

## Scoring Rubric

<b>Impact</b>				
<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
<ul style="list-style-type: none"> <li>At least 80% of the workforce receives or has received coaching</li> <li>The nomination includes ROE and ROI data, and clearly outlines measurement mechanisms for both</li> <li>The nomination incorporates positive testimonials demonstrating the outstanding impact of coaching both individually and across the organization</li> <li>The nomination incorporates employee indicators that validate dramatically increased levels of workplace engagement and well-being</li> </ul>	<ul style="list-style-type: none"> <li>At least 60% of the workforce receives or has received coaching</li> <li>The nomination includes ROE and ROI data, but does not clearly outline/explain measurement for one or both</li> <li>The nomination incorporates positive testimonials from employees that demonstrate the impact of coaching both individually and across the organization</li> <li>The nomination incorporates employee indicators that validate significantly increased levels of workplace engagement and well-being</li> </ul>	<ul style="list-style-type: none"> <li>At least 40% of the workforce receives or has received coaching</li> <li>The nomination includes and outlines measurement mechanism for ROE or ROI, but not both ROE and ROI</li> <li>The nomination includes positive testimonials from employees that focus on the individual benefits of coaching</li> <li>The nomination incorporates employee indicators that validate modestly increased levels of workplace engagement and well-being</li> </ul>	<ul style="list-style-type: none"> <li>At least 20% of the workforce receives or has received coaching</li> <li>The nomination indicates that ROI and/or ROE are measured, but does not incorporate data for either/both</li> <li>The nomination includes positive testimonials from employees, but with limited or no detail</li> <li>The nomination references employee indicators, but does not incorporate data</li> </ul>	<ul style="list-style-type: none"> <li>Less than 20% of the workforce receives or has received coaching</li> <li>The nomination does not reference ROE or ROI</li> <li>The nomination does not include positive testimonials from employees</li> <li>The nomination does not reference employee indicators</li> </ul>

<b>Standards</b>				
<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
<ul style="list-style-type: none"> <li>• 100% of practitioners who delivered coaching in the past year held an ICF Credential</li> <li>• The nomination illustrates in great detail how the ICF Code of Ethics is applied in the organization</li> <li>• The nomination illustrates in great detail what the organization does to preserve confidentiality</li> <li>• Internal coaches receive at least 125 hours of accredited training</li> <li>• Managers/leaders using coaching skills receive at least 60 hours of accredited training</li> <li>• Internal coaches have access to Mentor Coaching and Coaching Supervision, as well as at least three additional forms of continuing professional development</li> <li>• Managers/leader using coaching skills have access to at least three forms of continuing professional development</li> </ul>	<ul style="list-style-type: none"> <li>• At least 75% of practitioners who delivered coaching in the past year held an ICF Credential</li> <li>• The nomination illustrates in some detail how the ICF Code of Ethics is applied in the organization</li> <li>• The nomination illustrates in some detail what the organization does to preserve confidentiality</li> <li>• Internal coaches receive at least 60 hours of accredited coach-specific training</li> <li>• Managers/leaders using coaching skills receive at least 30 hours of accredited training</li> <li>• Internal coach practitioners have access to Mentor Coaching and/or Coaching Supervision</li> <li>• Internal coaches have access to at least three total forms of continuing professional development</li> <li>• Managers/leader using coaching skills have access to at least two forms of continuing professional development</li> </ul>	<ul style="list-style-type: none"> <li>• At least 50% of practitioners who delivered coaching in the past year held an ICF Credential</li> <li>• The nomination illustrates in minimal detail how the ICF Code of Ethics is applied in the organization</li> <li>• The nomination illustrates in minimal detail what the organization does to preserve confidentiality</li> <li>• Internal coaches receive at least 60 hours of unaccredited training</li> <li>• Managers/leaders using coaching skills receive at least 30 hours of unaccredited training</li> <li>• Internal coaches have access to at least two forms of continuing professional development</li> <li>• Managers/leader using coaching skills have access to at least one form of continuing professional development</li> </ul>	<ul style="list-style-type: none"> <li>• At least 25% of practitioners who delivered coaching in the past year held an ICF Credential</li> <li>• The nomination indicates that the ICF Code of Ethics is used in the organization</li> <li>• The nomination indicates that the organization preserves confidentiality</li> <li>• Internal coaches receive at least 31 hours of training</li> <li>• Managers/leaders using coaching skills receive coach-specific training</li> <li>• Internal coaches have access to at least one form of continuing professional development</li> </ul>	<ul style="list-style-type: none"> <li>• Fewer than 25% of practitioners who delivered coaching in the past year held an ICF Credential</li> <li>• There's no evidence that the organization uses the ICF Code of Ethics</li> <li>• There's no evidence that the organization preserves confidentiality</li> <li>• Internal coaches receive less than 31 hours of coach-specific training</li> <li>• Managers/leaders using coaching skills do not receive coach-specific training</li> <li>• The organization does not provide continuing professional development opportunities</li> </ul>

<b>Strategy</b>				
<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
<ul style="list-style-type: none"> <li>• The nomination clearly illustrates and provides robust examples of how coaching aligns with org mission, vision, core values or behaviors</li> <li>• The nomination clearly illustrates and provides robust examples of how coaching is mapped clearly to current org goals/objectives</li> <li>• Coaching is supported by dedicated allocation of significant human and/or financial resources</li> <li>• Nomination demonstrates and provides examples of how coaching has evolved to serve needs</li> <li>• Nomination demonstrates and provides examples of coaching's fundamental role in team-building processes</li> </ul>	<ul style="list-style-type: none"> <li>• The nomination illustrates and provides examples of how coaching aligns with org mission, vision, core values or behaviors</li> <li>• The nomination illustrates and provides examples of how coaching is mapped clearly to current org goals/objectives</li> <li>• Coaching is supported by dedicated allocation of human and/or financial resources</li> <li>• Nomination demonstrates how coaching has evolved to serve needs</li> <li>• Nomination demonstrates coaching's fundamental role in team-building processes</li> </ul>	<ul style="list-style-type: none"> <li>• Nomination illustrates how coaching aligns with org mission, vision, core values or behaviors</li> <li>• Nomination illustrates how coaching is mapped to current org goals/objectives</li> <li>• Coaching is supported by human and/or financial resources, but not necessarily on a dedicated basis</li> <li>• Nomination indicates that coaching has evolved over time</li> <li>• Nomination indicates that coaching has been leveraged to support team-building</li> </ul>	<ul style="list-style-type: none"> <li>• Nomination indicates that coaching aligns with org mission, vision, core values or behaviors</li> <li>• Nomination indicates that coaching is mapped to current org goals/objectives</li> </ul>	<ul style="list-style-type: none"> <li>• Nomination provides limited or no evidence of the relationship between coaching and org mission, vision, core values or behaviors</li> <li>• Nomination provides limited or no evidence of relationship between coaching and current org goals/objectives</li> </ul>

<b>Sustainability</b>				
<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
<ul style="list-style-type: none"> <li>• Coaching is a fixture in the organization and has a dedicated line item in the budget</li> <li>• Senior leaders in the organization play an integral role in advocating for coaching and clearly communicating the coaching strategy</li> <li>• Coaching is integral to the organization's talent development strategy</li> <li>• Coaching is integral to forward-thinking areas (e.g., talent management, succession planning, employee development)</li> <li>• Nomination provides clear evidence and examples of how leadership styles have changed positively from coaching</li> <li>• Coaching shows long-term resilience in organizational infrastructure/operating budget</li> </ul>	<ul style="list-style-type: none"> <li>• Senior leaders in the organization advocate for coaching and are capable of communicating the coaching strategy</li> <li>• Coaching is a component of the organization's talent development strategy</li> <li>• Coaching is leveraged in forward-thinking areas (e.g., talent management, succession planning, employee development)</li> <li>• Nomination provides evidence of how leadership styles have changed positively from coaching</li> </ul>	<ul style="list-style-type: none"> <li>• Whenever the organization has surplus funds available, it may allocate those toward coaching</li> <li>• Organization has multiple "champions" among senior leaders</li> <li>• Nomination indicates that coaching is leveraged in talent development function</li> <li>• Nomination indicates that leadership styles have changed positively from coaching</li> </ul>	<ul style="list-style-type: none"> <li>• Only if coaching provides a solid return may additional funds be requested</li> <li>• Only one champion is listed, but s/he possesses high seniority and/or influence in the organization</li> </ul>	<ul style="list-style-type: none"> <li>• It is very difficult to find or secure funding for coaching inside the organization</li> <li>• Champion(s) listed on the nomination have relatively low seniority and/or influence</li> </ul>