

1. Start the Process Early

The nomination Process is comprehensive in terms of collaboration and information gathering. To ensure a complete submission, it is best to start early to organize information, confirm sponsor and champions and fulfill eligibility criteria.

2. Review All Eligibility Criteria to Ensure That Your Organization is a Good Fit for the Program

Developing a nomination for the Saskatchewan/Manitoba Prism Award can be an intensive process, and we want to ensure that only eligible organizations make the investment. Before you begin, ensure that you review the Eligibility Criteria in detail and that your organization meets the following:

- The nominating coach is an active member in good standing of the ICF Saskatchewan/Manitoba Chapter and who is a member of the International Coach Federation;
- The coaching initiative may have started earlier; however, at least 4 months of the initiative must have taken place during 2020.
- Employees in the organization are benefiting from the coaching culture by receiving coaching and/or working with a manager/leader who uses coaching skills. The Prism program is not designed for coach- training organizations or organizations that provide external coach practitioners to organizations and/or individuals.
- A representative of the business/organization must be identified and make themselves available to be interviewed by the judging team and to answer questions during the selection process.
- A Senior Business or Organizational Sponsor and/or active champions of coaching are strongly encouraged to participate in the ICF Saskatchewan/Manitoba Prism Gala Awards event, to be held during International Coaching Week, on Tuesday, May 4, 2021 on-line.
- The winning organization(s), its leaders and its public relations team are willing and able to publicly share information that points to the success of the coaching initiative (e.g., employee engagement and retention data, return on investment data, annual revenue). If you're using data in your nomination to demonstrate the impact of coaching, you should be comfortable having that same data shared publicly in press releases, published case studies, etc.

3. Make the Nomination Process a True Collaboration

The most successful Prism Award nominations represent a team effort between the nominating coach, coaching sponsor and other individuals involved with developing, managing and measuring the impact of coaching in the organization. A collaborative nomination process ensures that you provide our panel of judges with the fullest, clearest picture of coaching and its impact on the organization. Organizations that have participated in Prism in the past have also observed that collaborating on the nomination has strengthened their coaching culture by encouraging meaningful conversations around the scoring criteria of impact, standards, strategy and sustainability.

4. Capture the Full Scope of Coaching Across the Organization

If coaching activity is taking place across multiple business units, the nomination should reflect its full scope. The Prism process is a wonderful opportunity to capture a full picture of coaching at work in an organization and bring key decision-makers and other stakeholders together for a conversation.

5. Share Specific Examples and Data

In the “Impact” section of the Prism nomination, you’ll be asked how the organization measures the impact of external coach practitioners, internal coach practitioners and managers/leaders using coaching skills. Ideally, you should provide data and/or examples for every element referenced. (For example, if you’re tracking client return on expectations to measure the impact of internal coach practitioners, your nomination should include return on expectations data.)

6. Use Storytelling Techniques

Storytelling is an effective technique to describe the coaching initiative. What was happening in the organization before coaching was implemented? What’s changing because of coaching? How is coaching impacting the lives of individual employees? What about the organization as a whole? What’s next for coaching in the organization? Using narrative techniques to share this information when appropriate will give judges valuable insights into the organization’s coaching culture.

7. Incorporate Testimonials

Brief quotes from leaders, managers and team members that highlight the impact of coaching at the personal and organizational level also have a powerful impact on judges. Consider weaving them into your nomination when and where appropriate. To ensure a blind review process,

Quotes must remain anonymous; however, we recommend giving some detail about the person’s role in the organization. For example:

“After partnering with an internal coach, I have more self-confidence and am better at finding work/life balance.” — Senior Marketing Specialist.

8. Ask Questions and Utilize Resources

If you have questions or would like guidance at any step in the nomination process, please don’t hesitate to contact:

For Selection Criteria and Rubric Inquiries: ICF’s Communications and Awards Manager, Abby Heverin, at abby.heverin@coachfederation.org or +1.859.219.3529.

For Overall Process Inquiries:

Celia Caswell caswecelia01@gmail.com or
Roland Legge rolandlegge@relconsultants.com