



*Gift of
Coaching*
AWARDS

2019 CASE STUDIES



foundationofICF.org

Gift of Coaching

A W A R D S

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. Giving the Gift of Coaching involves identifying deep needs, forging meaningful partnerships with social change organizations that share our commitment to transforming social impact through coaching, applying coaching where and how it's needed most.



The ICF Foundation connects and equips professional coaches and organizations to accelerate and amplify impact on social progress through coaching. Through these transformational partnerships, we demonstrate that coaching works by building capacity in organizations around the globe and making coaching an integral part of the thriving society.

Special thanks to this year's Gift of Coaching Judges for their time and dedication: Massimiliano Cardani, MCC, Kathryn Donaldson, ACC, Susan Gichungu, ACC, Jeff Nally, SHRM-SCP, SPHR, Shahira Rifaat

Learn more at foundationoficf.org.

Unlocking Education's Impact

ICF Turkey

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2019 AWARD WINNER - PORTFOLIO

The depth and breadth of impact is striking in the portfolio of pro bono coaching work conducted by ICF Turkey Chapter Members. Their partnerships with three well-established, nonprofit organizations took them to provinces and cities across the country providing support to hundreds of educators, students, and their families in grades K-College. All three partnerships focused on sustainable approaches for addressing solutions to needs in public education, in effect applying coaching to multiple insertion points within the education system in Turkey.

Association for Supporting Contemporary Life (CYDD) is a nongovernment organization (NGO) seeking to generate solutions and public opinion for contemporary living and education. Focusing on the education of young girls, they use pro bono coaching with the girls' mothers to impact the whole family and ultimately the community.

Turkish Education Association (TED) was founded as an NGO in 1928 and remains to this day dedicated to their original mission of dealing solely with the "... education and training of the youth of the country." They provide scholarships to students who have "financial difficulties" to "contribute equal opportunities in education..." The scholarships may continue to be granted annually through their university education. TED hopes to reach 10,000 students by their 100th anniversary in 2028.

Teachers Academy Foundation (ORAV) is the first and only NGO in Turkey that focuses on the personal and professional development of teachers. ORAV offers a continuous stream of new, cost-free training options to educators. The foundation aims to support current educator growth and to foster the spread of professional development to future generations of educators.

Throughout the three years, over 100 coaches were involved in providing pro bono coaching for these initiatives. The ICF Turkey Chapter worked in tandem with the non-profits providing oversight for each initiative and ensuring that written agreements are obtained, processes are followed, and measurement systems are in place and launched appropriately. In each case, the nonprofits conducted self-reported evaluations with the participants of the coaching experiences.

...the partnerships all had one common purpose, to establish sustainable practices that influence the future of education in Turkey.

The measurement and evaluations of each program provided insights that included: being aware of their potential; believing in themselves; "realized my strengths"; and being very satisfied with the evolution of their professional lives and/or personal lives. Many participants found that the experience provided them with deeper insights and improved quality of life enhanced by becoming better listeners and asking better questions. Regardless of the unique process and criteria set, the partnerships all had one common purpose, to establish sustainable practices that influence the future of education in Turkey.

The benefits to each organization long term ranged from empowering women in all aspects of life to inspiring recipients of the pro bono initiatives to become coaches and to receive training from various ICF accredited organizations.



Amplifying the Influence of “Next Gens”

ICF Hungary

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2019 AWARD WINNER - SINGLE

“Next Gens” is a social responsibility program for Human Resource (HR) students started in 2018 by the Budapest Metropolitan University (METU) in collaboration with coach training schools in Hungary. The overall aim of the University is to pursue a high level of education even compared to European Union standards in various fields including the social sciences. Their ambition is education on designed with continuously renewing methods. These strategies are supported by educators who have international experiences with inspiring and innovative training in a research environment. The university believed that this coaching experience would assist the students by creating clarity for expectations around employment, and by prepare them for the challenges and demands of the labor market.

The ICF Hungary Chapter and METU partnered in a program to support 64 students working with 42 coaches. Target group students who participated in this pro bono initiative included: university students, alumni students, and students nearly ready for coach qualification. The program was to provide personal coaching experiences that would build capacity for future generations of HR professionals. The chapter focused on aligning with the METU’s mission and vision of:

- to support graduate students in their career start with individual coaching and make their integration into employer organizations easier.
- as the future HR professionals, making them more aware of professional coaching by the personal coachee experience and in this way answering questions like “What is professional coaching? What is it good for? How can you choose a coach? What a professional coaching process looks like?”

- Increasing the quality of Human Resource professionals, indirectly shaping the Hungarian HR culture and professional coaching culture in mid- and long-term.

Ensuring a quality experience was a top priority for the initiative. Coach selection was based on ICF coach competencies and ethics. Supervision/mentor coaching was provided by the ICF Hungary Chapter. Coaching recipients received preliminary education on the definition of coaching and what to expect from the process.

Evaluation of the program addressed the impact/results of the coaching relevant to the HR profession, and the personal results for the coachees. As a result of the program, more than 80% of the coachees indicated that they believe coaching should be a part of every learning and development program for leaders, HR students, and HR professionals. In addition, more than 70% of the coachees experienced positive change in the areas of awareness, self-esteem, self-confidence, persistence, and paying attention to relationships. Also, an anecdotal result noted that two participants attributed the experience to receiving job opportunities as an effect of the coaching process. The uniqueness of this initiative is that it not only set future leaders for success but also planted the seeds for coaching to have a greater reach in society.

METU concluded that the pro bono coaching experience with IFC Hungary functioned “in harmony with our mission, vision and values, and these are why we started [this program] with ICF Hungary. Based on the program results so far, we are going to continue this collaboration in the next three years with the same size/scope as we planned.”

Improving Collaboration— Accelerating Impact

ICF Delhi NCR

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2019 HONORABLE MENTION - SINGLE

“A world where no one is blind from avoidable causes”—inspires the work of the Sightsavers India (Royal Commonwealth Society for the Blind). Since 2018 the organization has embarked on this mission under the leadership of the CEO Mr. R.N. Mohanty. In partnership with the ICF Delhi NCR, Sightsavers utilizes the chapter pro-bono coaching initiative to align the company’s leadership team and senior management team with the organization’s vision/mission, goal, and core values. The CEO believed alignment with the organization’s vision/mission would lead to impacting the local community as a whole.

ICF Delhi NCR pro bono coaches were carefully matched to Sightsaver participants. They began the project with meetings and instruction regarding processes and purpose. “The effect of probono coaching enabled the coachees (Sightsavers Leadership Team) to enhance their passion for their job, maximize their inner resources, work from a space of joy, and create magic in the organization and the larger community as well,” said Mohanty.

Measurement of the initiative incorporated periodic progress reviews with the CEO, recorded interviews with functional heads of Sightsavers India, data from Coaching logs, and regular progress updates from volunteer coaches. Pro Bono Coaches followed the ICF Code of Ethics and confidentiality clause. Coachee preferences were considered for the best possible match between coach and coachee, and both signed a probono coaching contract to ensure legal compliance and Coach professional responsibility.

Sightsavers describes the results as: “We required an innovative way to align the leadership team. It was necessary to create a culture of shared values. The

probono coaching offer from ICF Delhi NCR came at the right time.” The pairings were done carefully, and a session was set for the leadership team with an intent to set expectations of the coaching session. The entire leadership team went through the coaching sessions, which resulted in improved coordination among the teams, along with creating a more open and transparent culture.

Collaboration has improved substantially, and the office environment has been impacted

The company states that leaders are able to communicate effectively, improving their commitment level, professional effectiveness and higher confidence. They now look forward to coming to the office with joy. They are able to see things from a different perspective. One participant stated, “It is magical. I didn’t know that I would be able to find solutions myself to my problems.” Collaboration has improved substantially, and the office environment has been impacted positively. The company has indicated a likelihood of continued participation, and the CEO announced that they are now operating in 100 districts. “I am quite happy to say that there is harmony in the organization,” he said, “and each one of us are motivated to do more for our society, our team, and our organization.”