

UK lands awards 'double whammy' at global coaching conference

Submitted by: International Coach Federation

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The UK coaching profession can hold its head high in the world after a double success at the leading global coaching conference held recently by the International Coach Federation in Montreal, Canada.

Firstly, the BBC won the ICF global PRISM award in recognition of its achievements in building a coaching capability of over eighty two qualified internal coaches. The PRISM award is awarded annually to companies worldwide which are considered to have 'enhanced excellence and business achievement through their commitment to coaching as a leadership strategy, with documented return on investment'. Past winners include NASA, IBM and Deloitte & Touche.

Secondly, Neil Scotton, President of the UK chapter of the International Coach Federation, was awarded the Global President's award for his personal contribution to leadership of the coaching profession in the UK through many years voluntary commitment to the ICF organisation. In 2007 this award was won by fellow UK coaching pioneer, Sir John Whitmore.

Both awards demonstrate the maturity and professionalism of the coaching profession in the UK and the leadership being shown by individuals and companies in this country to demonstrate how coaching can deliver measurable individual, team and organisational benefits.

Speaking on behalf of the BBC, Liz Macann, Head of Executive Leadership and Management Coaching, commented 'It's fantastic that we've been recognised for our best practice and professionalism, especially as all our internal coaches are volunteers who coach alongside their day jobs. Our coaches are amazingly resilient, particularly when they might be facing similar challenges to their clients, such as massive restructuring in these tough times.'

Reflecting on his own award, Neil Scotton (pictured) said 'This award is a wonderful recognition of all the UK International Coach Federation members, and especially my colleagues on the UK Board, in raising the standards in the profession and enabling coaching to become a more familiar part of the way we live and work.'

Global President of the ICF, Diane Brennan, praised the UK's achievements adding 'Neil exemplifies the characteristics of true global leadership and is exceptionally worthy of the ICF President's Award. Such laudable individual accomplishments are contributing in substantial measure to making professional coaching a truly integral part of society.'

The ICF global conference was attended by over 1,500 people from 46 countries on the 13-14th November. For more information please contact John Blakey, Director of Brand Development via john.blakey@coachfederation.org.uk or on +44(0)7810 851968.

ENDS

Notes to editors:

International Coach Federation (ICF)

The International Coach Federation (ICF) is the largest and most international professional body in the field of coaching with over 15,000 members across 92 countries. The ICF offers the only independent and international coach credential and has the core purpose of advancing the art, science and practice of professional coaching. For information on the International Coach Federation, please contact John Blakey, Director of Brand Development on 07810 851968 or via john.blak@coachfederation.org.uk