



2023 ICF INTERNATIONAL PRISM AWARD PROGRAM – SCORING RUBRIC

IMPACT				
5	4	3	2	1
<p>At least 80% of the identified workforce receives or has received coaching</p> <p>The nomination includes detailed examples of the measurements and related data on ROE and ROI data, clearly explaining the benefits of both</p> <p>The nomination incorporates positive testimonials demonstrating the significant impact of coaching both individually and across the organization or division</p> <p>The nomination incorporates key employee indicators validating the impact of coaching by providing clear and detailed examples of dramatically increased levels of workplace engagement and well-being</p>	<p>At least 60% of the identified workforce receives or has received coaching</p> <p>The nomination includes detailed examples of measurements and related data on ROE and ROI, but does not provide details or explain measurements for one or both</p> <p>The nomination incorporates positive testimonials from employees demonstrating the impact of coaching both individually and across the organization or division</p> <p>The nomination incorporates key employee indicators validating the impact of coaching by providing precise and detailed examples of significantly increased levels of workplace engagement and well-being</p>	<p>At least 40% of the identified workforce receives or has received coaching</p> <p>The nomination includes detailed examples of measurements and related data on ROE and ROI, but not both ROE and ROI</p> <p>The nomination includes positive employee testimonials focused on the identified individual benefits of coaching</p> <p>The nomination references and provides examples of key employee indicators validating a modest increase in workplace engagement and well-being</p>	<p>At least 20% of the workforce receives or has received coaching</p> <p>The nomination indicates that ROI and/or ROE are measured, but does not incorporate data for either/both</p> <p>The nomination includes positive testimonials from employees, but with limited or no detail</p> <p>The nomination references employee indicators, but does not provide examples of key employee performance indicators or related data</p>	<p>Less than 20% of the identified workforce receives or has received coaching</p> <p>The nomination does not reference ROE or ROI measurements</p> <p>The nomination does not include positive testimonials from employees</p> <p>The nomination does not reference or give examples of key employee performance indicators or related data</p>

STANDARDS				
5	4	3	2	1
<p>100% of practitioners who delivered coaching in the past year held an ICF Credential</p> <p>The nomination illustrates in great detail how the ICF Code of Ethics is applied in the organization/division</p> <p>The nomination illustrates in great detail what the organization/division does to preserve confidentiality</p> <p>Internal coaches receive at least 125 hours of accredited training or are required to have coach-specific education/training qualifying them at the ACC level or higher</p> <p>Managers/leaders using coaching skills receive at least 60 hours of ICF accredited coach-specific education/training</p> <p>Internal coaches have access to Mentor Coaching and Coaching Supervision, as well as at least three additional forms of coach-specific continuing professional development</p> <p>Managers/leaders using coaching skills have access to at least three forms of coach-specific continuing professional development</p>	<p>At least 75% of practitioners who delivered coaching in the past year held an ICF Credential</p> <p>The nomination illustrates in some detail how the ICF Code of Ethics is applied in the organization/division</p> <p>The nomination illustrates in some detail what the organization/division does to preserve confidentiality</p> <p>Internal coaches receive at least 60 hours of accredited training or are required to have coach-specific education/training qualifying them at the ACC level or higher</p> <p>Managers/leaders using coaching skills receive at least 30 hours of coach-specific education/training</p> <p>Internal coach practitioners have access to Mentor Coaching and/or Coaching Supervision</p> <p>Internal coaches have access to at least three total forms of continuing professional development</p> <p>Managers/leader using coaching skills have access to at least two forms of coach-specific continuing professional development</p>	<p>At least 50% of practitioners who delivered coaching in the past year held an ICF Credential</p> <p>The nomination illustrates in minimal detail how the ICF Code of Ethics is applied in the organization/division</p> <p>The nomination illustrates in minimal detail what the organization/division does to preserve confidentiality</p> <p>Internal coaches receive at least 60 hours of unaccredited coach-specific education/training</p> <p>Managers/leaders using coaching skills receive at least 30 hours of unaccredited coach-specific education/training</p> <p>Internal coaches have access to at least two forms of coach-specific continuing professional development</p> <p>Managers/leader using coaching skills have access to at least one form of coach-specific continuing professional development</p>	<p>At least 25% of practitioners who delivered coaching in the past year held an ICF Credential</p> <p>The nomination indicates that the ICF Code of Ethics is used in the organization/division</p> <p>The nomination indicates that the organization/division preserves confidentiality</p> <p>Internal coaches receive at least 31 hours of coach-specific education/training</p> <p>Managers/leaders using coaching skills receive coach-specific education/training</p> <p>Internal coaches have access to at least one form of coach-specific continuing professional development</p>	<p>Fewer than 25% of practitioners who delivered coaching in the past year held an ICF Credential</p> <p>There's no evidence that the organization/division uses the ICF Code of Ethics</p> <p>There's no evidence that the organization/division preserves confidentiality</p> <p>Internal coaches receive less than 31 hours of coach-specific education/training</p> <p>Managers/leaders using coaching skills do not receive coach-specific training</p> <p>The organization does not provide coach-specific continuing professional development opportunities</p>

STRATEGY				
5	4	3	2	1
<p>The nomination clearly illustrates and provides robust evidence of specific organizational goals and objectives that coaching is aligned with.</p> <p>Nomination clearly illustrates how coaching aligns with org mission, vision, core values or behaviors</p> <p>The nomination clearly illustrates and provides a positioning statement that clearly distinguishes the definition of coaching within the organizational strategy, including the strategic placement of coaches.</p> <p>Coaching is supported by dedicated allocation of significant human and/or financial resources</p> <p>Nomination demonstrates and provides examples of how coaching has evolved to serve the needs</p> <p>Nomination demonstrates and provides examples of coaching's fundamental role in team-building processes</p> <p>Nomination includes specific evidence of coach-specific metrics.</p>	<p>The nomination illustrates and provides some evidence of specific organizational goals and objectives that coaching is aligned with.</p> <p>The nomination illustrates and provides examples of how coaching is mapped clearly to current org goals/objectives</p> <p>Coaching is supported by dedicated allocation of human and/or financial resources</p> <p>Nomination demonstrates how coaching has evolved to serve needs</p> <p>Nomination demonstrates coaching's fundamental role in team-building processes</p>	<p>Nomination illustrates how coaching aligns with org mission, vision, core values or behaviors</p> <p>Nomination illustrates how coaching is mapped to current org goals/objectives</p> <p>Coaching is supported by human and/or financial resources, but not necessarily on a dedicated basis</p> <p>Nomination indicates that coaching has evolved over time</p> <p>Nomination indicates that coaching has been leveraged to support team-building</p>	<p>Nomination indicates that coaching aligns with org mission, vision, core values or behaviors</p> <p>Nomination indicates that coaching is mapped to current org goals/objectives</p>	<p>Nomination provides limited or no evidence of the relationship between coaching and org mission, vision, core values or behaviors</p> <p>Nomination provides limited or no evidence of relationship between coaching and current org goals/objectives</p>

SUSTAINABILITY				
5	4	3	2	1
<p>Coaching is a fixture in the organization and has a dedicated line item in the budget</p> <p>Senior leaders in the organization play an integral role in advocating for coaching and clearly communicating the coaching strategy</p> <p>Coaching is integral to the organization's talent development strategy</p> <p>Coaching is integral to forward-thinking areas (e.g., talent management, succession planning, employee development)</p> <p>Nomination provides clear evidence and examples of how leadership styles have changed positively from coaching</p> <p>Coaching shows long-term resilience in organizational infrastructure/operating budget</p>	<p>Senior leaders in the organization advocate for coaching and can communicate the coaching strategy</p> <p>Coaching is a component of the organization's talent development strategy</p> <p>Coaching is leveraged in forward-thinking areas (e.g., talent management, succession planning, employee development)</p> <p>Nomination provides evidence of how leadership styles have changed positively from coaching</p>	<p>Whenever the organization has surplus funds available, it may allocate those toward coaching</p> <p>Organization has multiple "champions" among senior leaders</p> <p>Nomination indicates that coaching is leveraged in talent development function</p> <p>Nomination indicates that leadership styles have changed positively from coaching</p>	<p>Only if coaching provides a solid return may additional funds be requested</p> <p>Only one champion is listed, but s/he possesses high seniority and/or influence in the organization</p>	<p>It is very difficult to find or secure funding for coaching inside the organization</p> <p>Champion(s) listed on the nomination have relatively low seniority and/or influence</p>