



ignite

ENGAGING COACHING FOR
HUMANITY AND THE PLANET

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



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Let's collaborate!

We invite you and your coach colleagues to be the spark.
Through social impact on community levels, we can ignite global change.

What is the Ignite Initiative?

The ICF Foundation envisions a world in which coaching accelerates and amplifies positive impact on humanity and the planet. The Ignite Initiative supports this mission using the collective power of ICF Chapters, Members and Credential-holders.

Ignite is a call for individual coaches to work as a team to provide pro bono coaching to a partner organization whose mission is aligned with a [United Nations 2030 Sustainable Development Goal](#). With specific parameters in place for the coaching projects, Ignite is designed to support the work, provide tools and best practices, and allow coaches to focus on achieving the greatest impact.

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

History of Ignite

The Ignite Initiative launched in 2017 with a specific focus on SDG #4: Education – ensuring inclusive and equitable quality education and promoting lifelong learning opportunities for all. Throughout 2018 and 2019, more than 1,850 hours (worth over \$430,000 USD) of professional coaching were donated to education-focused organizations, non-profits and NGOs.



Sign up to participate at foundationoficf.org/ignite



UN Sustainable Development Goals (SDG)

Adopted by all UN Member States in 2015, the Sustainable Development Goals are a blueprint to achieve a better, more sustainable future for all. They address global challenges, including those related to poverty, inequality, climate change, education, peace and justice. The 17 Goals are all interconnected.

2019 Social Impact Report

REACH

REGIONS AND % OF PARTICIPATION:



The initiative comprises organizations that reach more than **16 million lives**

46 ICF Chapters partnered with **80** educational organizations and **410** leaders received coaching

79% had never been coached before

THE ICF FOUNDATION PARTNERED WITH UNICEF EDUCATION FOR A GLOBAL IGNITE PROJECT



"I absolutely consider that the coaching *improved the efficiency and engagement* of the entire education team, ultimately resulting in *improved cost-efficiencies* as well as reach of our programs."

UNICEF Education Leader

IMPACT



76% said the ripple effect of their gains from coaching impacted *operational efficiency* and *employee engagement* (70%) for their organization



89% affirm that coaching *contributed to their success*



97% were *motivated to act* on their learning from coaching



96% would *recommend coaching* to others

SOCIAL IMPACT THROUGH COACHING

50% saw significant change in **Leadership • Teamwork • Personal development**

Increases in operational efficiency, teamwork and engagement lead to organizations that are serving their missions more fully—*transforming humanity and the planet.*

Structuring Your Project

The ICF Foundation knows that ICF Coaches, Chapters and Members do great work in their communities all the time. Through Ignite, we are coming together to achieve the greatest possible impact. By creating an Ignite project, you must use the following parameters:



Partner with an organization whose mission and work supports a UN SDG



Recruit ICF-Credentialed Coaches (ACC, PCC, or MCC)



Coach leaders of the partner organization to build capacity and create social impact



Coaching for a **maximum** of 10 sessions within 6 months



Submit project and impact **data** to the ICF Foundation at the beginning and end

Pro Bono Coaching

The ICF Foundation defines pro bono as for public good, or for a good cause. The spirit of pro bono coaching is donating your time and talent. Your Ignite project may offer free or reduced-fee coaching to leaders of your partner organization.

Resource Suite of Tools

To support your Ignite projects, the ICF Foundation has created a Resource Suite of Tools available on the website, [foundationoficf.org](https://www.foundationoficf.org). Here you will find templates for all stages of the project.

“This makes me feel like I am part of something bigger than myself. And because coaching can be a solitary profession, feeling that you are part of something bigger than yourself is an important motivator.”

Ignite Coach

Managing Your Project

So, you've decided to join us on the Ignite Initiative journey. How do you make sure to remain engaged, active and ready to make a difference? **Great project management!**

Though the specific time commitment will depend upon the size of your project, there are certain project functions that always need to be considered.

- ✔ **Project Management:** Communicate about the Ignite Initiative; help lead the development of the initiative and liaise with the ICF Foundation. It is recommended that the person responsible for this function commit to one year of service.
- ✔ **Liaise with the Partner Organization:** Ensure a positive partner experience through the coaching project.
- ✔ **Liaise with Coaches and Coachees:** Manage the pairing of coaches and coachees, and communicate what everyone can expect from the coaching engagements.
- ✔ **Liaise with Coaches:** Communicate consistently to ensure a positive coach experience throughout the project.
- ✔ **Administrative Support:** Support the overall project and committee; ensure all deadlines are met, necessary paperwork maintained, and reports submitted to ICFF.
- ✔ **Measurement Liaison:** Manage the session tracking and measurement process to collect and report coachee and partner impact.
- ✔ **Accounting:** If your project includes a reduced-fee coaching structure, be sure to track, collect and distribute funds appropriately.

You can share these roles in a way that works best for your team, but be sure to include the key functions as responsibilities to be covered. Each will impact the overall success of your pro bono coaching project. Teams of all sizes are welcome to participate.



“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

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 in coachee measurement evaluations.
- ✓ Provide organizational impact metrics pre- and post-coaching project.
- ✓ Be open to exploring how coaching can build capacity in their leadership.
- ✓ Work with your team to achieve success in support of the organization's mission and vision.
- ✓ Allow you and the ICF Foundation to share a case study on the project and its impact data.

It is important that the partner organization's mission supports a UN SDG. Also, ensure that the timing is right for the organization to commit to professional coaching. Top leadership buy-in and advocacy of the coaching project will lead to greater coachee participation and impact.

“The need for what coaching offers is everywhere and in every institution, every corporation, every school, and every social structure. Coaches are midwives at the birth of a new social order, one in which compassion for all people and caring for all nature and our only home form the core theme. What more rewarding challenge could there be?”

Sir John Whitmore

Best Practices

Gathered from Ignite Project Managers, the following are takeaways that will lead to success. Utilize these tips in your pro bono coaching projects.

✔ Vet potential partners

- Evaluate for organizational readiness
- Ensure partner buy-in
- Structure coaching to align with organizational priorities
- Be patient... it takes time to get it right!

✔ Communicate, communicate, communicate

- Clearly outline key points of the project for your partner organization up front
- Set expectations for coaching engagements
- Talk about the impact potential of coaching
- Ensure coaching is viewed as a professional development opportunity, not mandated as disciplinary
- Check-in throughout project with the partner organization, coaches and leaders

✔ Create buy-in

- Inspire, recruit, and engage volunteer leadership
- Communicate updates regularly
- Create a PR plan to share details of the project

✔ Build a project management team

- Include volunteers in a project management team to divide up the tasks

✔ Utilize Ignite resources

- Reference the Ignite Resource Suite of Tools for templates, best practices and project materials
- foundationoficf.org/ignite

✔ Use surveys to match coaches with coachees

- Use the Coaching Questionnaire to gather more information about the needs of the coachee
- Request basic information, specialties, and CVs from coaches

✔ Host a launch meeting

- Before the coaching engagements begin, host a launch meeting to explain more about coaching and the expectations for the program

✔ Have a clearly communicated tracking process

- Be transparent and up-front about process and expectations
- Check-in regularly with coaches to report completed sessions
- Use the provided ICFF template to organize data

✔ Measurement

- Communicate the importance of participation with the organization at the beginning and throughout the project
- Talk about the impact potential
- Directly encourage coachees to participate in surveys through coordination with ICFF

“This experience was engaging and challenging, and one that served my client well as she stepped into a senior leadership role.”

Ignite Coach

Collecting Data and Measuring Impact

We will track the depth and reach of the Ignite initiative through your reporting on each individual project to the ICF Foundation. To measure the impact on the coachee and the potential ripple effect of their gains from coaching, all registered Ignite projects should distribute a survey at the coaching engagement's completion.

Ignite projects should consistently track and report quantitative and qualitative data including, but not limited to:

- Number of coaches and coachees involved
- Partner organization's constituent reach
- UN SDGs addressed through the coaching project
- Number of coaching hours completed
- Outcomes for the coachee
- Perceived ripple effect of coaching
- Impact on the coachee, their team, and the organization

In addition to the measurement the ICF Foundation seeks to track during the process, Project Managers should work with the partner organization to define how coaching can support the organization's mission and goals. If a partner organization is interested in sharing their success metrics and tracking the Social Return on Investment from the Ignite project, contact the ICF Foundation for support.



Find measurement tools, including required questions to ask in the coachee survey, in the Resource Suite of Tools at foundationoficf.org/ignite

Together, we will ignite social progress.