

### What is CoachingWise?

CoachingWise is a designation recognizing commitment to build and sustain a coaching culture through organizational and leadership beliefs and practices that reflect coaching as a strategic business driver.

CoachingWise is a continuous improvement initiative of ICF Vancouver Charter Chapter launched on May 19, 2015. **Video highlights** of the North American launch can be viewed [here](#).

### What are the benefits of the CoachingWise designation?

There are multiple stakeholders; organizations and their employees and customers / internal & external coaches / accredited coach training programs / ICF Chapters and Global.

#### **From a Chapter perspective, the 3 key benefits of CoachingWise:**

1. a strategic way to build a pipeline of organizations to apply for the Prism Award
2. a means of building deeper relationships within the business and not-for-profit sectors
3. a revenue generating opportunity for Chapters through an annual renewal fee as a Chapter affiliate

### What is a coaching culture?

Coaching is about helping individuals to dramatically improve their outlook on work and life, while improving their leadership skills and unlocking their potential. In a coaching culture organizations integrate a coach approach in everything they do.

A coaching culture is a culture that is “built on **organizational and leadership beliefs and practices** that reflect coaching as a **strategic business driver** and **critical talent management tool**.”

### How does being CoachingWise contribute to business success?

Once a luxury strictly for executives, coaching is now being extended to employees at all levels of the organization for developmental purposes. 43% of organizations report employing internal coaches to work with all employees, and 60% say coaching is available to their high-potential employees. Moreover, an extensive coaching program is often associated with positive business outcomes, including higher employee satisfaction and performance. (Source: *Building a Coaching Culture* (2014), ICF in partnership with Human Capital Institute)

How do organizations become recognized as CoachingWise?

CoachingWise recognition is based on a self-nomination process. Organizations may apply to become designated CoachingWise by submitting evidence of their current practices within the three levels of the CoachingWise maturity model (Building / Embedding / Transforming) through a Self-Assessment Questionnaire and a Statement of Commitment.

How will ICF ensure the ongoing relevance of the CoachingWise designation?

CoachingWise is a continuous improvement initiative that invites organizations to further develop through active involvement and co-creation of a CoachingWise Community of Practice (CoP). ICF coaches will support these Communities of Practice and will devote Board resources to promote CoachingWise via coordinated communications activities.

What is the difference between an ICF Prism Award and a CoachingWise designation?

**Prism** ICF Global adopted the Prism Award In 2005. It is offered annually by ICF Global and bi-annually by ICF Vancouver Charter Chapter.

**The Prism Award** honors businesses and organizations with coaching programs that yield discernable and measurable positive impacts. Prism was developed by ICF Toronto to recognize outstanding organizational coaching initiatives, as judged by a panel of ICF coaches.

**CoachingWise** ICF Vancouver Charter Chapter launched CoachingWise on May 19, 2015. It is a designation earned upon application to ICF through a self-assessment and statement of commitment process.

**CoachingWise** recognizes an organization's ongoing commitment to build and sustain a coaching culture at all levels to achieve their goals. It is based on a continuous improvement maturity model and awarded 'on demand' through a self-assessment and statement of commitment process overseen by the local ICF Chapter. The designation is designed to be renewed annually.

Sustainability and ongoing commitment to building a coaching culture is supported through an active **CoachingWise Community of Practice** whose members are CoachingWise organizations.

## Benefits of CoachingWise

Coaching is about helping individuals to dramatically improve their outlook on work and life, while unlocking their potential and improving their leadership skills. CoachingWise is about helping organizations to take a coach approach in everything they do.

### CoachingWise recipients

- demonstration of the organization's commitment to employees
- recruitment and retention advantages; source of pride as an Employer of Choice
- access to a diverse Community of Practice for ongoing learning:
  - Exchange best practice
  - Reflect on the perspectives of others
  - Develop trusted mentoring relationships
- internal and external credibility as an organization that delivers results through coaching
- recognition from the International Coaching Federation

### Accredited Coach-Training Programs

- endorsement for the work of graduate professional coaches within organizations
- demonstration of curriculum effectiveness
- measurable results of coaching to sustain organizational cultures

### Alliance Partners / Sponsors

- opportunity to network and collaborate with clients (current and potential) and like-minded organizations
- increased visibility in the marketplace
- ability to promote and advertise the CoachingWise logo in internal and external communications

### ICF – Global, Chapters, Members, Affiliates

- a strategic way to build a pipeline of organizations to apply for the Prism Award
- a means of building deeper relationships within the business and not-for-profit sectors
- a revenue generating opportunity for Chapters
- raises awareness and commitment to the value of coaching
- fosters professional coaching, coaching skills and coaching mindset being an integral part of society
- promotes professional coaching and ICF as the most relevant professional coaching organization