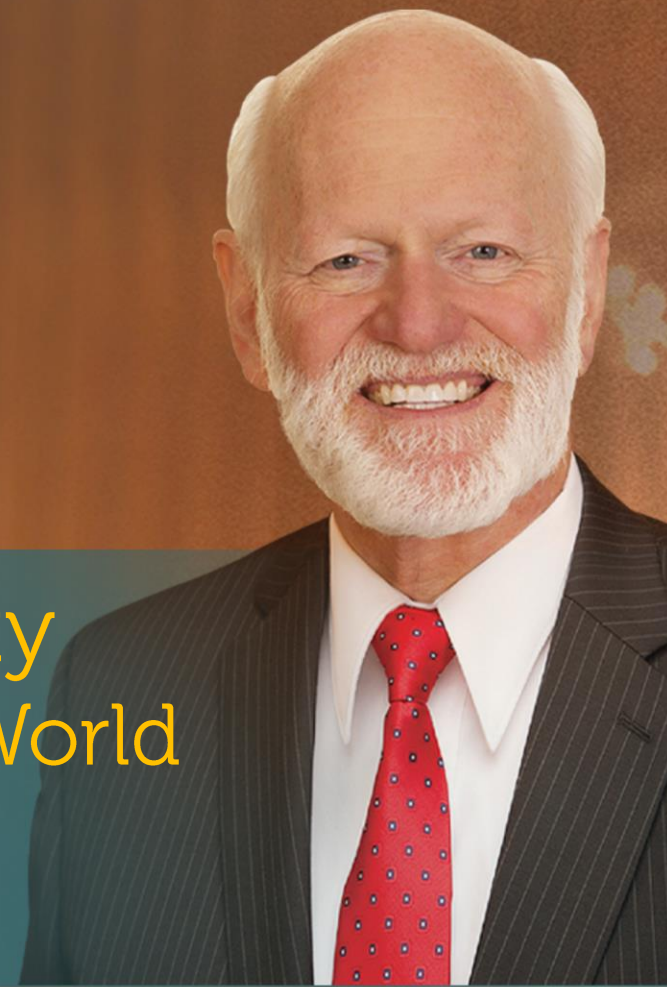




THE MARSHALL GOLDSMITH  
COACHING CULTURE EXCELLENCE  
AWARD

#1 Global Coaching Authority  
Dr Marshall Goldsmith and ITD World



THE MARSHALL GOLDSMITH  
COACHING CULTURE  
EXCELLENCE AWARD



## THE MARSHALL GOLDSMITH COACHING CULTURE EXCELLENCE AWARD

**THE MARSHALL GOLDSMITH COACHING CULTURE EXCELLENCE AWARD** honours organizations that excels in creating a coaching culture that unleashes human potential to accelerate talent development for high performance and attainment of bottom-line results, sustainable growth, & competitive advantage.

This award recognizes organizations that successfully establishes a robust coaching culture to enable and empower individuals, leaders, teams, and the entire organization for high performance to maximize attainment of exemplary business results.

With this award, world renown executive coach Dr. Marshall Goldsmith and Global Coaching & Leadership Development Partner ITD World celebrates the achievements of organizations around the world in leveraging on coaching to drive development, growth, and organizational transformation for a better world.



# THE MARSHALL GOLDSMITH COACHING CULTURE EXCELLENCE AWARD



The award is named after Dr Marshall Goldsmith who is the patron for the Marshall Goldsmith Coaching Culture Excellence Award. He is widely acknowledged as the pre-eminent executive coach in the world and the originator of executive coaching.

This award is a collaboration between [Dr. Marshall Goldsmith](#) and [ITD World](#) and is aligned with the mission of both to transform leaders and change the world for the better.

[Dr. Marshall Goldsmith](#) and [ITD World](#) works closely together to create this award for appreciating and recognizing organizations that have contributed immensely to the development of a sustainable high performance coaching culture. Entries are assessed by a distinguished panel of independent evaluators and is not evaluated by [ITD World](#).

We believe firmly that coaching is capable of unleashing the potential of people for outstanding achievements, happiness and fulfilment in work and life.



# WHY WIN



the Marshall Goldsmith  
Coaching Culture Excellence Award?



# A Distinctive Distinction



## ENDORSED

by panellists comprising global experts and gurus in coaching, culture, and leadership



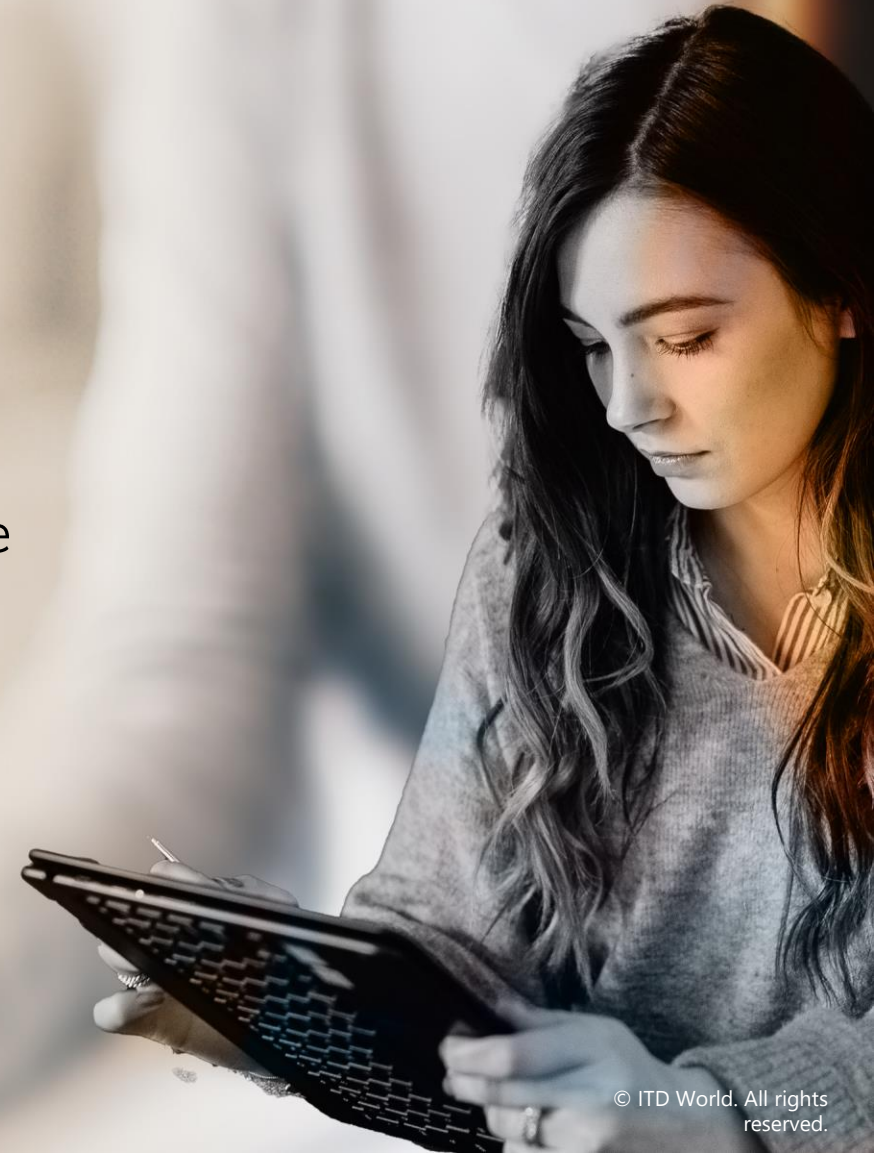
## VALIDATE

continuous achievements to sustain coaching culture to enable high performance for outstanding business outcomes



## RECOGNIZED

by the Corps d'Elite World #1 Executive Coach Dr Marshall Goldsmith to have built, maintained, and perpetuated coaching culture in the organization





# Drive Organizational Momentum



## BENCHMARK

talent transformation & development interventions against the insights and wisdom of global experts and gurus



## ESTABLISH

a coaching culture that aligns internal best practices, KPIs, SOPs, processes, and systems to maximize opportunities for high performance to positively impact the organisation



## LEVERAGE

on the expertise, resources, and support of global coaching gurus to cultivate and strengthen coaching culture best practices for peak talent development in the organization



# Perpetuate Industry Leadership



SHOWCASE

excellent organizational culture to a wide audience to maximize brand recognition, talent attraction, and retention



INSTITUTE

a robust coaching culture as an enabler for high performance to generate sustainable growth



MANIFESTLY

demonstrates the organization uses coaching at all levels as a key enabler in driving transformation for breakthrough results and competitive advantage







THE MARSHALL GOLDSMITH  
COACHING CULTURE EXCELLENCE  
AWARD

# STANDARDS & PROCESS



THE MARSHALL GOLDSMITH  
COACHING CULTURE  
EXCELLENCE AWARD



THE MARSHALL GOLDSMITH  
COACHING CULTURE EXCELLENCE



# Marshall Goldsmith Coaching Culture Excellence Award *Standards & Scoring Matrix*

How well did the Organization demonstrate the following:	Rating 1-10 (Poor-Exemplary)
1. <b>Management:</b> Commitment & Involvement of the leadership team that models the way in coaching to enable, drive, and influence the vision and establishment of a coaching culture across the organisation.	
2. <b>Inclusive (1):</b> Engage all key stakeholders and employees to believe & participate in the coaching culture journey and build empowered coaching champions and advocates	
3. <b>Inclusive (2):</b> Collaborate synergistically with stakeholders & external coaches, coaching experts, gurus & institutions to create and accelerate high performance coaching culture.	
4. <b>Strategic:</b> Prioritizing & executing strategies and plans for coaching culture that aligns with the organisations mission, vision, objectives and key results and ensure accountability for results	
5. <b>Talent (1):</b> Continuous development of a strong talent pool of internal certified professional coaches, internal certified coaching trainers and growing coaching leaders at all levels to ensure that coaching is made available to all employees in need	



THE MARSHALL GOLDSMITH  
COACHING CULTURE EXCELLENCE



# Marshall Goldsmith Coaching Culture Excellence Award *Standards & Scoring Matrix*

How well did the Organization demonstrate...	Rating 1-10 (Poor-Exemplary)
6. <b>Talent (2):</b> 1-1 and team coaching is effectively applied as an integral core intervention for results based talent and leadership development for organisational growth.	
7. <b>Measurement:</b> Evaluation & Analysis of coaching competencies, culture change, bottom-line results, return of investment and business impact from coaching by showing quantitative & qualitative results attained including success stories & endorsements from stakeholders	
8. <b>Resource:</b> Prioritized allocation of sufficient resources, time commitment, budget, rewards and recognition to accelerate the development of coaches & creation of coaching culture	
9. <b>Institutionalize:</b> Establish coaching practices, tools, structures, platforms, systems and communities of learning to proliferate coaching culture for sustainable high performance	
10. <b>Contribution:</b> Consistency in spreading the value and benefit of coaching to stakeholders, clients, partners, suppliers and the wider community to drive continuous growth for at better world	



# Award Process

1. Notify ITD World of the intention to apply for the Award.
2. Sign and submit the Data Confidentiality Consent (F1) and Confirmation to Submit (F2), and Application Details (F3).
3. Forms F1 to F3 should reach ITD World six months or earlier before the final submission deadline
4. Preparation of application for submission and continuous execution of strategies and plans.
5. Submit the completed application and supporting materials together with declaration form F4 to ITD World before Sept 30, 2024 for the presentation in Oct 2024.
6. Applications evaluated and endorsed by distinguished panel of assessors who are eminent global coaching gurus, experts & past presidents of world #1 coaching professional body-ICF
7. Application presentation date will be only notified to the shortlisted candidate 2 weeks after the final submission date.
8. Applicant/s delivers a 30minute online-live presentation that explains and defends why the organization should win the award. ( 20 &10 min Q&A)
9. Final evaluation is deliberated by the panel, winner is selected, and results communicated.
10. The Winner will receive the award at a ceremony to recognize their exemplary achievements.



# Data Confidentiality Consent (F1)

1. ITD World is seeking your express consent to receive data and information to process your application for the Marshall Goldsmith Coaching Culture Excellence Award
2. Data and information received is used to process, review, and facilitate the award process
3. Contact information is used to communicate with you on the status of the application
4. Data and information received will be kept confidential
5. Marshall Goldsmith & ITD World may use the award conferment to publicize and promote the award and the value of coaching for mutual benefit
6. Consent is required for the application to proceed

I *<insert name>* representing *<insert organization name>* hereby give consent for ITD World to receive data and information from my organization, and future communications for the purpose of facilitating the award process.

Name:

Signature:

Designation:

Date:



## Confirmation to Submit (F2)

I *<insert name>* representing *<insert organization name>* agree to the following terms in applying for the Marshall Goldsmith Culture Excellence Award:

1. Commits fully to submit the application before the deadline
2. Ensure all information provided is in English and is accurate and true
3. Abide by the requirements for submission
4. Adheres strongly to professional and ethical standards
5. Agree that only shortlisted candidates will be notified and the decision of the panellists is final

Name:

Signature:

Designation:

Date:



# Application Details (F3)

Name of Organization:

Total Number of Employees:

Industry:

Business Units and Departments Involved in Coaching Culture:

Number of employees Involved and Impacted in Coaching Culture:

Name of Person Applying:

Position:

Organization Information, Address and Contact Details:



# Marshall Goldsmith Coaching Culture Excellence Award: *Supporting Materials List*

1. Materials that demonstrates **management commitment** to establishing coaching culture e.g. vision statement, commitment pledge, videos of leaders sharing coaching best practices etc.
2. Materials that demonstrates **inclusive engagement** e.g. appointment of coaching champions, partnering with external experts, testimonials of doubters becoming believers etc.
3. Materials that demonstrates coaching as a **strategic priority** e.g. documentation of policies, plans, or strategies to implement coaching culture etc.
4. Materials that demonstrates **talent acceleration** e.g. list of talent who possess coaching certifications, examples of inhouse coaching models and tools etc.
5. Materials that demonstrates **measurement analytics** are put in place to measure and evaluate results e.g. dashboards, result matrixes etc.
6. Materials that demonstrates **resourceful reinforcement** e.g. budget allocated for inhouse coaches training, availability of internal coaches for employees etc. for implementing coaching culture etc.
7. Materials that demonstrates **institutionalization** of coaching culture e.g. digital coaching systems, establishment of communities of practice, coaching as one of the KPI in annual evaluations etc.
8. Materials that demonstrate **sustainable** efforts to consistently spread the value of coaching to stakeholders, clients, partners, suppliers, the community to drive continuous growth.





# Declaration (F4)

I *<insert name>* representing *<insert organization name>* hereby agree and declare that:

1. I have read and understood the requirements for the Marshall Goldsmith Coaching Culture Excellence Award;
2. All supporting materials submitted are, to the best of my knowledge and professional integrity, accurate and true;
3. Understand that the decision is final and no appeals will be entertained;
4. Understand that ITD World will ensure that data and information submitted is kept confidential;
5. Agree that the award-winning information may be used by ITD World for publicity and mutual benefit

Name:

Signature:

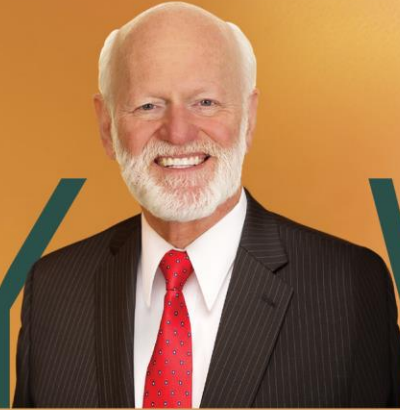
Designation:

Date:

*\*This declaration to be included in submission*



# WHY WIN



With Distinguished Panel of Endorsers, Assessors,  
Global Coaching Gurus, Experts &  
Former Presidents of World #1 Coaching Body-ICF,

**World #1 Executive Coach**

## DR MARSHALL GOLDSMITH

- 1 → "World's #1 Leadership Thinker" by Harvard Business Review
- 2 → World's most Influential Leadership Thinker by Thinkers50
- 3 → "#1 Global Coaching Guru" by Global Gurus and Fast Company
- 4 → "America's #1 Executive Coach" by Inc. Magazine
- 5 → "The most credible thought leader in a new era of business" by The Economists
- 6 → Author of over and editor of 49 books



## ENDORSEMENTS



**ALAN MULALLY**, *former President and CEO of Ford Motor Company*

With Marshall's help we identified our two areas and went to work. We exceeded our improvement expectations and had fun! A team's dedication to continuous improvement combined with Marshall's proven process ROCKS!



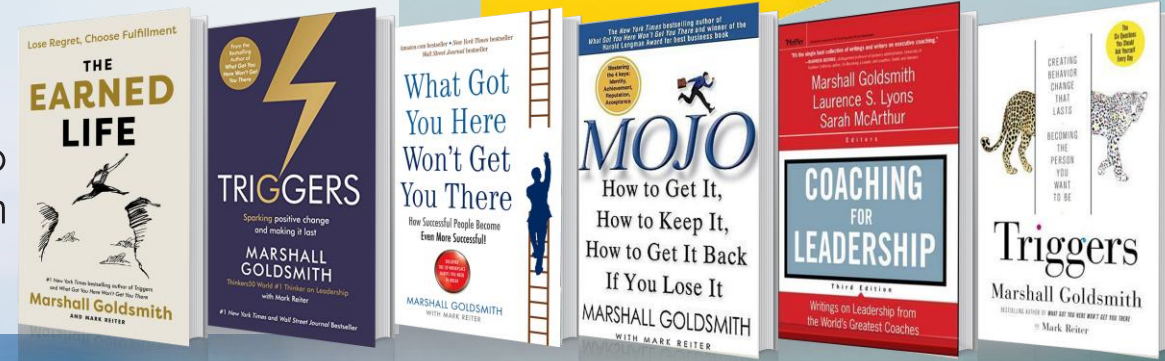
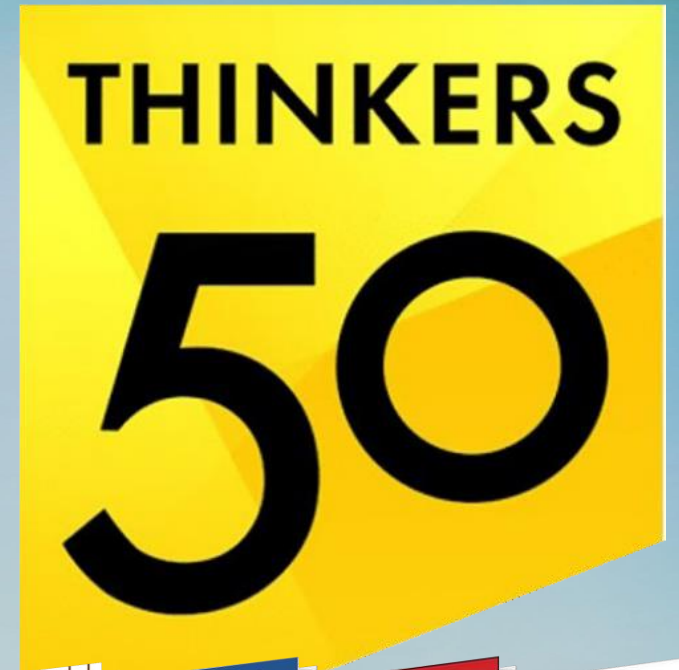
**MARK TERCEK**, *Managing Director, Goldman Sachs & Co*

Marshall is a dynamo. He helps highly successful people get better and better and better. His advice helps me enormously at work, but it makes an even bigger impact at home.



**JP GARNIER**, *CEO Glaxo SmithKline*

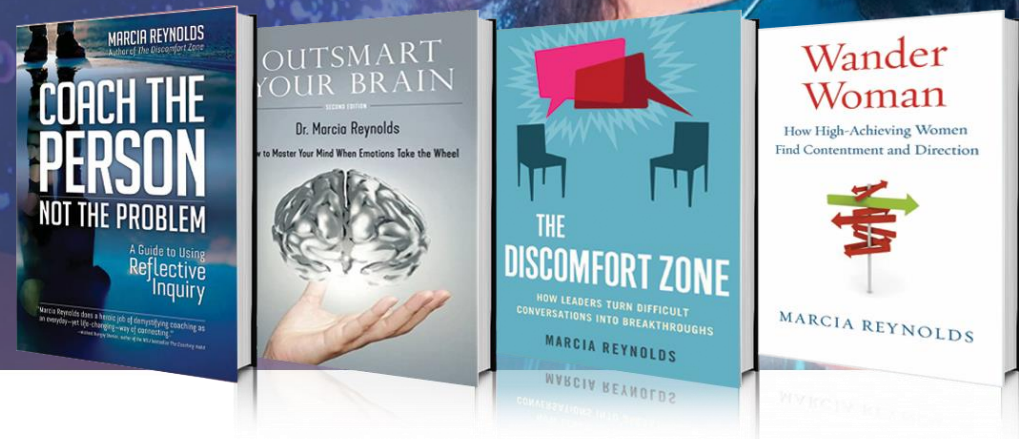
Marshall is a great coach and teacher. He has done a lot to help both me and our high-potential leaders. His approach is practical, useful, helpful and fun



World #1 Professional Body: ICF Former President

# DR MARCIA REYNOLDS

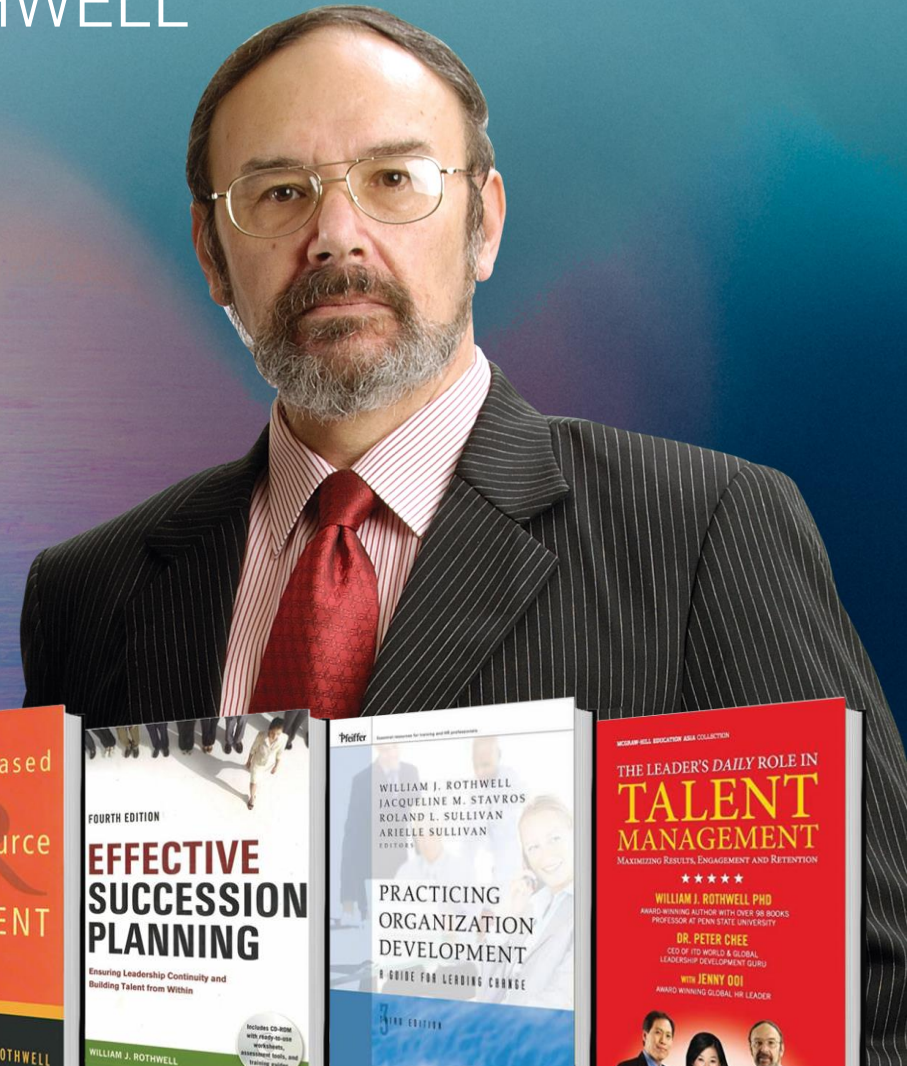
- 1 → International Coach Federation (ICF) Former Global President
- 2 → ICF Master Certified Coach (MCC)
- 3 → World #5 Global Coaching Guru by Global Gurus
- 4 → Doctorate in Organizational Psychology
- 5 → Developed more than 100,000 leaders in more than 40 countries
- 6 → Authored several books including Coach the Person, Not the Problem; Outsmart Your Brain, Discomfort Zone and Wander Woman



**World Leading Talent & Success Planning Coach**

DR WILLIAM ROTHWELL

- 1 → Author of best-selling & award-winning books with over 150 titles
- 2 → World's #1 Authority on Talent and Succession Planning
- 3 → World-renowned Consultant and Professor, Pennsylvania State University
- 4 → Heads the #1 – ranked graduate program in HRD in the USA
- 5 → More than 40 years of experience in Performance, OD, HR and Consulting
- 6 → Chief Investigator for research on 5 ASTD competency studies
- 7 → Consultant to over 50 MNCs and Government organizations

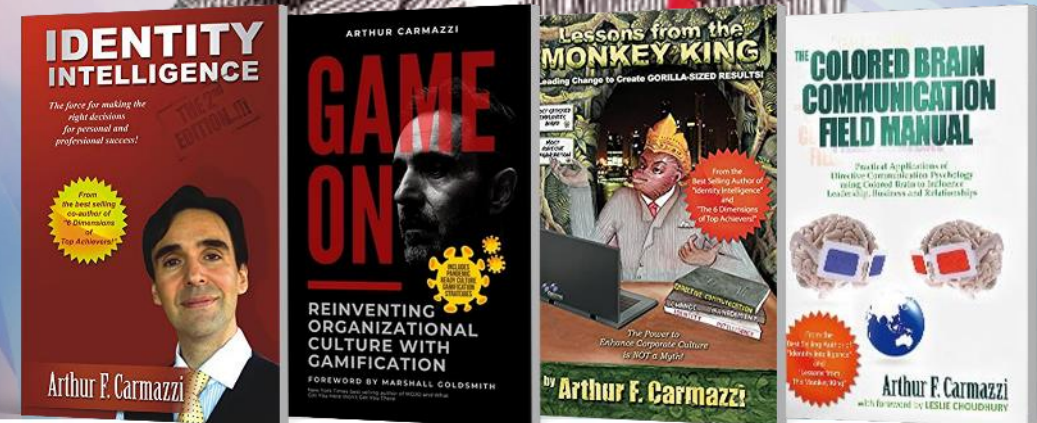


## HIGHLIGHTS

World #1 Organizational Culture Guru

# ARTHUR CARMAZZI

- 1 → World #1 Organizational Culture thought leader
- 2 → World #12 Leadership thought leader
- 3 → 25 years corporate culture transformation experience
- 4 → Created Colored Brain Communication Inventory (CBCI)
- 5 → Develop Management Mirror Emotional Perception Gap Tool
- 6 → Earned the Directive Communication methodology accreditation from the American Institute Business Psychology
- 7 → Authored & co-authored 13 books including GAME ON, Identify Intelligence, The Psychology of Selecting the RIGHT Employee, Organizational Culture Lessons from the Monkey King, and The 6 Dimensions of Top Achievers



For more information, please log on to <https://itdworld.com/arthur-f-carmazzi/>

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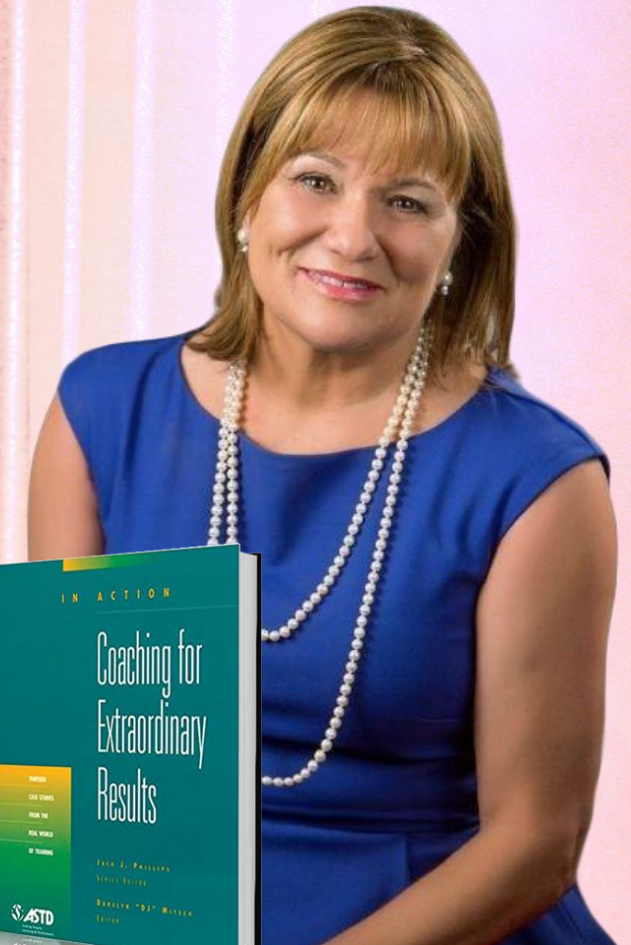
**ITD WORLD**  
Your Global Coaching &  
Leadership Development Partner

## PANEL

**World #1 Coaching Body: ICF Founding Member & Former President**

**DARELYN DJ MITSCH**

- 1 → World #1 Coaching Body ICF Founding Member and Former Global President
- 2 → First of 25 coaches to earn ICF Master Certified Coach (MCC)
- 3 → Author of Coaching for Extraordinary Results, Team Advantage, Zombies to Zealots, and Mystic Grits
- 4 → CEO of Pyramid Resource Group
- 5 → Creator of Healthcare Coaching Institute
- 6 → Developer of Team Advantage coaching program
- 7 → Trained thousands of team coaches globally





**Master Certified Coach**

# SAMI BUGAY

- 1 → Author of Amazon best-seller Better Leaders Better Teams
- 2 → Served as ICF President Turkey, the World #1 Coaching Professional Body
- 3 → Master Certified Coach (MCC) ICF
- 4 → Certified Ontological Coach (NCC)
- 5 → Over 7,000 hours of extensive and team coaching experience for CEO and C-level leaders
- 6 → ICF Local Spirit Global Presence Award winner
- 7 → Founder of the Integral Institute and CEO of KA Consultancy
- 8 → Winner of the Lifetime Achievement Award from Gestalt Center for Organization and Systems Development, USA

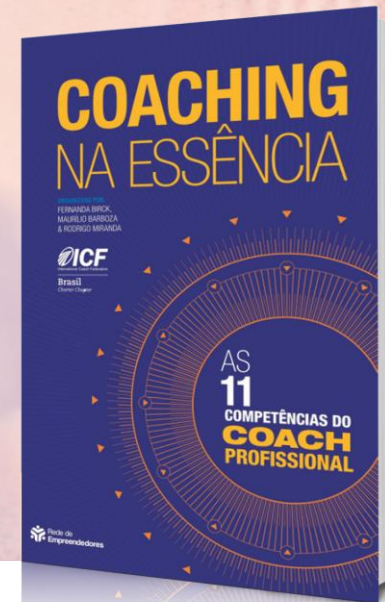


## PANEL

Master Certified Coach

# JOÃO LUIZ PASQUAL

- 1 → Served as World #1 Coaching Professional Body ICF President in Brazil
- 2 → Master Certified Coach (MCC ICF)
- 3 → Over 7,000 hours of extensive and team coaching experience for CEO and C-level leaders
- 4 → Served as Executive Direction at ABN AMRO & other leading banks
- 5 → Vast experience in Strategic Leadership, Coaching, Trade, Finance, & International Relations
- 6 → Executive Masters in Consulting and Coaching for Change, Clinical Approach, from INSEAD
- 7 → MSc in Organizational Psychology from INSEAD





# ITD World

*Mission, Vision, Core Values*



→ **MISSION**

Transforming Leaders and  
Changing the World for the  
Better



→ **VISION**

#1 Global Coaching &  
Leadership Development  
Partner



→ **CORE  
VALUES**

**LISTEN**

Love, Innovation, Synergy,  
Trust, Excellence, Nurture



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