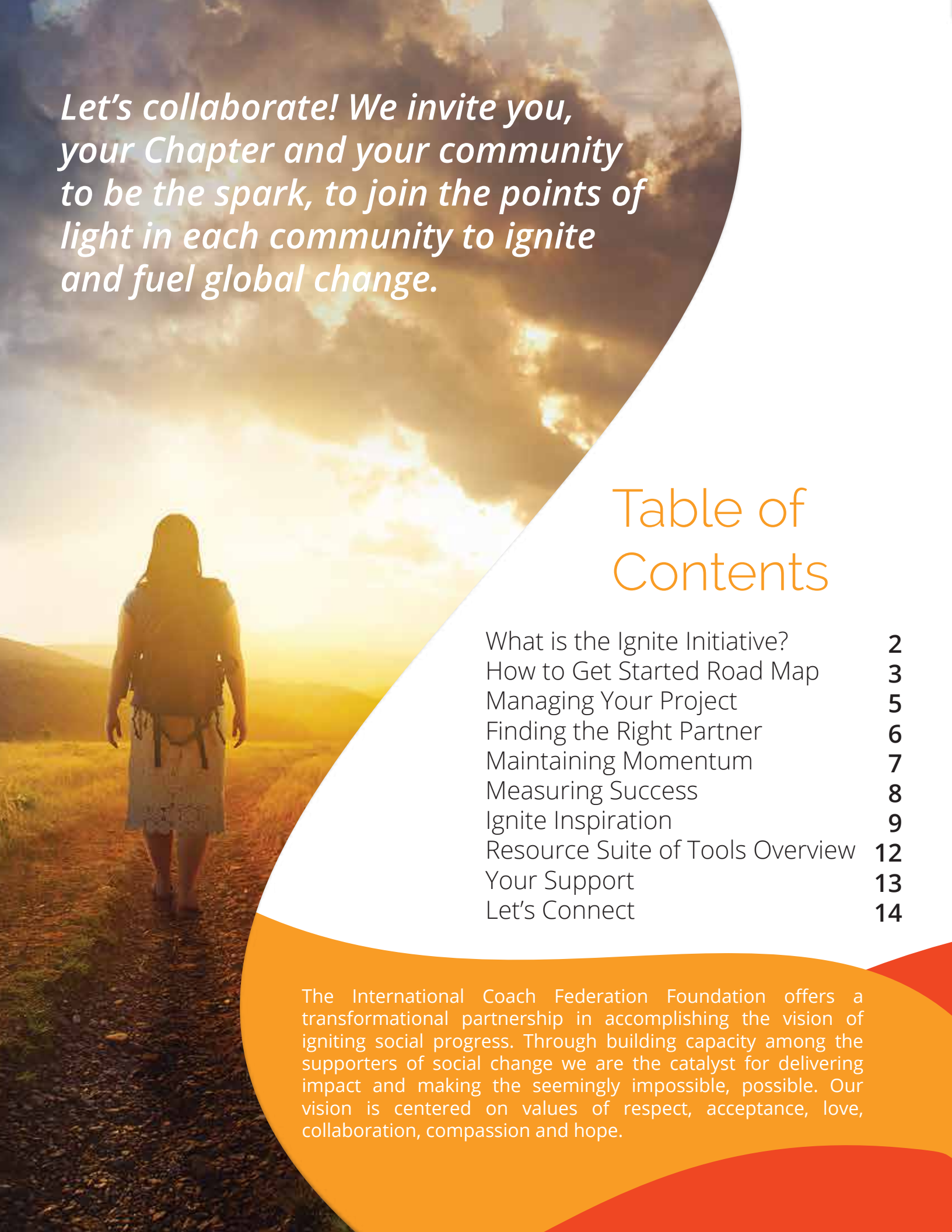


# Ignite Road Map



When we share the power of  
coaching with our world, we will  
impact communities and lives.

***Together, we will ignite social progress.***



*Let's collaborate! We invite you,  
your Chapter and your community  
to be the spark, to join the points of  
light in each community to ignite  
and fuel global change.*

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The International Coach Federation Foundation offers a transformational partnership in accomplishing the vision of igniting social progress. Through building capacity among the supporters of social change we are the catalyst for delivering impact and making the seemingly impossible, possible. Our vision is centered on values of respect, acceptance, love, collaboration, compassion and hope.



# What is the Ignite Initiative?



At the International Coach Federation Foundation, we strive to ignite social progress. One way we execute this vision is through pro bono coaching, a way for us to use the skills of coaching to make an impact on the world around us. Ignite is designed to help support the work being completed by each Chapter, providing tools and best practices to allow coaches to focus on the greatest change.

After working with ICF Chapter Leaders, we decided to collectively work to accelerate the goal of Education. This is in alignment with the United Nations' 2030 Sustainable Development Goals (SDGs), specifically the SDG of Education (SDG4) that seeks to ensure inclusive and quality education for all and promote lifelong learning. This initiative is intended to expose more organizations to coaching, to be a catalyst that provides a taste for capacity building. This will help leaders understand what is possible, allowing the organizations to make informed decisions with their future budgets.

Together, we will engage through the power of coaching to meet local and global challenges and move education into the future.



*Learn more about how your International Coach Federation Foundation team will support your Chapter through the process on page 13.*



Learn more about  
SDG4 by visiting

[www.un.org/sustainabledevelopment/education](http://www.un.org/sustainabledevelopment/education)

## What does it mean to complete a pro bono project?

Pro bono means that the work being completed is for the public good or for a good cause. The spirit of pro bono is donating your time and talent to the project. We understand there may be costs associated with the project. The Foundation will have resources available to support you through completion.



# Road Map

Follow this road map to achieve success with our Ignite Initiative.

## To Do

- ☐ Review the full Road Map and Resource Suite of Tools
- ☐ Gauge interest among your chapter members
- ☐ Begin brainstorming about your partner

## To Do

- ☐ Formalize your participation by completing the Chapter Agreement

Start Here

CHAPTER  
DISCOVERY

APPLY /  
SIGN UP  
FOR  
IGNITE

## Tools

- Ignite Road Map
- Ignite Promotional Materials
- Frequently Asked Questions

## Tools

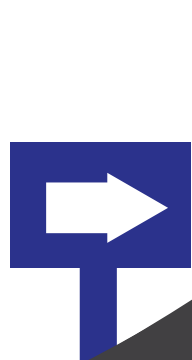
- Chapter Agreement
- Ignite Promotional Materials

## To Do

- ☐ Select partner
- ☐ Send Partner Introduction Letter
- ☐ Complete Memorandum of Understanding
- ☐ Host an orientation meeting for involved parties
- ☐ Review the Matching Coaches and Partners resource
- ☐ Complete Coaching Agreement

## To Do

- ☐ Review Sample Evaluation
- ☐ Report measurements and survey results
- ☐ Share successes and opportunities for improvement with Council of Ambassadors



## LAUNCH IGNITE INITIATIVE



### Tools

- Partner Introduction Letter
- Matching Coaches and Clients
- Memorandum of Understanding
- Coaching Agreement
- Questionnaire



## POST IGNITE INITIATIVE



### Tools

- Tracking Tools
- Sample Evaluation - Coming Soon!

Use the road map to help guide you and your chapter to success!

# Managing Your Project

You've decided to join us by taking a pro bono journey with your Chapter. How do you make sure your Chapter remains engaged, active and ready to make a difference?

## It takes great management!

Though the specific number of functions will depend upon the size of your Chapter, there are certain functions that need to be considered:

- ✓ **Project Management:** Communicate about the Ignite Initiative with the rest of the Chapter; help to lead the development of the initiative and liaise with ICF Foundation. It is recommended that the person responsible for this function commit to one year of service.
- ✓ **Liaise with the Partner:** Ensure a positive partner experience throughout the pro bono project.
- ✓ **Liaise with Coaches and Partners:** Manage the pairing of partners and coaches, and communicate the assignments to coaches and partners.
- ✓ **Liaise with Coaches:** Ensures a positive coach experience throughout the pro bono project.
- ✓ **Admin Support Function:** Support the overall project and committee; ensure all deadlines are met and necessary paperwork maintained.
- ✓ **Evaluation Liaison:** Manage the tracking process for the project to measure the impact the partnership made to the partner organization.



can shape these roles in a way that works best for your Chapter and initiative, but be sure to include the key functions mentioned here as part of the responsibilities to be covered. Each will impact the overall success of your project. All sizes of teams are welcome to participate in an Ignite Initiative!



*"Individual commitment to a group effort — that is what makes a team work, a company work, a society work, a civilization work." - Vince Lombardi*

# Finding the Right Partner

The inaugural Ignite Initiative focuses on helping to ensure inclusive and quality education — for boys to men and girls to women — promoting lifelong learning for all. You may choose to work with individual, local, regional or national organizations. Regardless of organization size, all are welcome!

There are many organizations within your community that may fit this profile, including:

- **Schools, Colleges and Universities.** Consider local council or administrators who work at these institutions who may benefit from a coaching relationship.
- **Organizations providing educational enrichment for youth.** Organizations such as Junior Achievement or those who focus on educational mentoring relationships with youth may be considered.
- **Nonprofits providing support to adult learners.** As adult learners pursue their educational goals, there may be support a coach can provide the organization to make an even greater impact.
- **Global/Humanitarian organizations.** There might be one located in your backyard. Organizations like UNICEF have offices in most countries.

The education focus can be broadly based, encompassing an entire school or organization, or more narrowly defined to specific grades, programs or focal areas. The important factor is that the concept of education is the central focus.

When selecting a partner organization, it is recommended you seek organizations that will:

- Identify an individual who will serve as the primary point of contact;
- Commit to a project that will be no longer than 10 scheduled sessions per person, concluding the engagement in no more than 6 months;
- Participate and provide metric measurement data to help track successes and how behavioral changes are impacted;
- Be open to exploring how coaching can build capacity in their leadership;
- Work with your Chapter to achieve success in support of the organization's mission and vision.

*Case studies and past Foundation grant project examples you may consider using for partner inspiration are available starting on page nine.*



Do you wonder if a potential partner would be a positive fit for the Ignite Initiative, but aren't quite sure if they meet the education-focused designation? We can help! Contact Stephanie Keally at [Stephanie.Keally@foundationoficf.org](mailto:Stephanie.Keally@foundationoficf.org) for more information.

# Maintaining Momentum

You have your team and you've selected a partner. Your Chapter may be excited about the work ahead. But what happens when the initial spark has faded a few weeks down the road?

Maintaining momentum will take a conscious effort on the part of the leadership team of your pro bono project.

## Communication is the Key

While this seems like a simple step, maintaining thorough, consistent communication with those on the Ignite Initiative team is important. This will include communication with:

**Chapter Members:** Each member of your team will have other responsibilities vying for their attention. Maintaining communication allows you to ensure they have access to information and helps keep the project top-of-mind.

**Partner:** Between sessions, communicate with your partner to gauge progress, answer questions and ensure continued commitment.

**ICF Foundation and Council of Ambassadors:** Maintain contact to share successes, ask questions and provide suggestions on additional tools needed. You may experience an opportunity for growth that another Chapter has already encountered, and maintaining this level of communication will allow you to reap the benefits of the experiences of others.



Remember, we are encouraging projects that are no longer than 10 scheduled sessions per person, concluding the engagement in no more than 6 months. The goal is to help develop the leaders so they can help impact the system or systems in place within their organization.



# Measuring Success

We will measure the outcomes of each Ignite Initiative. To measure our efforts collectively, Chapters with registered Ignite projects are asked to measure and evaluate progress midway through the project and at the project's completion. To ensure consistent tracking across each Chapter's project, gathered data will include, but not be limited to:

- Number of Chapter members involved in the project;
- Number of individuals who received coaching;
- "Ripple effect" of the coaching experience, meaning the number of additional lives impacted as a result of the coaching;
- Progress seen as a result of coaching;
- Focus on ensuring equitable, quality education or promoting lifelong learning opportunities.

In addition to the measurements the ICF Foundation seeks to track during the process, you will work with your partner to define what success will look like and how it will be measured at their organization.



The measurement tools are available for your review in the Resource Suite of Tools.

# Chapter Pro Bono Activities

If you need something to help create a spark within your Chapter, looking at the successes of past Chapter pro bono activities and Foundation grant projects may help!



## **Grupo Puentes / ICF Argentina**

Grupo Puentes is a nonprofit civic association aimed at improving the development of vulnerable youth through personal development opportunities and access to quality education. Coaches from ICF Argentina provide pro bono coaching to Puentes staff and to university students in the organization's scholarship program.

Puentes staff have reported many benefits, including improved communication, better role delineation, enhanced time management skills, and more intentional and productive staff meetings. Students receiving coaching reported enhanced time management and greater self-efficacy.

## **Teach for China / ICF Shanghai**

Teach for China (TFC) provides training and fellowships to promising young leaders from China and the United States so they can become teachers in China's under-served rural and inland communities. TFC's mission is to ensure that one day, every child enjoys access to a quality education so that he or she has the opportunity to dream and the skills to achieve those dreams.

Beginning in March 2014, ICF Shanghai partnered with TFC to provide four to six coaching sessions to employees and teaching fellows. Through coaching, partners have the opportunity to identify their core competitive advantages, set career goals, identify a suitable career path and improve their teaching skills and effectiveness.

## **Akanksha Foundation/ ICF Mumbai**

The Akanksha Foundation is a nonprofit organization with a mission to provide children from low-income communities with a high-quality education, enabling them to maximize their potential and transform their lives.

To enhance Akanksha staff members' teamwork, change management and interpersonal relations skills, ICF Mumbai developed and delivered group coaching workshops on topics including self-awareness, collaboration skills and effective leadership. ICF Mumbai members also offered one-on-one coaching to the organization's senior staff members.

# Foundation Grant Projects



## **Coaching for Results**

Coaching For Results, Inc. is a nonprofit established to help school leaders achieve extraordinary results, both professionally and personally. The mission is to foster confident, competent, courageous school leaders who lead their schools to high performance. This project sought to support confident, competent and courageous school leaders of selected Title I schools as they transformed their schools into ongoing communities of excellence for all students.

Through strong evaluation measures, they also sought to demonstrate to school districts and State Departments of Education the importance of coaching school leaders as an essential component in the transformation of challenging schools. Twenty CFR coaches offered eight, one-hour coaching sessions pro bono to forty Title I leaders across the United States in six different states: New Jersey, New York, Virginia, Texas, Kansas, and Ohio.

## **Touch Point Connection (TPC)**

Touch Point Connection (TPC) was an initial pilot at Amphitheater High School (AHS), a large urban school in Tucson, Arizona. TPC's ultimate goal is to spread the power of coaching to support graduation, the pursuit of further education, and a successful transition into the workplace and adult life. In pursuit of this goal, TPC and AHS's leadership decided to expand program offerings beyond Personal Success Coaching by opening a Just-in-Time "Coaching Office" and integrating it into the school.

The Coaching Office's objective is serving more students and serving them more quickly. With the addition of the Coaching Office, students with a pressing issue are able to talk with a Volunteer Coach immediately to help them see their choices and regain their focus. The Coaching Office also gives students the opportunity to try coaching before signing up for a Personal Success Coach. Others can get coaching support whenever they feel they need it, without committing to weekly meetings.

To meet the unique needs of the Coaching Office, TPC provided additional training for their Coaching Office Volunteers. TPC introduced "Laser Coaching," a technique that is very focused and can accomplish successful results within short, 20-30 minute sessions.

# Education



## Isikkent Schools, Turkey

Turkey's Isikkent Schools, which serves students from preschool through grade 12, has a stated mission of educating young people holistically in service of developing them into highly motivated, self-aware and thoughtful adults passionate about lifelong learning.

Coaching touches the lives of every member of the Isikkent community, with teachers and staff receiving coach-specific training. Students, teachers and parents have access to one-on-one coaching from an Isikkent coach-teacher. Training is also available to help parents adopt a "coach approach" to interactions with their children.

Although Isikkent's coaching program is not an example of a pro bono initiative (coaching and training is provided by paid practitioners, and coaching is a dedicated line item in the school's budget), it is an example of what's possible when passionate, professional coaches partner with educators to foster change.



For more information on these or other pro bono activities, contact Stephanie Keally at [Stephanie.Keally@foundationoficf.org](mailto:Stephanie.Keally@foundationoficf.org).



# Resource Suite of Tools

Are you ready to get started?

Our goal is to provide you with tools and resources to help you successfully complete the Ignite Initiative with your Chapter. You can download these available tools and resources in the Resource Suite of Tools.

- Frequently Asked Questions
- Chapter Agreement
- Promotional Materials
- Introduction Letter to Partner
- Tracking Tools
- Ignite Road Map
- Matching Coaches and Clients
- Memorandum of Understanding
- Coaching Agreement
- Questionnaire
- Sample Evaluation
- Value of Coaching

*As the Ignite Initiative evolves, we will continue to add to the Resource Suite of Tools.*



# Your Support

As you and your chapter work on your pro bono project, you have the support of others to help you achieve success. You are never alone!

## **International Coach Federation Foundation**

Our Program Director's primary role is to serve as your central office touch point, supporting you in all aspects of your pro bono project. We will help:

- Guide you as you work to select a project partner;
- Support you as you build your local pro bono project;
- Maintain communication throughout the pro bono project;
- Manage the Ignite community, connecting you to the Council of Ambassadors;
- Connect you to available resources to support your project.

## **Council of Ambassadors**

The Council of Ambassadors provides a connection opportunity and support from coaches in the field. Once you are connected to the Council of Ambassador for your chapter, they will help:

- Build connectivity by developing a relationship with your Chapter Leader;
- Work closely with ICFF staff to provide feedback regarding your Ignite pro bono project;
- Pursue process improvements to ensure forward movement;
- Navigate the available resources to support your project.

## **Board of Trustees**

The Board of Trustees helps to provide visionary guidance to the International Coach Federation Foundation. They assist the Foundation by:

- Using its influence and global reach to create partnerships that will further the work of Ignite;
- Carrying the mandate to Ignite social progress through transformational partnerships;
- Building capacity through social change.

***Together, we will ignite social progress.***

# Let's Connect!

Stay connected with the ICF Foundation throughout your pro bono project! Here are a few ways you can keep in touch:



FoundationofICF.org



@FoundationofICF



Connect with the Council of Ambassadors!  
Contact Stephanie Keally at  
**Stephanie.Keally@foundationoficf.org**  
for contact details.



Connect with us on Basecamp! Contact Stephanie Keally  
at **Stephanie.Keally@foundationoficf.org** for access.



Quarterly Connects will allow us to share successes  
and best practices. Stay tuned for more information!

Let us know what is working, and what isn't, so other Chapters can benefit from your experiences. We want to know how you are igniting social progress in your realm of influence.



## Don't Keep the Success to Yourself!



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*Program of the ICF Foundation facilitated by Chapter members.*