



*Gift of
Coaching*
AWARDS

2018 CASE STUDIES



FoundationofICF.org

Gift of Coaching AWARDS

Giving the Gift of Coaching entails identifying deep needs, forging meaningful partnerships with nonprofit organizations that share our commitment to changing the world, and applying coaching where and how it's needed most. The ICF Foundation's Gift of Coaching Awards program celebrates ICF Chapters with impactful pro bono coaching initiatives that make a difference in their communities.



ICF Foundation works to connect and equip professional coaches and organizations to accelerate and amplify impact on social progress through coaching. We do this through cultivating frameworks for pro bono coaching, engaging in and curating research for the multiplying effect of social progress through coaching and develops coaches within diverse populations. Through our values of global vision, global impact, systemic insight, collaboration, compassion, and persistence; we will strive to obtain our vision that coaching is an integral part of the thriving society.

Special thanks to this year's Gift of Coaching Judges for their time and dedication: ICF Global Past President Diane Brennan, MCC (USA), Current ICFF Trustee Saima Butt, MCC (UK), Risto Heiskanen, ACC (Finland), Catherine Oleksiw, Ph.D., PCC (USA) and Uttara Pattanaik, Ph.D., PCC (India).

Learn more at [FoundationofICF.org](https://www.foundationoficf.org).

ALIGNING COACHING FOR SUCCESS

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2018 AWARD WINNER - PORTFOLIO

ICF Toronto

In the first ever program of its kind, the ICF Toronto Chapter launched Coach Connect, an initiative to gift pro bono professional coaching services to community nonprofit organizations. The program connects ICF Toronto Chapter Members with local nonprofit and volunteer causes that align with their values. In its inaugural year, the Chapter partnered with the following organizations:

- **Up with Women**
Exists to help women permanently break the cycle of homelessness and poverty by providing high quality, customizable services for at-risk women to maximize their personal and career potential and build sustainable pathways out of poverty.
- **Ernestine's Women's Shelter (EWS)**
Is an organization run by women that provides support and shelter for women and children escaping violence. It assists women and their children in rebuilding their lives by providing interventions and holistic support services.
- **Bethell Hospice**
Supports individuals and their families with life-limiting illnesses by providing exemplary hospice and palliative care. It also offers community programs including grief counseling and bereavement support. There are no fees for its services.
- **Tropicana Community Services**
Provides youth, newcomers, people of Black and Caribbean heritage and others in need with opportunities and alternatives that lead to success and positive life change. Its mission is achieved through culturally appropriate programs such as counseling, child care, educational and employment services, and youth development.

Through its governance, Coach Connect ensures that the pro bono initiatives are aligned with each partner client's mission and vision. Potential nonprofit partners are screened through a rigorous application process. Once chosen for the program, organizations participate in regular check-ins and surveys with ICF Toronto to ensure that the agreed upon mission-aligned objectives are being successfully achieved. This includes a first quarter program review, mid-point survey and final coaching survey. These assessments ensure that the partner organizations follow similar processes, and it allows for best practices to be recognized. As a result, organizations indicated they were somewhat likely to very likely to continue to utilize coaching in their organizations after the initiatives completed. This exposure to will help leaders understand what is possible, allowing the organizations to make informed decisions with their future budgets.

Through Coach Connect, ICF Toronto Coaches empowered coachees, helping them see beyond a situation, no matter how bleak or hopeless; regain control of their lives; rebuild careers; launch businesses; and strengthen communication, interpersonal and management skills.



UNLOCK POTENTIAL WITH COACHING

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Gift of Coaching

2018 AWARD WINNER - SINGLE

ICF Australasia

The University of Queensland (UQ) is one of Australia's leading research and teaching institutions. It is committed to developing highly sought-after graduates whose capabilities will be enhanced and accelerated by their willingness to engage in and reflect on a diverse range of experiences. The ICF Australasia Chapter partnered with the University's Business School Student Employability team.

Employability at UQ is a learning process through which students reflect on a range of experiences to develop an understanding of their personal employability and the positive contribution they can make to society, based on an ethos of lifelong learning and ongoing personal and professional growth. Students were supported by coaching as they went through their post-graduation readiness process. The partnership not only unlocked students' potential, but also created a greater awareness of the difference between coaching and mentoring. The coaching program with ICF Australasia enhanced the students' reflective practices and provided them with another life experience to draw from.

ICF Australasia and UQ worked together to measure the effectiveness of the initiative using check-ins and surveys of both participants and coaches. Over 30 coaches were matched with 44 student participants. Entry into this program is competitive, and applicants must be able to identify and articulate how coaching will enhance their well-being and confidence. The application process instills an understanding of how coaching can support them and be a valuable, lifelong resource in their personal and professional development.

One hundred percent of student respondents indicated that they would participate in the ICF Australasia coaching program again if offered the opportunity. The program's success is best exemplified through student testimonials, such as:

- "Coaching sessions enabled me to figure out my aspiration for my life, which can be the standard for me to choose my career path and actions."
- "I was taught tools that would better enhance productivity and time management."
- "I can be a better version of myself; I want to focus more on the journey and not the outcome."

ICF Australasia Coaches provided a service that parallels both their coachee's aspirations and the goals of the program. Coaching created greater value and a deeper level of learning for each student who participated in the initiative.



SHAPING THE FUTURE OF EDUCATION

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Gift of Coaching
2018 HONORABLE MENTION - SINGLE

ICF United Arab Emirates (UAE)

Gulf Indian High School (GIHS) in Dubai, United Arab Emirates, grooms its students to be good citizens of tomorrow through an integrated education model that encompasses the development of students' physical, academic, emotional and social competencies. The ICF United Arab Emirates (UAE) Chapter, in collaboration with GIHS's special educators, designed and delivered an eight-week group coaching program to 42 students in the seventh, eighth and ninth grades who have learning difficulties.

The Chapter project managers wanted to ensure that they selected coaches that would understand and support the academic setting. They viewed the selection of coaches as very important to the overall success of the pro bono initiative. The criteria considered for coaches included prior experience in education, and preference was given to coaches that were credentialed. Selected coaches were provided with a ½ day of training. This ensured the coaches would be familiar with the system of reflection and written feedback.

The coaching program was created to explore the uniqueness of each student and tailor their learning around that, rather than the standard one-size-fits-all educational approach. The program helped students understand and exercise their strengths, which could enhance their performance in their year-end exams. Coaches also supported the special education department during the Knowledge and Human Development Authority (KHDA) annual inspection. KHDA is responsible for the growth and quality of private education in Dubai.

The coaching program included pre- and post-assessments on self-perception, which helped students better understand their individual motivation drivers. The School's most important measure of success was that all participating students passed their year-end exams. As a result of the coaching initiative, the school inspection by KHDA rated the department one level higher than the previous year. Additional improvements include:

- Students self-perception ratings increased by 25 percent
- Students felt better about themselves and their abilities
- Parents of these students had an increased understanding of their child

GIHS noted that the coaching initiative with ICF UAE enabled powerful and heart-filled change, which can help move education into the future.

