**Ignite Measurement Plan**

Please use this as a general guide to understanding the function and scope of data collection in the Ignite Initiative.

We will measure the outcomes of our initiatives collaboratively by collecting data to establish proof on how coaching moves humanity and the planet, through the UN SDGs, forward. We also seek to collect data to determine the Social Return on Investment (SROI) of coaching our nonprofit partners. These efforts will lead our initiatives to success.

**Who is measured?**

Our focus is on the outcomes and how they are efficiently and effectively delivered. It will not include individual performance reviews or measurements of coaches participating in the program.

**Why are we doing this?**

What is distinctive about applying coaching to the UN 2030 Goals is that it will build the value proposition that coaching is an amplifier and accelerator, and over time becomes a multiplier, reaching further out with its impact for successfully achieving the SDGs.

**What is the measurement tool/process?**

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.

We have designed a survey template that Ignite projects can use and/or customize. This survey is to be distributed to coachees following the end of their full coaching engagement.

There are select questions in this survey template that are required data fields to report back to the ICF Foundation

**Who distributes the survey?**

The Ignite Project Manager is responsible for ensuring that a survey is sent and completed by the coachees.

**What data will be collected?**

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 (SROI) from the Ignite project, contact the ICF Foundation for support.

**What is my partner organization’s role?**

Your partner organization’s role will be similar to any pro bono project. They will be asked to participate in surveys and may be requested to be interviewed as a stakeholder in the initiative.

**How will the data be used?**

The data will be used to track and show our success and opportunity for improvement. It will also be used in determining the SROI of coaching in nonprofits. We are interested in finding out how the recipient of coaching has applied it to impact momentum in their organization. We will report on the findings from Ignite through ICF and ICF Foundation channels.

**What data is required to submit to the ICF Foundation?**

Please see the survey template in the Resource Suite of Tools for the specific Question and Answer formats of the required data fields, which include:

* Prior experience with coaching
* Degree of change in competency areas
* Impact on organization (ripple effect)
* Willingness to participate in an interview with ICFF

**How do I submit my data?**

There is an Ignite Project Completion Form linked on the Ignite Resource Suite of Tools on the ICF Foundation website. Please submit all data following the end of the coaching engagement, survey distribution, and response retrieval.