



## 2018 ICF-Toronto Chapter PRISM Award Information & Sample Form

In 2000, the ICF-Toronto Chapter created the PRISM Award to recognize organizations that use coaching to yield measurable business results. Since 2005, ICF Global adopted the PRISM Award that has become the epitome of what professional coaching can accomplish at the corporate/organizational level. The deadline for the 2018 ICF-Toronto Chapter PRISM Award nominations is **January 15, 2018**. All nomination forms must be received via the online submission form available at [2018 PRISM Application Form](#).

### Benefits to Applying Organizations

- The ICF-Toronto Chapter PRISM Award provides a forum for organizations in the Corporate sector, Government sector, and the Not-for-Profit sector, to celebrate and publicize their successes throughout the coaching community and beyond. There are three categories within the Corporate sector: small enterprise (less than 100 employees), medium enterprise (100-500 employees), and large enterprise (over 500 employees)
- Award recipients gain recognition as leading-edge organizations that use coaching to develop their leaders and improve bottom-line results
- Award recipients participate in the Award ceremony, and receive a customized Award statue commemorating their organizational achievement in coaching
- Award recipients will be featured on the ICF-Toronto Chapter website in ICF promotions, presentations, and case studies that are included in publications viewed by CEOs and other business professionals
- Award recipients are granted permission to use the ICF-Toronto PRISM logo for one full year and may include this information in advertisements, resulting in further publicity for their organizations

### ICF-Toronto Chapter PRISM Award Nomination Eligibility Criteria

To be eligible for the ICF-Toronto Chapter PRISM Award, nominees must satisfy several criteria, including:

- The organization must be nominated by an external or internal coach who holds an ICF Credential (ACC, PCC or MCC), has participated in the coaching initiative, and is an active member in good standing of the ICF-Toronto Chapter, or becomes one by **to be confirmed**. The organization must be located within the following area codes: 416, 647, 905, 519, 705, or 289, however the coach may be located anywhere
- The organization must have started implementation of the coaching initiative at least 4 months prior to submitting nomination form
- The coaching initiative must have yielded reliable results that have impacted either the individual coachees and/or the sponsor organization in ways that are observable and/or measurable
- During the nomination review process, the coaching sponsor, or a suitable designee, will be prepared to provide the panel of judges with additional/clarifying information about their coaching initiative
- The coaching sponsor, or a suitable designee, will participate in the ICF-Toronto Chapter PRISM Award Ceremony in October

- Award winning organizations must consent to provide the ICF-Toronto Chapter with additional information about their coaching initiative that may be incorporated in future press releases, testimonials, and/or case studies
- Senior leaders within the organization remain active champions for sustaining the coaching initiative
- Previously awarded organizations shall wait one full year between ICF-Toronto PRISM Award nominations

The coaching initiative should have impacted individual coachees and/or the sponsor organization in a clearly observable way. The areas impacted by coaching may include, but not be limited to, the following:

Leadership development  
Team/group effectiveness  
Problem solving capabilities  
Employee health and wellness  
Employee work/life balance

Change management initiatives  
Customer service improvements  
Communication/feedback skills  
Employee engagement

## SAMPLE ICF-Toronto Chapter PRISM Award Nomination Form

\*\*All submissions must be received via the online nomination form available at [2018 PRISM Application Form](#).

**\*\*You may save and return to complete your nomination form at any time. Please save this link in a safe location as ICF-Toronto Chapter staff will **not** be able to provide the link to you at a later time should you need it, requiring you to start the nomination form over.\*\***

### Nominating Coach

Please provide contact details for one nominating coach who participated in the organization's coaching initiative:

Coach name:

ICF Credential level (e.g. ACC, PCC, MCC):

Coach business/company name:

Coach email:

Coach phone:

**A prerequisite for Award eligibility is that the organization must have started implementation of the coaching initiative at least 4 months prior to this nomination submission.**

### Organizational Nominee

Please provide information about the specific organization where the coaching initiative was implemented:

Organization name:

Organization address:

Organization status (e.g. for-profit, non-profit, government):

Industry sector (e.g. pharmaceutical, telecommunications, manufacturing):

Number of employees:

Annual revenue:

Implementation date of coaching initiative:

Current status of coaching initiative:

Please quantify the extent to which this coaching initiative has been implemented across the organization:

Number of coaches used in coaching initiative:

Number of employees receiving coaching:

Number of department areas/business lines using coaching:

During the PRISM nomination review process, the panel of judges may wish to contact the coaching sponsor (or a suitable designee) to provide additional/clarifying information about the coaching initiative. Please provide contact details for the most appropriate coaching sponsor (e.g. Human Resource, Learning & Development, Talent Management, etc...) within the organization:

Sponsor name:

Title/Position:

Email:

Phone:

Please provide contact details for up to three individuals within the organization who are considered to be the primary supporters or 'champions' for the coaching initiative:

Name	Title/Position	Email	Phone	ICF Credential level (if applicable)
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Champion #1:

Champion #2:

Champion #3:

### **Snapshot of Coaching Initiative**

As the Nominating Coach, please describe why you feel that this organization should be recognized for an International PRISM Award: (250 words or less):

Please describe the general scope of the coaching initiative in terms of the types of coaching that are being applied inside the organization: (250 words or less):

### **Detailed Evaluative Criteria**

*\*\*\* NOTE: For the remaining sections of this Nomination Form, we ask that you refrain from identifying the proper name of the Organizational Nominee. Rather, please provide anonymous references (e.g. the organization, the company, etc...)*

**Standards: Provide examples of how the coaching initiative was developed in a way that would highlight a commitment to rigorous professional standards, industry excellence or best practices within organizational coaching. Examples could include, but not be limited to, the following (500 words or less):**

- Coaching initiative utilizes external or internal coaches who hold an ICF Credential
- Individuals offering coach-specific training to employees have graduated from an ICF accredited/approved program
- Coaches involved in the initiative have been offered coach mentoring/coaching supervision
- ICF Code of Ethics has been identified as a resource in coaching agreement with the organization; in particular, confidentiality has been preserved in coaching conversations
- Evidence-based approach adopted throughout coach training and/or delivery of coaching

**Strategy: Provide specific examples of how organizational goals, strategic priorities or workplace needs are being addressed through the coaching initiative. Examples could include, but not be limited to, the following (500 words or less):**

- Coaching initiative aligns with organizational mission, vision, core values, or behaviours
- Coaching initiative can be mapped clearly to current organizational goals/objectives
- Coaching initiative supported by dedicated allocation of human and/or financial resources
- Coaching initiative has proven to be adaptable/has evolved to serve fast -emerging employee/organizational needs
- Coaching has become a fundamental element to the organizational team-building processes

**Sustainability: Provide examples of how coaching has become embedded into the fabric of the organization or identify any plans to develop/expand the coaching initiative further. Examples could include, but not be limited to, the following (500 words or less):**

- Organization has coaching champions/advocates in senior leadership position who can communicate the coaching strategy effectively
- Coaching has become positioned as a preferred solution when compared to other modalities

- Coaching used as modality in forward-thinking areas (e.g. talent management, succession planning, employee development)
- Coaching shows long-term resilience in organizational infrastructure/operating budget
- Organizational leadership styles have changed positively resulting from the coaching

**Impact: Provide any observable and measureable details that underscore the value, influence or effectiveness of the coaching initiative. Examples could include, but not be limited to, the following (500 words or less):**

- Integration of coaching measured by number of employees/proportion of workforce receiving coaching
- Employees who have received coaching provide positive testimonials that demonstrate the breadth and/or depth of coaching initiative
- Employee indicators provided that validate increased levels of workplace engagement and well-being (e.g. decreased stress, increased resilience, goal attainment)
- Return on Expectations (ROE) measurements provided for non-monetary employee/organizational goals that were identified before coaching initiative was implemented
- Return on Investment (ROI) measurements calculated for areas that emphasized financial business outcomes or for any impacted goal areas that can be converted to a monetary value

### Participating Coach(es)

Aside from the Nominating Coach, please provide information for up to five coaches who worked on this coaching initiative:

Name	Internal Coach	External Coach	ICF Credential Level (if applicable)	Other organization credential (if applicable)	ICF Member Y/N
Coach #1					
Coach #2					
Coach #3					
Coach #4					
Coach #5					

In order to submit your ICF-Toronto PRISM Award nomination form, you must click on the “Submit Nomination Form” button that appears below (*available on the online nomination form at [2018 PRISM Application Form](#)*. **After submitting your Nomination Form, you will have the option to print a copy of the form for your records.**

You, or some of the individuals listed on this application, may be contacted by our panel of judges in order to provide additional/clarifying information about this coaching initiative.

Should you have any questions, please contact Kim Leitch at [PRISM@icftoronto.com](mailto:PRISM@icftoronto.com) or 416-960-4791x3.