

2011 Chapter Awards

Local chapters are the core community of the coaching profession, providing a voice for coaches in local communities. ICF Chapters have the opportunity to be recognized for their efforts by submitting an application for one of two possible awards categories. The *Local Spirit, Global Presence—Community Activism Award* recognizes chapters that have established significant coaching presences in their communities. The *Finding our Voice—Marketing/PR Award* recognizes chapters that have created a successful marketing/PR campaign within their communities.



Pictured above: 2011 ICF Chapter Award winners with 2011 ICF President, Ed Modell, PCC. Not pictured: ICF Spain.

2011 Chapter Award Winners:

Local Spirit, Global Presence—Community Activism Award:

ICF Greater Kansas City Chapter—Heartland Coaches Association for its partnership with the Heartland Habitat for Humanity (HHFH), a local nonprofit group, to provide professional coaching services to the HHFH leadership team.

ICF Gauteng Chapter for implementing its Coaching Caravan, which enabled the South African coaching community to offer free coaching, training and facilitation skills/services to individuals and community groups who would not normally have the opportunity to experience and benefit from these services.

ICF Metro DC for its aggressive community outreach agenda; which included partnerships with: Leadership Arlington (LA), Capital Youth Empowerment Program (CYEP), and Homeward Deployed.

Finding Our Voice—Marketing/PR Award:

ICF Uruguay for organizing the first International Coaching Workshop; which drew over 100 participants, and creating the first local Association (AUCOP) all during their first year as an ICF Chapter.

ICF Brazil for the successful implementation of a cross channel advertising campaign, and the creation of a local website to facilitate the call for the services and advertising of the ICF brand.

ICF Spain for organizing eighth ICF European Coaching Conference held in Madrid, Spain—an event attended by more than 450 participants from 29 countries.

2011 Chapter Award Nominees (listed alphabetically):

ICF Argentina

Award applied for: Finding our Voice

ICF Argentina for the branding of ICF Argentina, and the creation of credentials, stationary papers, banners, flyers, social media, and creating a sponsorship system to support the web site and monthly newsletter. The chapter grew over 200 members in six months and helped show the region a new way of promoting coaching benefits and capabilities.

ICF Bulgaria

Award applied for: Finding our Voice

ICF Bulgaria for launching the ICF Masterclass initiative which served as a virtual meeting place, through the use of coaching demos and educational sessions. It also served as the basis of an initial common vision for the implementation of coaching in business, education, healthcare, police, government, and family for the next 10 years in Bulgaria.

Central Ohio Coaches

Award applied for: Finding our Voice

Central Ohio Coaches for presenting at the monthly HRACO-Human Resources of Central Ohio meeting. The chapter gave a Luncheon Keynote address to 200 people and also presented an afternoon workshop that helped create awareness for both the Central Ohio Coaches organization and the coaching profession.

ICF Chicago

Award applied for: Finding our Voice

ICF Chicago completely overhauled its marketing to better align itself with the look/feel of the ICF and to better reach its target audiences and increase participation online and on-site. ICF Chicago's implementation of consistent ICF branding, messaging, and creation of a new web site led to a greater level of participation by its members.

ICF Connecticut

Award applied for: Finding our Voice

ICF Connecticut designed a free event celebrating International Coaching Week that marketed coaching to the general public and helped raise awareness on the value of coaching. The event involved the creation of formatted marketing materials that coaches could personalize and use to help them market themselves to clients. The event was a huge success with participation in 15 cities during ICW sharing the benefits of coaching.

ICF Czech Republic

Award applied for: Local Spirit, Global Presence

ICF Czech Republic implemented a two-phase workshop initiative that focused on the popularization of coaching, its benefits and ICF standards. The first phase focused on two-hour workshops targeted at universities, high schools and journalists. The second phase reached out to governments/public sector and professional businesses. The result was increased awareness about coaching and ICF, as well as feedback that helped ICF coaches to address specific issues and to improve the chapter.

North Texas Coaches

Award applied for: Finding our Voice

The North Texas Coaches chapter held an event that raised awareness of the strong benefits around coaching for both large and small organizations in the Dallas Fort Worth area. It was a strategic event for coaching, designed to strengthen the image of coaching and the North Texas chapter. The event also showed how the chapter is changing its approach to programs that appeal to both coaches and organizations who do internal coaching.

ICF Finland

Award applied for: Finding our Voice

ICF Finland chapter reached out to other coaching and counseling organizations, in order to drive the presence of professional coaching in Finland. The local presence of professional coaching has increased through this project as nationwide coaching standards are based largely on ICF philosophy and credential criteria. The ICF brand has been greatly strengthened through the closer relationship built between ICF and other coaching associations.

Five Bay Area Coaches

Award applied for: Local Spirit/Global Presence

The five chapters that make up the Bay Area coaches came together for a community learning event that served not only chapter members but the bay area at large. The event provided community enrichment, as well as a recruitment tool for each of the five ICF chapters. The result of the event generated a lot of visibility for the coaching community as well as revenue to help sustain the Five Bay Area Coaches.

ICF Hungaria

Award applied for: Finding our Voice

ICF Hungaria has made some impressive strides in coming from a chapter that risked being closed a year ago, to achieving remarkable growth in all areas and hoping to become a chartered chapter. ICF Hungaria launched Web2 campaigns across various social media such as blogs, LinkedIn, and Facebook. The chapter reached out to over 2,500 individuals for membership including non-ICF coaches, HR professionals and community leaders and has achieved significant growth.

ICF Ireland

Award applied for: Finding our Voice

During International Coaching Week, ICF Ireland creatively and effectively reached out to touch the lives of people who knew of coaching in a spirit of caring generosity. Members engaged the public to educate and demonstrate the power of coaching. ICF Ireland gave free coaching workshops, radio interviews, coaching clinics, and several published articles on coaching.

ICF LA

Award applied for: Finding our Voice

The ICF LA chapter created the 1st Annual Los Angeles ICF Coaching EXPO. This free, one-day event was attended by over 150 people and showcased the power and advantages of working with an ICF certified professional coach. Live demos, training, and information regarding coaching schools were all made available to participants. The event was a huge success and helped expose the coaching profession and ICF LA to the general public.

ICF Latvia

Award applied for: Finding our Voice

The ICF Latvia chapter presented “Coaching for new possibilities!” with workshops, lectures, and a coaching exchange during International Coaching Week Latvia 2011. The event saw a significant increase in the organizations visibility, as well as an increased understanding of coaching and its importance to society.

ICF New England

Award applied for: Finding our Voice

ICF-NE created an awards gala event for their June 2011 meeting. Over 100 people attended the event made up of members, guests, and potential new coaches. There were six awards presented, all in different categories, in addition to the creation of a Hall of Fame in which three accredited coaches were inducted. The buzz from the event lasted for weeks and got members and non-members alike enthused and energized about coaching.

ICF New York

Award applied for: Local Spirit/Global Presence

Inspired by International Coaching Week, the ICF NYC chapter made its presence known to a large and diverse population with a flurry of coaching workshops and sessions. The results were mutually-beneficial affiliations with organizations dedicated to providing coaching services and life changing opportunities to people seeking a second chance. Relationships were formed and flourished with fantastic cooperative plans for the future.

ICF Philadelphia

Award applied for: Finding our Voice

ICF Philadelphia launched a campaign to raise public, industry, and community awareness of coaching. This aggressive campaign contained a massive rebranding initiative that included changing the chapter name to ICF Philadelphia and rebranding all print & electronic communications to better align with ICF global. ICF Philadelphia will also host the *Coaching Excellence: Foundations & Frontiers* Regional Coaching Conference with over 200 attendees expected.

Puget Sound Coaches Association

Award applied for: Finding our Voice

To celebrate International Coaching Week and to help build credibility for coaching and awareness of the business benefits, the Puget Sound Coaches Association hosted a panel of Seattle business leaders to discuss their experiences with coaching and the benefits they have realized. PSCA also hired an outside PR consultant to help promote the event and the result was an attendance record that included more than 100 consumers of coaching, business owners, coaches, and HR professionals.

ICF Romania

Award applied for: Local Spirit/Global Vision

The ICF Romania chapter held its conference: *The missing element in leadership – Art of Coaching* and the event was a huge success. A combination of workshops, presentations, and group discussions were attended by 65 coaches, consultants, and top managers & HR professionals from the business community. The effect of the conference has been astonishing for not only ICF Romania, but for the coaching profession in their community.

Tampa Bay Professional Coaches Association

Award applied for: Finding our Voice

The Tampa Bay Professional Coaching Association partnered with the University of South Florida in a very visible management certificate program. Initially on a pro-bono basis, the TBPCA worked to provide coaching for university managers and supervisors. After providing a benchmark for the value of coaching, the program is now expanding and will include paid coaching services as well as a public relations message which can be used to promote the chapter.

ICF Vancouver

Award applied for: Local Spirit/Global Vision

ICF Vancouver has been working hard promoting and providing coaching to non-profit organizations through programs for women returning to the workforce; youth at risk; ethical decision-making for teens; to programs for building leadership capacity in non-profit organizations. Each of the various programs ICF Vancouver participates in fit the mandate of coaching to involve members in volunteering for the benefit of the community as well as raising the professional profile of coaches.