

ICF DENMARK'S APPROACH TO COACHING FOR SOCIAL IMPACT



Social Impact Goal

As a coaching member organization contribute to positive societal impact through focused, well-designed coaching centric initiatives that involve our members and support social purpose organizations deliver social impact.



Objectives of our social impact strategy

1. Deliver coaching centric initiatives to:

- increase the potential impact of partner organizations by improving staff motivation/satisfaction, performance, professional development, problem solving.
- identify and highlight organizational patterns and themes to senior leadership for consideration and organizational adjustments/response to create an enabling environment for staff.

Draft objectives of our social impact strategy

2. **Create a sustainable system** of opportunities for ICF Denmark members to provide pro bono coaching to individual staff of our social impact partner organizations

3. **Support and facilitate** the development of a coaching culture within our social impact partner organizations

4. **Enable visibility** of ICF Denmark's members commitment to giving expertise to Danish organizations with a social purpose

Draft criteria for partner selection

International /national NGOs registered in Denmark delivering measurable social impact

Established for 10 years or more

Both paid employees and volunteers

Clear expressed leadership need and commitment
/feedback on patterns and themes

Internal media action plan for the initiative

The Coaching Partners

ICF

- The largest organization of professional coaches
- founded in 1995
- **61,000** ICF Members in **150+ countries and territories**
- 56,000 ICF Credential-holder
- 140+ ICF Chapters
- ICF Denmark Chartered Chapter

EY Nordic

- part of EY, a global professional services organization with 400,000 people across more than 150 countries and territories
- - The project has been officially approved through RIPPLES, EY's global CSR framework.
- - 7 EY internal coaches and a supervisor from all 4 countries volunteer in the program.

Metrics of the partnership

- 21 ICF Denmark and 7 EY Nordic coaches
- 31 senior DRC managers
- 6 x 1 hour coaching over 6 month
- 186 total coaching hours
- 5 ICF and 1 EY supervisors
- 9 x 2 hour group supervision sessions
- 400,000 DKK/ 65,000 USD/ 50,000 GBP market value of coaching
- Many undocumented hours of co ordination

Steps in the partnership

- Identifying a need and leadership interest
- Formal agreement on responsibilities, confidentiality, timing.
- KICK OFF meeting for staff and coaches
- Application process for coaches: ICF membership and accreditation
- Application process for staff
- Matching of coaches and staff by DRC HR
- Connecting Coach with staff member.

Steps in the partnership

Online tracker

Six x 1 hour coaching sessions over 6 months

Six credentialed and experienced supervisors

Supervision mandatory for countable hours

Mid- point check in with HR

Coaches offered two group (4) supervision sessions during May and June.

Evaluation of experience and perception of DRC leadership, staff, HR, Coaches. TBD

Observations so far...

Interest from coaches high

2 DRC managers withdrew

Supervision take up slow

Patterns and themes feedback –
next time



Observations so far...

Coaching for social impact may be a value add to country chapter membership...

Opportunity to give back to a social purpose...

Non corporate sector experience...

Evaluation will highlight more...

Reflections from Coaches involved

As an experienced coach, I know what my time is worth. That is exactly why I choose to give it to the Danish Refugee Council as a volunteer leadership coach. Every session with my DRC leader reminds me why this work matters - and is exactly why I became a coach.

That's food for my soul... I witness the DRC leader develop, his team benefit, and the world change a little bit because of it, and I leave with more inspiration than I arrived with. I see it not as a *cost* - it's precisely the reason behind why I coach.” **ICF Coach**



Reflections from Coaches involved

“I am extremely grateful to have been given the opportunity by ICF Denmark to coach a member of the leadership team at Danish Refugee Council. Working at this level, within an organization operating in complex and high-impact environments, is both a privilege and a responsibility. It reinforces the importance of creating a space for reflection, clarity, and thoughtful decision-making.” **ICF Coach**



Reflections from Coaches involved

Coaching to me is more than a job, it is where I feel I can really bring value to others, and I gain a sense of meaning, listen openly and support others in their journey.

As I am mainly working as an internal coach, I am seeking coaching experiences externally of EY to gain more knowledge from other type of challenges, people and business perspectives. With this I hope to utilize these experiences in my personal coach growth and journey, become more secure, and bring these experiences and confidence to live in EY as well. **EY Coach**



Reflections from Coaches involved

‘...I genuinely want to contribute to an organization that makes a difference for the communities they serve. Being part of this effort is deeply meaningful, as I believe coaching is a powerful tool for personal growth – and when individuals develop, their impact on the organization’s success multiplies.

Transformative coaching contributes to increased self-awareness and empowers people, which ultimately fuels positive change on a broader scale.

EY Coach



Now over to our
partners at DRC

