

The Phoenix Chapter of the International Coach Federation (ICF) Invites You

Sponsor the 2012 ICF Phoenix *Prism* Award

You are invited to sponsor the historic launching of the prestigious ICF *Prism* Award in Phoenix!

Award Luncheon Date: Thursday, June 28, 2012
Time: 12 Noon – 1:30pm
Location: Arizona Biltmore

The Award Luncheon will feature Phoenix Valley organizations that have increased success by using coaching as a leadership strategy.

Keynote Speaker: Stephen M.R. Covey

Stephen M.R. Covey (former CEO, son of Stephen R. Covey and author of best-selling *The Speed of Trust*) will share his powerful insights on leadership.

SPONSORS-ONLY EVENT: Private engagement with Stephen M.R. Covey!

Immediately following the Award Luncheon (1:45 – 4:00pm), Covey will meet privately with sponsors in an executive leadership symposium. Your leadership team, high-potentials, guests or key constituents will have the chance to interact with Mr. Covey as he facilitates a round-table Executive discussion about why leaders who make *building trust* an explicit goal for their teams or organizations elevate trust to a strategic advantage—accelerating growth, enhancing innovation, improving collaboration and execution, and increasing shareholder value.



SPONSOR PACKAGES

PLATINUM \$4500 [PURCHASE NOW](#)

Includes a table of 8 in the Awards Luncheon and 8 seats in the executive leadership symposium with Stephen M.R. Covey.

GOLD \$2500 [PURCHASE NOW](#)

Includes a table of 8 in the Awards Luncheon and 4 seats in the executive leadership symposium with Stephen M.R. Covey.

SILVER \$1500 [PURCHASE NOW](#)

Includes a table of 8 in the Awards Luncheon and 2 seats in the executive leadership symposium with Stephen M.R. Covey.

Sponsor package prices increase as of March 1st

For more information, please visit our website www.ICFPhoenix.com/PrismAward or contact Ralph Aufheimer at 312.953.1427 or prismaward@icfphoenix.com



ABOUT the ICF *Prism* Award

The ICF Phoenix *Prism* Awards recognize organizations (for profit & not-for-profit) in the greater Phoenix area that have enhanced performance standards and business achievement through a demonstrated, ongoing commitment to coaching as a leadership strategy.

Award Criteria

- **Effectiveness** – How has the coaching initiative been effective in achieving the intended goals and purpose?
- **Impact** – How has coaching improved the culture of the organization?
- **Strategic Significance** – How has the initiative addressed significant issues within or for the organization?
- **ROI/ROE** – What are the tangible results such as return on investment (ROI) or return on expectations (ROE) for the organization as a result of the coaching initiative?

AWARDS LUNCHEON EVENT

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Arizona Biltmore

SPONSORS-ONLY EVENT!

Thursday, June 28, immediately following the luncheon, 1:45-4:00pm

For more details, visit our website www.ICFPhoenix.com/PrismAward

