

## 2012 ICF Phoenix *Prism* Award Nomination Information

The inaugural **ICF Phoenix *Prism* Award** will be presented by the International Coach Federation (ICF) Phoenix Chapter to recognize Phoenix Valley organizations (for profit and not for profit) that have made a commitment to coaching as a leadership strategy for achieving increased performance and business results. The ICF Phoenix Chapter intends to present the *Prism* Award annually.

The award will be presented at the Award Luncheon on Thursday, June 28, at the Arizona Biltmore, where all nominees will be honored and recognized. The winners will present a short overview of how coaching has made a difference in their organizations. All nominees are encouraged to attend the Award Luncheon.

The ICF Phoenix *Prism* Award nomination process aligns with that of the ICF Global *Prism* Award, so Phoenix Valley nominees can easily follow up with a nomination for the award at the international level.

### NOMINATION PROCESS

Nomination involves two steps:

1. Completing and submitting a nomination application form (see attached)
2. Participating in a brief telephone interview (if needed for further information and/or clarity) with a *Prism* Award selection committee member. The selection committee will then evaluate the nominees and select the winners.

Completed nomination forms should be submitted to [PrismAward@icfphoenix.com](mailto:PrismAward@icfphoenix.com) **no later than Friday, April 27, 2012**. Winners will be announced and awarded at the *Prism* Award Luncheon on June 28.

To protect confidentiality, nomination application forms will be viewed only by members of the ICF Phoenix *Prism* Award Selection Committee.

### NOMINATION ELIGIBILITY

- The organization may be nominated by a qualified internal or external coach, or can self-nominate (coaches may nominate more than one client organization).
- At least one internal or external coach involved in the coaching initiative must be an active member in good standing of the ICF Phoenix Chapter, with one of the following qualifications:
  - Is credentialed by the ICF
  - Has graduated with certification from an ICF-accredited school
  - Has a minimum of 60 hours of coach-specific training from an ICF-accredited Coach Training Program.
  - Is currently enrolled in coach-specific training with an ICF-accredited Coach Training Program.

- The organization must be located within the Phoenix Valley area. The nominating or representative coach may be located outside the area, but must have designated the ICF Phoenix Chapter as their local chapter.
- The coaching initiative must have been taken place for at least 12 to 18 months to demonstrate tangible results.
- The champion or sponsor of the coaching initiative (preferably from the organization's executive leadership team) must be involved in the coaching initiative.
- The initiative champion or sponsor must be willing to be interviewed (if necessary) by a selection committee member by phone and able to discuss the coaching initiative.
- ICF Phoenix *Prism* Award winners must skip a year before becoming eligible for nomination again.

## SELECTION CRITERIA

The objective of the *Prism* Award is to recognize the power of coaching when it is used by organizations to develop leadership and business results. Selection of winners will be based on the following 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?

The following is a partial listing of areas that can be impacted by a successful coaching initiative:

- Leadership Development
- Change Management
- Team Effectiveness
- Improving Morale
- Customer Service Improvements
- Problem-Solving Capability
- Communication
- Organizational Alignment with Personal Goals

**SELECTION COMMITTEE:** The selection committee will be comprised of a small team of ICF credentialed coaches (who are not nominating candidates for the award) and possibly representatives from the Phoenix Valley business community who are not nominees.