daughters.

Partners: American Chamber of Commerce (AmCham)– Career and Development Center (CDC) and Diwan Bookstore

Dates of AmCham Partnership: July 2018– (three-year agreement in place)
How did the AmCham partnership begin?
The chapter approached the American Chamber of Commerce Career and Development Center (CDC) with an offer to provide coaching at their annual employment fair. The huge success of this benefit at the event led to the chapter becoming the official coaching partner for the CDC.

Chapter Benefits
- Exposure of ICF Egypt brand to clients and community
- Free participation in two annual employment fairs
- ICF Egypt logo on all marketing materials
- Article about ICF Egypt participation in the AmCham Business Monthly magazine
- Announcement email to all AmCham members and mailing list
- Space at employment fairs for the chapter to conduct coaching sessions
- Mailing list to announce joint activities
- Promotion on social media pages

Partner Benefits
- Complimentary coaching sessions for employment fair attendees
- Chapter promotes joint activities through social media pages
- Chapter designs and delivers CDC programs using a coach approach
- Chapter members offer 20 percent discount on one-one-one sessions for AmCham Egypt CDC clients.
- AmCham CDC able to promote coaching as an offering to current and potential clients

Intangible Benefits
- Credibility and positive exposure
- A feeling of belonging and engagement for chapter members
- Other organizations expressing an interest in partnership opportunities with ICF Egypt

Dates of Diwan Bookstore Partnership: April 2018–Present

How did the Diwan Bookstore partnership begin?
The bookstore approached the chapter and offered event space where ICF Egypt could give presentations that promote coaching and ICF coaches.

Chapter Benefits
- Free presentation space at four store locations in Cairo
- Promotion of the presentations through the bookstore’s social media channels, reaching more than 250,000 followers
- Ad space for the presentations on the bookstore’s flyers and email newsletters
- Credibility derived from partnering with a reputable and established brand
- Increased reach for the chapter
- Increased brand awareness
- Enhanced member engagement
- Foundation for future collaboration

Partner Benefits
- Strengthening the bookstore’s mission to become a hub for development
- Cost-effective educational programming for customers
- Event promotion on ICF Egypt’s social media channels

Intangible Benefits
- Reinforcement of the ICF Egypt brand
- Exposure for participating coaches as subject-matter experts
- Increased social media following that can be leveraged to further raise awareness of ICF Egypt and professional coaching
Panelist: Giorgia Franceschini, PCC
After earning a degree in philosophy, Giorgia began her career working as a consultant and trainer. She holds a master’s degree in coaching, a master’s degree in neurolinguistic programming and a diploma in counseling. Giorgia works as an Executive and Life Coach supporting individuals, groups and teams. In 2017 she co-founded The Coaching Pros, a coaching and training company. In the same year she and her business partners launched The Neuroscience Coaching School (TheNCS) where she also works as a trainer. Last year, she began a two-year term as ICF Italy’s Communications Chair.

Partner: Médecins Sans Frontières (MSF), aka Doctors Without Borders


How did the partnership begin?
Every year ICF Italy chooses a nongovernmental organization to partner with. In 2015, a former president had discussed directly with MSF’s CEO the opportunity to start this project to support people who worked in offices in Italy.

Chapter Benefits
• Opportunity to make a social impact
• Opportunity for coaches to enhance their skills and gain experience
• Visibility for the Chapter, because we presented the project in the Coaching Expo (a national event) and we had the MSF’s CEO as a testimonial

Partner Benefits
• Thirty-one pro bono individual coaching paths and one pro bono team coaching path for MSF employees in Italy
• New learning for participants including how to manage emotions (especially in stressful situations) and how to be more focused on their activities

Intangible Benefits
• Long-term positive impact on MSF employees, including remaining calm in crisis and better supporting colleagues in the field
• Coaches feeling that they’ve made a difference in the world
• Inspiring other ICF Chapters to start local MSF partnerships (e.g., Argentina, United Kingdom and Belgium)