

## 2023 ICF INDIA PRISM AWARD

(For organisations, to be submitted by a nominating coach)

### Table of Contents

Page: Data Privacy Agreement .....	1
Page: Nominating Coach .....	2
Nominating Coach Information: .....	2
Terms * .....	3
Page: Organizational Nominee .....	3
The Organization Information: .....	3
Page: Coaching Program Sponsor .....	6
Coaching Program Sponsor Information: .....	6
Page: Coaching Champions .....	6
Champion 1 .....	7
Champion 2 .....	7
Champion 3 .....	8
Page: Coaching Snapshot .....	8
Page: Detailed Evaluative Criteria – Impact .....	9
Page: Detailed Evaluative Criteria – Standards .....	11
Page: Detailed Evaluative Criteria – Strategy .....	14
Page: Detailed Evaluative Criteria – Sustainability .....	15
Page: Additional Comments to Nomination .....	16
Page: Submit .....	<b>Error! Bookmark not defined.</b>

### PAGE: DATA PRIVACY AGREEMENT

The ICF India Coaching Awards Committee is seeking your express consent to have your electronic personal information stored in our system and to receive information regarding the 2023 ICF India Prism Award.

The information you provide will be used for the express purposes of administering this awards program and communicating with you about your application status.

If you do not advance to the finalist round of competition and are an ICF Member and/or Credential-holder, your application materials will be deleted from our system one (1) year after the conclusion of the awards program. Any of your personal data associated with your application (including but not limited to your name, email address, telephone number, and Credential status) will remain in our system for the duration of your affiliation with ICF as a Member and/or Credential-holder.

If you are a finalist, your application materials and the products that result from them (including but not limited to published case studies, promotional videos, video interviews, etc.) will remain in our system in perpetuity. The resulting products may be used to promote the awards program and/or to provide education and professional development opportunities.

No educational or promotional product will be published without the express consent of all relevant stakeholders. If you would like a published piece of material to be removed from the ICF India Coaching Award's website and back-end systems at any time, please email us at [nominations@icfindiacoachingawards.org](mailto:nominations@icfindiacoachingawards.org).

Please note that we will retain anonymized data from all awards nominations, regardless of finalist status, to conduct ongoing benchmarking and program improvement efforts.

Do you give your consent to have your electronic information stored by ICF India Coaching Awards Committee and to receive emails from ICF India Coaching Awards Committee regarding the ICF India Prism Award program?

Please note that if you do not opt-in and provide consent below, you will not be eligible to participate in this awards program.

Yes, I opt in and hereby give my express consent to have my electronic information stored via ICF India Awards Committee and to receive emails regarding the ICF India Prism Award program. I hereby acknowledge ICF India Award Committee's disclosure and my understanding of the above privacy data policies for awards programs and that I have the right at any time to opt out or unsubscribe from the receipt of future emails from ICF India Awards Committee.

***(You may fill the Answers directly in Microsoft Word by clicking on the free text box field. You may also copy paste your answers from another word doc into the corresponding answer fields)***

## PAGE: NOMINATING COACH

### Nominating Coach Information:

First Name \*

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Last Name \*

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Coach Business/ Company Name

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Email Address \*

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Phone No.

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ICF Credential \*

ACC

PCC

- MCC  
 Other \_\_\_\_\_

Terms \*

I agree to all the ICF India Prism Award terms and conditions outlined below.

- ✓ ICF India Prism Award will accept submissions from an organization **or** an individual division within an organization. If only a division of an organization applies, please attach confirmation that the HQ/head of the organization is aware of this submission.
- ✓ The organization will be nominated by an external or internal coach who holds a current ICF Credential and has delivered coaching in the organization.
- ✓ The organization must have started implementing the Coaching initiative before January 1, 2022, and the process must have lasted a minimum of one year.
- ✓ The nomination shows that employees in the organization benefited from the Coaching Culture through direct Coaching and/or working with a manager/leader who uses coaching skills.
- ✓ Coach-training organizations or organizations providing external coach practitioners to organizations or individuals are not eligible for the ICF India Prism Award.
- ✓ If requested, during the nomination review process, the nominating coach and/or coaching sponsor will provide additional/clarifying information about the nomination.
- ✓ The organization, its leaders, and its public relations team are willing and able to publicly share information (that will be previously agreed upon) that points to the success of the coaching initiative (e.g., annual revenue, return on investment data, employee engagement, and retention data.)
- ✓ The data shared in the nomination to demonstrate the impact of coaching will be available for ICF India Awards Committee to share in press releases, case studies, and more.

PAGE: ORGANIZATIONAL NOMINEE

The Organization Information:

Organization Name \*

\_\_\_\_\_

This submission \*

We are nominating the WHOLE organization

We are nominating a DIVISION of the organization\*

\* The organization Headquarters have full knowledge of this division's submission for the Prism Award \*  
Please submit a signed document acknowledging the above.

[File Upload]

Which size category is your organization (or division)?

- Less than 200 employees
- Between 201 and 2,000 employees
- Between 2,001 and 10,000 employees
- Over 10,001 employees

Address \*

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City \*

---

State / Province \*

---

Country \*

---

Number of Employees \*

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**Industry \***

- Communications, Entertainment and Media
- Education
- Energy and Utilities
- Government and Public
- Health, Pharmaceutical and Science
- Hospitality and Leisure
- Manufacturing, Engineering and Construction
- Nonprofit/NGO
- Professional and Financial Services
- Retail and Consumer
- Technology
- Transportation
- Other

**Annual Revenue (in INR million) \***

Please enter numbers only. Do not include other characters (decimal point, comma or Rs., for example).

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**Implementation Date of Coaching \***

Please enter using the following format DD/MM/YYYY.

---

**What is the current status of Coaching in the Organization \*?**

- The organization maintains the current size/scope
- The organization is expanding size/scope
- The coaching initiative has concluded/finished

For the questions below, quantify how the Coaching is applied across the organization. Please review the following definitions before responding.

**Definitions**

- **Manager/leader using coaching skills:** a manager or leader who uses coaching knowledge, approaches, and skills to create awareness and support behavior change.
- **Professional coach practitioner:** provides ongoing partnership designed to help clients make changes to produce fulfilling results in their personal and professional lives.
- **External coach practitioner:** a professional coach practitioner, who is either self-employed or partners with other professional coaches, to form a coaching business.
- **Internal coach practitioner:** a professional coach practitioner, who is employed in an organization and has specific coaching responsibilities identified as part of their job description.

**Which of the following modalities are present in the organization? (Check all that apply.) \***

- Managers/leaders using coaching skills
- External coach practitioners
- Internal coach practitioners

Number of managers/leaders applying coaching skills as an integral part of their leadership, currently employed by the organization \*

\_\_\_\_\_

Number of external coach practitioners currently in use by the organization \*

\_\_\_\_\_

How many external coach practitioners have delivered coaching in the organization in 2021? \*

\_\_\_\_\_

How many of these external coach practitioners are ICF Credential-holders? \*

\_\_\_\_\_

Number of internal coach practitioners currently employed by the organization \*

\_\_\_\_\_

How many internal coach practitioners have delivered coaching in the organization in 2021? \*

\_\_\_\_\_

How many of these internal coach practitioners are ICF Credential-holders? \*

\_\_\_\_\_

Number of employees currently receiving coaching from an ICF external or internal coach practitioner \*

\_\_\_\_\_

Number of employees who have received coaching from an ICF external or internal coach practitioner since the coaching implementation date

\_\_\_\_\_

**In the following two questions, please express the extent to which you agree with the given statements.**

***"Senior executives value the impact of coaching in the organization's success."* \***

Please indicate the importance of your agreement with the above statement:

- Strongly Disagree

- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree
- Don't know or not applicable

***"Employees value the impact of coaching on their development and well-being in the organization." \****

Please indicate the importance of your agreement with the above statement:

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree
- Don't know or not applicable

## PAGE: COACHING PROGRAM SPONSOR

### Coaching Program Sponsor Information:

During the nomination review process, the Review panel may wish to contact the coaching sponsor (or a suitable designee) for additional/clarifying information on the coaching initiative. Please provide below the contact details for the appropriate coaching sponsor in the organization (e.g., Human Resource, Learning & Development, Talent Management, etc.). **The coaching program sponsor and the nominating coach should be two different people.**

First Name \*

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Last Name \*

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Coach Business/ Company Name

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Email Address \*

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Phone No.

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## PAGE: COACHING CHAMPIONS

### Primary Supporters or Champions:

Please provide contact details for up to three individuals in the organization who are the primary supporters or "champions" for coaching in the organization.

Typically, coaching champions are high-ranking individuals in the organization (e.g., C-suite) who advocate for the growth of the organization's coaching culture.

**The nominating coach and coaching sponsor should not be listed as champions.**

I DO NOT give ICF India Awards Committee permission to include the organization's coaching champion(s) in communications regarding their ICF India Prism Award nomination.

### Champion 1

First Name \*

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Last Name \*

---

Title/ Position

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Email Address \*

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Phone No.

---

Holds an ICF Credential?

- Yes  
 No

Do you have another champion to enter? \*

- Yes  
 No

### Champion 2

First Name \*

---

Last Name \*

---

Title/ Position

---

Email Address \*

---

Phone No.

---

Holds an ICF Credential?

- Yes  
 No

Do you have another champion to enter? \*

- Yes  
 No

### Champion 3

First Name \*

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Last Name \*

---

Title/ Position

---

Email Address \*

---

Phone No.

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Holds an ICF Credential?

Yes

No

Do you have another champion to enter? \*

Yes

No

Award nomination data. All information from this point on will need to be filled in the "Award Nomination Data Template available at the following link - <link>. Please fill this template and attach it to the nomination form available on the website.

### PAGE: COACHING SNAPSHOT

#### IMPORTANT NOTE:

For the remaining sections of this nomination form, please refrain from identifying the proper name of the organization you are nominating, specific individuals, or specific training programs/vendors. **Rather, please provide anonymous references (e.g., the organization, the company, etc.).**

**Please note your nomination may be disqualified if you provide identifying information in these sections.**

- Correct: The organization has calculated ROI of three times their investment.
- Incorrect: ABC Global Inc. has calculated ROI of three times their investment.
- Correct: An accredited provider delivered coach-specific training to internal coaches.
- Incorrect: School for Coaching Excellence delivered coach-specific training to internal coaches.
- Correct: The Marketing Director credited coaching with increasing employee engagement in her department.
- Incorrect: Marketing Director Jane Doe credited coaching with increasing employee engagement in her department.



As the nominating coach, please describe why you feel this organization should be a candidate for the ICF India Prism Award. (200 words or less) \*

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Please provide a general description of the impact that coaching has had on the workforce and the organization. (200 words or less) \*

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How has coaching helped the organization cope with the pandemic in an 'out of the ordinary' way?

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#### PAGE: DETAILED EVALUATIVE CRITERIA - IMPACT

##### **IMPORTANT NOTE:**

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- Incorrect: Marketing Director Jane Doe credited coaching with increasing employee engagement in her department.

**Please review the following definition before responding to the questions below.**

##### **Definition**

**Return on expectations (ROE): the fulfillment of non-monetary individual and/or organizational goals which had been identified before the start of the coaching initiative.**

**What methods does your organization use to evaluate the effectiveness of external coach practitioners?  
(Check all that apply.) \***

- Absenteeism rates
- Coaching recipients' satisfaction scores
- Employee engagement scores
- Employee satisfaction scores
- Feedback from coaches
- Performance appraisals
- Promotion and/or tenure rates
- Return on expectations (ROE) for coaching recipients
- Return on expectations (ROE) for the organization
- Return on investment (ROI)
- Other
- The organization does not use external coach practitioners

Other methods used to evaluate effectiveness of external coaches: \*

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**What methods does your organization use to evaluate the effectiveness of internal coach practitioners?  
(Check all that apply.) \***

- Absenteeism rates
- Coaching recipients' satisfaction scores
- Employee engagement scores
- Employee satisfaction scores
- Feedback from coaches
- Performance appraisals
- Promotion and/or tenure rates
- Return on expectations (ROE) for coaching recipients
- Return on expectations (ROE) for the organization
- Return on investment (ROI)
- Other
- The organization does not use internal coach practitioners

Other methods used to evaluate the effectiveness of internal coaches: \*

---

**What methods does your organization use to evaluate the effectiveness of managers/leaders using coaching skills? (Check all that apply.) \***

- Absenteeism rates
- Employee engagement scores
- Employee satisfaction scores
- Feedback from managers/leaders using coaching skills

- Feedback from team members
- Performance appraisals
- Promotion and/or tenure rates
- Return on expectations (ROE) for employees
- Return on expectations (ROE) for the organization
- Return on investment (ROI)
- Other
- The organization does not use managers/leaders using coaching skills

Other methods used to evaluate the effectiveness of Managers/Leaders using Coaching skills: \*

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**In 250 words or less provide observable and measurable details that highlight the value, influence, or effectiveness of the coaching initiative on the individual and the organization.** Please do not use organizations' or individuals' proper names.

Examples could include, but not be limited to, the following:

- Integration of coaching measured by the number of employees/proportion of workforce receiving coaching
- Employees who have received coaching provide positive testimonials that demonstrate the breadth and/or depth of the coaching and its impact on the individual and the organization.
- Employee indicators validate increased levels of workplace engagement and well-being (e.g., decreased stress, increased resilience, goal attainment)
- Return on expectations (ROE) measurements provided for non-monetary employee/organizational goals that were identified before the coaching initiative was implemented
- Return on investment (ROI) measurements including financial or business outcomes for the areas impacted in the organization that can be converted to a monetary value.

Detailed response \*

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## PAGE: DETAILED EVALUATIVE CRITERIA - STANDARDS

### IMPORTANT NOTE:

For the remaining sections of this nomination form, please refrain from identifying the proper name of the organization you are nominating, specific individuals, or specific training programs/vendors. Rather, please provide anonymous references (e.g., the organization, the company, etc.).

**Please note that your nomination may be disqualified if you provide identifying information in these sections.**

- Correct: The organization has calculated ROI of three times their investment.
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- Correct: An accredited provider delivered coach-specific training to internal coaches.
- Incorrect: School for Coaching Excellence delivered coach-specific training to internal coaches.

- Correct: The Marketing Director credited coaching with increasing employee engagement in her department.
- Incorrect: Marketing Director Jane Doe credited coaching with increasing employee engagement in her department.

Please review the following definition before responding to the questions below.

### **Definition**

**Coach-specific Education/Training:** teaches coaching competencies and/or how to apply technical skills in a coach-like manner and encompasses theories and core coaching competencies designed to prepare an individual to practice as a professional coach.

**Which of the following best describes the average amount of coach-specific Education/Training required to become qualified as an internal coach practitioner? \* Select one option**

- The organization does not provide or require coach-specific Education/Training for internal coaches
- Between 1 and 30 hours
- Between 31 and 59 hours
- Between 60 and 124 hours
- Over 125 hours
- The organization does not use internal coach practitioners.

**How is coach-specific Education/Training currently offered to internal coach practitioners?**

Please confirm what coach-specific Education/Training internal coach practitioners receive and if it is accredited or not.

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**Which of the following best describes the average amount of coach-specific Education/Training completed by managers/leaders using coaching skills? \***

- The organization does not provide coach-specific Education/Training for managers/leaders using coaching skills.
- Between 1 and 30 hours
- Between 31 and 59 hours
- Between 60 and 124 hours
- Over 125 hours
- The organization does not use Managers/Leaders using coaching skills

**How is coach-specific Education/Training currently offered to Managers/Leaders using Coaching skills?**

Please confirm what coach-specific Education/Training Managers/Leaders using coaching skills receive and if it is accredited or not.

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**Which of the following does the organization offer to help support ongoing development for internal coach practitioners? (Check all that apply.) \***

- Mentor Coaching
- A coaching community of practice to share ideas
- Support to obtain coaching credentials/certificates
- Peer Coaching
- Coaching Supervision
- Additional opportunities for coach-specific Education/Training
- Membership in a coaching association or organization
- Other
- The organization has no offerings to support ongoing development for internal coach practitioners
- The organization does not use internal coach practitioners

Other ongoing development for internal Coach practitioners: \*

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**Which of the following does the organization offer to help support ongoing development for managers/leaders using coaching skills? (Check all that apply.) \***

- Membership in a coaching association or organization
- Coaching Supervision
- Mentor Coaching
- Support to obtain coaching credentials/certificates
- Peer Coaching
- A coaching community of practice to share ideas
- Additional opportunities for coach-specific Education/Training
- Other
- The organization has no offerings to support ongoing development for managers/leaders using coaching skills
- The organization does not use managers/leaders using coaching skills

Other ongoing development for Managers/Leaders using Coaching skills: \*

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**(250 words or less)** Please do not use organizations' or individuals' proper names. **Provide examples of how the organization's coaching initiatives highlighted a commitment to rigorous professional standards, industry excellence, or best practices within organizational coaching.**

Examples could include, but not be limited to, the following:

- The organization uses external or internal coaches who are current ICF Credential holders
- Internal coaches and managers/leaders using coaching skills completed ICF accredited coach-specific Education/Training
- Individuals offering coach-specific Education/Training to employees have graduated from an approved or accredited coach training program
- Coaches have been offered mentor coaching and/or coaching supervision

- ICF Code of Ethics has been included in the organization, in coaching agreements with an emphasis on coaching conversations
- An evidence-based approach adopted through coach education/training and/or delivery of coaching

Detailed response \*

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### PAGE: DETAILED EVALUATIVE CRITERIA - STRATEGY

#### IMPORTANT NOTE:

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- Incorrect: School for Coaching Excellence delivered coach-specific training to internal coaches.
- Correct: The Marketing Director credited coaching with increasing employee engagement in her department.
- Incorrect: Marketing Director Jane Doe credited coaching with increasing employee engagement in her department.

**Do all employees in the organization have an equal opportunity to receive coaching from a professional coach practitioner? \***

- Yes  
 No

**To whom is access to an external coach practitioner offered? (check all that apply) \***

Select one or more options for external coach offering

- Entry-level employees  
 Mid-level employees  
 Senior-level employees  
 High-potentials  
 Teams  
 The organization does not utilize external coach practitioners

**To whom is access to an internal coach practitioner offered? (Check all that apply) \***

Select one or more options for internal coach offering

- Entry-level employees  
 Mid-level employees

- Senior-level employees
- High-potentials
- Teams
- The organization does not utilize internal coach practitioners

**To whom is access to Managers/Leaders using Coaching skills offered? (Check all that apply) \***

Select one or more options for Managers/Leaders using Coaching skills offering

- Entry-level employees
- Mid-level employees
- Senior-level employees
- High-potentials
- Teams
- The organization does not utilize Managers / Leaders

**Which of the following factors most impacted the organization's decision to offer coaching? \***

Check only three (3).

- Improve team functioning
- Increase employee engagement
- Accelerate leadership development
- Increase productivity
- Improve communication skills
- Increase employee well-being
- Improve decision-making
- Manage employee performance
- Reduce turnover
- Accelerate on-boarding (into new roles and/or the organization)
- Improve customer satisfaction
- Manage employee performance

**250 words or less.** Please do not use organizations' or individuals' proper names.

**List the direct impact that Coaching has had on your organizational goals and objectives.**

Provide three to five examples below of how organizational goals, strategic priorities or workplace needs are being addressed through coaching.

Detailed response \*

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**PAGE: DETAILED EVALUATIVE CRITERIA - SUSTAINABILITY**

**IMPORTANT NOTE:**

For the remaining section of this nomination form, please refrain from identifying the proper name of the organization you are nominating, specific individuals or specific training programs/vendors. Instead, please provide anonymous references (e.g., the organization, the company, etc.).

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- Correct: The Marketing Director credited coaching with increasing employee engagement in her department.
- Incorrect: Marketing Director Jane Doe credited coaching with increasing employee engagement in her department.

Which of the following BEST describes the annual budget activity for coaching in the organization? \*  
Select one option

- Coaching is a fixture in the organization and has a dedicated line item in the budget
- Whenever the organization has surplus funds available, it may allocate those funds toward coaching
- Only if coaching provides a solid return may additional funds be requested for coaching
- It is challenging to find or secure funding for coaching inside the organization

**250 words or less.** Please do not use organizations' or individuals' proper names.

**Provide examples of how Coaching has become embedded into the organization's fabric, and/or identify plans to develop or expand Coaching further.**

Examples could include, but not be limited to, the following:

- The organization has coaching champions (advocates in senior leadership positions) who can communicate the coaching strategy effectively
- Coaching has become positioned as a preferred solution when compared to other modalities
- Coaching influences future planning and development in areas (e.g., talent management, succession planning, employee development)
- Coaching shows long-term resilience in the organizational infrastructure/operating budget
- Organizational leadership styles have changed positively resulting from the coaching

Detailed response \*

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#### PAGE: ADDITIONAL COMMENTS TO NOMINATION

Please include any additional comments you wish to add to your nomination. Please do not use organizations' or individuals' proper names. (Maximum 400 words)

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