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For Immediate Release

INTERNATIONAL COACH FEDERATION AWARDS TWO PRISM AWARDS
The University of Texas at Dallas and Verizon Business awarded top honors

Lexington, Ky. – The International Coach Federation awarded two of its prestigious Prism Awards during the 11th Annual ICF Conference last week. The Prism Award recognizes organizations that have enhanced excellence and business achievement through their commitment to professional coaching as a leadership strategy.

"The two 2006 Prism Award winners are the University of Texas at Dallas and Verizon Business," announced ICF President Pamela Richarde, MCC. "The University of Texas at Dallas has introduced coaching in the academic setting for the students of their Executive MBA program. Verizon Business is a global corporation that has incorporated coaching into its business practices."

University of Texas at Dallas

The Executive MBA Program at UTD is an elite educational experience designed to help transform the careers and professional effectiveness of executives and senior professionals working full time. "We started offering coaching in 2003. Each student is assigned his or her own executive coach whom they work with on a confidential basis. To the best of our knowledge, we are the first university in the world to provide each student with a professional, executive coach for the full duration of the program," said Dr. Jasper Arnold, director of the Executive MBA Program. Dr. Robert Hicks, Director-Executive and Professional Coaching, manages the coaching of the EMBA students throughout their time at UTD. Many of the coaches are graduates of his Executive and Professional Coaching Program.

The UTD School of Management has given a huge vote of confidence to the coaching profession and is taking a prominent role in enhancing the positive impact coaching makes on the development of business and organizational leaders.

The students in the Executive MBA program are leaders or potential leaders in business, not-for-profit, and various professions. The positive experience they have with coaching in their 21-month program is already having an impact on their organizations, and UTD's coaching program is perceived as a significant and unique benefit of their educational experience. In many cases, students are supported by their companies in their studies, and the coaching cements the partnership among the student, the company, and the University.

"There are 13 coaches who work with about 80 students. The idea of bringing coaching to the academic environment and to the EMBA students, and of introducing future business leaders to the benefits of coaching deserves notice and consideration," said Richarde. "It is an innovative and visionary way of making coaching truly a feature of everyday life."

"We believe that success in business requires much more than simply mastering such business subjects as marketing, finance and strategy," said Arnold. "Executives also need well developed interpersonal, leadership, and self-management skills and these are best learned in a personalized and tailored manner that's appropriate for the individual. That's what the executive coaches do. They work in those areas of development that the individual student needs to better assure his or her business success."

Verizon Business

The coaching program at Verizon Business delivers one-on-one coaching to two broad constituencies – executive coaching to accelerate senior leadership development, and leadership coaching in support of the development of emerging business leaders.

What began as a limited leadership coaching initiative within one segment of the commercial sales organization, has now been developed into the Center for Innovative Leadership, a robust organization within the Human Resources function, with responsibility for sales force performance, the succession management process, leadership training and development for all leaders as well as for high potentials, and executive & leadership coaching. "The coaching initiative is considered fundamental to the organization's strategy for leadership development, and has been in increasing demand across broader segments of the organization over time," said Renee Robertson.

The program is now global in scope, with leaders being coached on three continents. In particular, the coaching program has played (and continues to play) a central role in facilitating the development of a new corporate culture in the wake of the creation of Verizon Business through the merger of its two predecessor companies.

The coaching initiative has delivered a consistently high return on investment (14:1 in the most recent analysis), as measured by an annual impact study. Clients cite the following as having been directly and positively impacted by participation in the coaching program: improved bottom line results, improved overall effectiveness, alignment of business priorities, employee engagement, management team awareness, improved goal setting and strategic thinking, and leader retention.

There are seven coaches who coach 200 clients across six departments of the company. All of the coaches involved in the initiative are members of the International Coach Federation.

The International Coach Federation sets the industry standard of excellence and integrity for professional coaching worldwide. ICF has more than 11,000 members in 80 countries. The International Coach Federation developed the only worldwide recognized independent credential in the industry to ensure the professionalism of coaches. For more information on ICF or to find a coach, visit www.coachfederation.org. The global

office of the International Coach Federation adopted the concept of the Prism Award developed by the Greater Toronto ICF Chapter.