

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 |