Preparing for Prism: An In-depth Look at the 2020 Nomination Process

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Today’s Agenda

• Nomination and selection timeline
• Eligibility criteria
• Scoring criteria
• Success strategies
• Program contact
• Q&A
2020 Timeline
Nominations

Opening date: April 6, 2020

Deadline: June 1, 2020, at 2 p.m. (New York)

Nominations must be submitted electronically.
Selection Process

• Nomination review: June 1—July 27, 2020
• Finalist selection: Week of August 10
• Finalist interviews: August 17–28
• Honoree selection: Week of September 7
• Finalist announcement: Week of August 17
• Honoree announcement: Week of October 5
• Award ceremony: Converge 2021 (Date and location TBA)
Eligibility and Scoring Criteria
Eligibility Criteria

• Nominated by a coach who holds a current ICF Credential and has delivered coaching in the organization
• Coaching implemented prior to January 1, 2019
• Not a 2019 ICF International Prism Award winner or honorable mention recipient
• Organization consents to publicly share information that points to the success of the coaching initiative
• Nomination in English
• Cannot be nominated by a member of any ICF Global Board
Preliminary Scoring

• Performed by ICF HQ staff

• Based on ICF and HCl’s criteria for strong coaching cultures:
  • Agree that employees value coaching
  • Agree that senior executives value coaching
  • Internal coaches and/or managers/leaders using coaching skills receive accredited coach-specific training
  • All three modalities present
  • Coaching a fixture with a dedicated line item
  • All employees have equal opportunity to partner with a professional coach

• Above-average in relation to other nominees = advancement to semifinals
Scoring Criteria: The 4 Pillars

• Impact
• Standards
• Strategy
• Sustainability

Criteria are detailed on the scoring rubric at coachfederation.org/prism-award.
Impact: What Does a 5 Look Like?

- 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 (individually and across the organization)
- The nomination incorporates employee indicators that validate dramatically increased levels of workplace engagement and well-being
Standards: What Does a 5 Look Like?

• 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
Standards: What Does a 5 Look Like?

• 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/leaders using coaching skills have access to at least three forms of continuing professional development
Strategy: What Does a 5 Look Like?

• The nomination clearly illustrates and provides robust examples of how coaching aligns with mission, vision, core values or behaviors
• The nomination clearly illustrates and provides robust examples of how coaching is mapped clearly to current organizational goals/objectives
• Coaching is supported by dedicated allocation of significant human and/or financial resources
Strategy: What Does a 5 Look Like?

• 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
Sustainability: What Does a 5 Look Like?

• 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
Sustainability: What Does a 5 Look Like?

• 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
Success Strategies
1. Review eligibility criteria.

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.
2. Collaborate!

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.
3. Capture the full scope.

If coaching is taking place across multiple business units, offices, etc., the nomination should reflect this.
4. Share specific data.

You’ll be asked how the organization measures the impact of external coaches, internal coaches and managers/leaders using coaching skills. If a box is checked to represent the presence of a modality you should, ideally, be able to provide that data.
5. Use storytelling techniques.

Prism judges report that the nominations that best resonated with them were the ones that shared meaningful data and told a story.
6. Incorporate testimonials.

Brief quotes from leaders, managers and team members that highlight the impact of coaching at the individual and organizational level also have a powerful impact on judges.
7. Ask questions.

I’m here to help!
Program Contact

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Questions?