# Request for Program Proposal

We invite you to submit a proposal for an educational program that aligns with our mission,

***“To operate a thriving, credible, influential Chapter of ICF and be a leading voice/source of professional coaching in Edmonton.***”

We have endeavored to make this document self-explanatory; however, if you need clarification please contact the Director of Programming and Engagement at [programs@icfedmonton.com](mailto:programs@icfedmonton.com).

We offer programs that provide Continuing Coach Education (CCE) credits.

1. ***Core Competencies*** – these programs provide advanced coach training that relates to or expands upon the updated [ICF Core Competencies](https://coachingfederation.org/core-competencies). The training will help coaches further develop their skills when working with their clients.
2. ***Resource Development*** – these programs offer training in skills that contribute to the professional development of a coach (e.g. personal development, coaching assessments or tools, business building, or other materials that fall outside of Core Competencies.)

**General Requirements, Advice and Information**

Please carefully review the following tips to complete your request for proposal. This document contains a user-friendly form on pages 3 and 4 below.

Use a **short, compelling title** that accurately describes the content of your session.

Sessions should be experiential in nature to the fullest extent possible. Our coaching community benefits from programs that engage them with the presenter and other attendees.

Design and deliver content to meet the needs of both newer and advanced coaches.

Present a concise proposal that clearly demonstrates the purpose of the proposed program. Be sure to include your top 3 specific deliverables and outcomes - not just a broad overview.

“Participants of this session will benefit because…” (3 key takeaways).

**Promotion of Presenter Services**

We encourage programs that are educational and developmental in content.

**\*\*Promotion of services or offerings is not permitted during the program.**   
**No selling from the stage\*\***

We do offer promotion as follows:

1. ICF Edmonton markets the programming through it’s website and social media.

2. Closing remarks following the program by ICF Edmonton will highlight ways to learn more about the presenter.

3. ICF Edmonton will not provide access to registrant contact information. Sharing of such information is up to the discretion of each individual.

**Proposal Evaluation**

We will acknowledge receipt of your proposal within five business days. The Director of Programming and Engagement will review all proposals. The review will consider individual merit, the needs of our organization, and the balance of the two-year program content.

Evaluation criteria that will be considered:

* Quality of the information provided
* Experience and credentials of the presenter(s)
* Value the session brings to coaching professionals
* Eligibility for ICF CCE Units, especially Core Competency CCE Units

If we choose to move forward with your presentation, we will send you more specific information pertinent to the date of your presentation and the speaker’s agreement.

**Application and Steps to Submitting a Proposal**

**STEP 1:**  Read the information above in full.

**STEP 2:**  Complete the official proposal form.

**STEP 3:** Save your completed form as a word document and email it, along with a high-quality JPEG photo of each presenter to ICF Edmonton Director of Programming and Engagement at [programs@icfedmonton.com](mailto:programs@icfedmonton.com).

On behalf of the ICF Edmonton Chapter, thank you for supporting our coaches and our learning.ICF Edmonton Chapter Program Proposal

*Please review pages 1-2 of this document before completing pages 3-4 for submission. The information you provide will be used to apply for continuing education credits from the International Coach Federation and to market the program on the ICF Edmonton website and social media. Thank you!*

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| --- | --- | --- |
| **Title of the program** |  | |
| **Primary speaker’s name** |  | |
| **Primary speaker’s phone** |  | |
| **Primary speaker’s email** |  | |
| **Website for primary speaker/facilitator if applicable** |  | |
| **Credential status of the primary speaker/facilitator.**  An ICF Credential is not required but this information is requested by ICF when CCEU credits are applied for. | ACC: \_\_\_\_\_ PCC: \_\_\_\_\_ MCC: \_\_\_\_\_\_  Currently pursuing an ICF credential: \_\_\_\_\_\_\_  Not currently pursuing an ICF credential: \_\_\_\_\_\_\_ | |
| **Qualifications and additional credentials of primary speaker.** |  | |
| **Initial here to acknowledge you understand our no selling from the stage policy** |  | |
| **Has this speaker presented for the ICF in the past?** | \_\_\_\_Yes \_\_\_\_\_No | |
| **If yes, please provide the topics of any past presentations** |  | |
| **Name and qualifications of additional speakers/facilitators, if applicable** |  | |
| **Proposed program length** | \_\_\_\_45 minutes inclusive of Q&A  \_\_\_\_60 minutes inclusive of Q&A  \_\_\_\_90 minutes inclusive of Q&A | |
| **List three primary learning objectives / expected outcomes** |  | |
| **The educational program will directly relate to the ICF Core Competencies and/or Resource Development. After reviewing the information please indicate the percentages below**.  Core Competencies include coaching skills, ethics instruction, or applying technical skills as a coach**.** The training will help the coach to further develop their skills when working with their clients.  Core Competencies \_\_\_\_25% \_\_\_\_\_50% \_\_\_\_\_75% \_\_\_\_\_100%  Resource development includes personal development, coaching assessments or tools, business building.  Resource Development \_\_\_\_25% \_\_\_\_\_50% \_\_\_\_\_75% \_\_\_\_\_100% | | |
| **Core Competencies** Please indicate which of the ICF Core Competencies will be addressed in your presentation. Select up to 3. | | |
| \_\_ Demonstrates Ethical Practice | | \_\_ Maintains Presence |
| \_\_ Embodies a Coaching Mindset | | \_\_ Listens Actively |
| \_\_ Establishes and Maintains Agreements | | \_\_ Evokes Awareness |
| \_\_ **Cultivates Trust and Safety** | | \_\_ Facilitates Client Growth |
| **Presentation Summary** Please provide an innovative and engaging summary with a short, compelling title that accurately describes the program. The program should meet the needs of both newer and advanced coaches. The ideal program balance is 50% audience participation and 50% presentation. | | |
| **Session Type** | | \_\_\_\_In Person \_\_\_\_Webinar |
| **Speaker(s) Bios** | |  |
| **Audio Visual Requirements**  Please indicate whether you’ll need any audio visual requirements such as a laptop, projector and screen, flip chart, pad and markers, table, podium, Zoom Platform etc. | |  |

Please send completed copies of this document, **along with a current, high-resolution headshot** (jpeg or png format) for all speakers to [programs@icfedmonton.com](mailto:programs@icfedmonton.com).