

2020 International Prism Award Program – Scoring Rubric

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| ***Impact*** |
| **5** | **4** | **3** | **2** | **1** |
| * At least 80% of the workforce receives or has received coaching
* The nomination includes ROE and ROI data, and clearly outlines measurement mechanisms for both
* The nomination incorporates positive testimonials demonstrating the outstanding impact of coaching both individually and across the organization
* The nomination incorporates employee indicators that validate dramatically increased levels of workplace engagement and well-being
 | * At least 60% of the workforce receives or has received coaching
* The nomination includes ROE and ROI data, but does not clearly outline/explain measurement for one or both
* The nomination incorporates positive testimonials from employees that demonstrate the impact of coaching both individually and across the organization
* The nomination incorporates employee indicators that validate significantly increased levels of workplace engagement and well-being
 | * At least 40% of the workforce receives or has received coaching
* The nomination includes and outlines measurement mechanism for ROE or ROI, but not both ROE and ROI
* The nomination includes positive testimonials from employees that focus on the individual benefits of coaching
* The nomination incorporates employee indicators that validate modestly increased levels of workplace engagement and well-being
 | * At least 20% of the workforce receives or has received coaching
* The nomination indicates that ROI and/or ROE are measured, but does not incorporate data for either/both
* The nomination includes positive testimonials from employees, but with limited or no detail
* The nomination references employee indicators, but does not incorporate data
 | * Less than 20% of the workforce receives or has received coaching
* The nomination does not reference ROE or ROI
* The nomination does not include positive testimonials from employees
* The nomination does not reference employee indicators
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| ***Standards*** |
| **5** | **4** | **3** | **2** | **1** |
| * 100% of practitioners who delivered coaching in the past year held an ICF Credential
* The nomination illustrates in great detail how the ICF Code of Ethics is applied in the organization
* The nomination illustrates in great detail what the organization does to preserve confidentiality
* Internal coaches receive at least 125 hours of accredited training
* Managers/leaders using coaching skills receive at least 60 hours of accredited training
* Internal coaches have access to Mentor Coaching and Coaching Supervision, as well as at least three additional forms of continuing professional development
* Managers/leader using coaching skills have access to at least three forms of continuing professional development
 | * At least 75% of practitioners who delivered coaching in the past year held an ICF Credential
* The nomination illustrates in some detail how the ICF Code of Ethics is applied in the organization
* The nomination illustrates in some detail what the organization does to preserve confidentiality
* Internal coaches receive at least 60 hours of accredited coach-specific training
* Managers/leaders using coaching skills receive at least 30 hours of accredited training
* Internal coach practitioners have access to Mentor Coaching and/or Coaching Supervision
* Internal coaches have access to at least three total forms of continuing professional development
* Managers/leader using coaching skills have access to at least two forms of continuing professional development
 | * At least 50% of practitioners who delivered coaching in the past year held an ICF Credential
* The nomination illustrates in minimal detail how the ICF Code of Ethics is applied in the organization
* The nomination illustrates in minimal detail what the organization does to preserve confidentiality
* Internal coaches receive at least 60 hours of unaccredited training
* Managers/leaders using coaching skills receive at least 30 hours of unaccredited training
* Internal coaches have access to at least two forms of continuing professional development
* Managers/leader using coaching skills have access to at least one form of continuing professional development
 | * At least 25% of practitioners who delivered coaching in the past year held an ICF Credential
* The nomination indicates that the ICF Code of Ethics is used in the organization
* The nomination indicates that the organization preserves confidentiality
* Internal coaches receive at least 31 hours of training
* Managers/leaders using coaching skills receive coach-specific training
* Internal coaches have access to at least one form of continuing professional development
 | * Fewer than 25% of practitioners who delivered coaching in the past year held an ICF Credential
* There’s no evidence that the organization uses the ICF Code of Ethics
* There’s no evidence that the organization preserves confidentiality
* Internal coaches receive less than 31 hours of coach-specific training
* Managers/leaders using coaching skills do not receive coach-specific training
* The organization does not provide continuing professional development opportunities
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| ***Strategy*** |
| **5** | **4** | **3** | **2** | **1** |
| * The nomination clearly illustrates and provides robust examples of how coaching aligns with org mission, vision, core values or behaviors
* The nomination clearly illustrates and provides robust examples of how coaching is mapped clearly to current org goals/objectives
* Coaching is supported by dedicated allocation of significant human and/or financial resources
* Nomination demonstrates and provides examples of how coaching has evolved to serve needs
* Nomination demonstrates and provides examples of coaching’s fundamental role in team-building processes
 | * The nomination illustrates and provides examples of how coaching aligns with org mission, vision, core values or behaviors
* The nomination illustrates and provides examples of how coaching is mapped clearly to current org goals/objectives
* Coaching is supported by dedicated allocation of human and/or financial resources
* Nomination demonstrates how coaching has evolved to serve needs
* Nomination demonstrates coaching’s fundamental role in team-building processes
 | * Nomination illustrates how coaching aligns with org mission, vision, core values or behaviors
* Nomination illustrates how coaching is mapped to current org goals/objectives
* Coaching is supported by human and/or financial resources, but not necessarily on a dedicated basis
* Nomination indicates that coaching has evolved over time
* Nomination indicates that coaching has been leveraged to support team-building
 | * Nomination indicates that coaching aligns with org mission, vision, core values or behaviors
* Nomination indicates that coaching is mapped to current org goals/objectives
 | * Nomination provides limited or no evidence of the relationship between coaching and org mission, vision, core values or behaviors
* Nomination provides limited or no evidence of relationship between coaching and current org goals/objectives
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| ***Sustainability*** |
| **5** | **4** | **3** | **2** | **1** |
| * Coaching is a fixture in the organization and has a dedicated line item in the budget
* Senior leaders in the organization play an integral role in advocating for coaching and clearly communicating the coaching strategy
* Coaching is integral to the organization’s talent development strategy
* Coaching is integral to forward-thinking areas (e.g., talent management, succession planning, employee development)
* Nomination provides clear evidence and examples of how leadership styles have changed positively from coaching
* Coaching shows long-term resilience in organizational infrastructure/operating budget
 | * Senior leaders in the organization advocate for coaching and can communicate the coaching strategy
* Coaching is a component of the organization’s talent development strategy
* Coaching is leveraged in forward-thinking areas (e.g., talent management, succession planning, employee development)
* Nomination provides evidence of how leadership styles have changed positively from coaching
 | * Whenever the organization has surplus funds available, it may allocate those toward coaching
* Organization has multiple “champions” among senior leaders
* Nomination indicates that coaching is leveraged in talent development function
* Nomination indicates that leadership styles have changed positively from coaching
 | * Only if coaching provides a solid return may additional funds be requested
* Only one champion is listed, but s/he possesses high seniority and/or influence in the organization
 | * It is very difficult to find or secure funding for coaching inside the organization
* Champion(s) listed on the nomination have relatively low seniority and/or influence
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