



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 Global Goals](#). 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 Goal #4: Education – ensuring inclusive and equitable quality education and promoting lifelong learning opportunities for all. From 2017 to 2022, more than 3,571 hours of professional coaching have been donated to education-focused organizations, non-profits and NGOs.



Sign up to participate at foundationoficf.org

UN Global Goals

Adopted by all UN Member States in 2015, the Global 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.



Structuring Your Project



Administering an Ignite Project

3 Months Out

Apply for the Ignite Program
[Ignite Initiative -
Engaging Coaching for Humankind and the Planet](#)


1-2 Months Out

Access Resource Suite of Tools
(Ignite Project Manager)
[Ignite Tools and Resources](#)

2 Weeks Out

Access Data Resources
(Ignite Project Manager)

End of Coaching



“Individual commitment to a group effort —
that is what makes a team work, a company work,
a society work, a civilization work.”

Vince Lombardi

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 ICF Foundation.
- **Measurement Liaison:** Manage the session tracking and measurement process to collect and report coachee and partner impact.



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 six (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 Global Goal. 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

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!

○ Create buy-in

- Inspire, recruit, and engage

○ 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.
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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 Global Goals 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.



Together, we will ignite social progress.

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