

# Introduction to the Global Coaching Excellence Awards for Coaches

Empowering Excellence,  
Inspiring Futures



Coaching  
Excellence  
Awards

Introduction to the Global Coaching  
Excellence Awards

2024

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## 1 About the Global Coaching Excellence Awards

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The Global Coaching Excellence Awards serve as a prestigious platform to recognize and celebrate outstanding achievements and contributions in the field of coaching. This esteemed award program acknowledges individuals and organizations who have demonstrated excellence, innovation, and leadership in coaching practices worldwide.

Through a rigorous selection process, the Global Coaching Excellence Awards identify and honor exemplary coaches, coaching organizations, and coaching initiatives that have made significant impacts on individuals, businesses, and communities. These awards aim to showcase best practices, inspire excellence, and promote continuous improvement in the coaching profession.

Winners of the Global Coaching Excellence Awards represent the pinnacle of coaching excellence, embodying the highest standards of professionalism, ethics, and effectiveness. By highlighting their accomplishments, the awards program aims to elevate the profile of coaching as a transformative and impactful profession, driving positive change on a global scale.

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## 2 Categories of Awards Offered by GCE for Coaches

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The GCE Awards comprise four categories of awards for coaches, outlined as follows.

### 2.1 Young Coach of the Year

This category recognizes exceptional young coaches who have demonstrated remarkable talent, innovation, and impact in the coaching profession. *These coaches are under 30 years old* and exhibit outstanding coaching skills, leadership qualities, and a commitment to personal and professional development. They represent the next generation of coaching excellence and are acknowledged for their potential to shape the future of the industry.

### 2.2 Life Coach of the Year

The Life Coach of the Year award honors coaches who specialize in guiding individuals through personal transformations, achieving life balance, and reaching their full potential. These coaches are celebrated for their empathy, listening skills, and ability to inspire positive change in clients' lives. They excel in helping individuals overcome challenges, set meaningful goals, and lead fulfilling and purpose-driven lives.



The categories falling under Life Coaching typically encompass aspects such as personal development, wellness, relationships, and overall life satisfaction. These categories may include:

- **Personal Development Coach:** Focuses on helping individuals set and achieve personal growth goals, such as improving self-confidence, enhancing communication skills, or finding clarity and direction in life.
- **Wellness Coach:** Supports clients in achieving holistic well-being by addressing areas such as physical health, nutrition, exercise, stress management, and overall lifestyle habits.
- **Relationship Coach:** Specializes in assisting individuals or couples in navigating and improving their relationships, whether romantic, familial, professional, or social, by fostering communication, understanding, and connection.
- **Life Satisfaction Coach:** Helps clients identify their values, passions, and goals, and works collaboratively to create a fulfilling and balanced life aligned with their aspirations and priorities.

### **2.3 Business Coach of the Year**

This category recognizes coaches who specialize in providing personalized guidance to individuals or teams within corporate settings, aimed at enhancing leadership capabilities, refining business acumen, and addressing specific organizational challenges. These coaches excel in tailoring their approach to meet the unique needs and objectives of their clients, guiding them in navigating complex work environments and achieving their professional goals. Through a collaborative process, Business Coaches of the Year empower businesspersons to develop leadership competencies, overcome obstacles, and drive tangible results within their organizations.

The categories falling under Business Coaching typically encompass areas related to professional and organizational development, leadership, and strategic growth. These categories may include:

- **Leadership Development Coach:** Focuses on cultivating leadership skills and qualities in individuals or teams, including communication, decision-making, conflict resolution, and emotional intelligence, to enhance their effectiveness in managerial roles.
- **Entrepreneurship Coach:** Supports aspiring or established entrepreneurs in starting, growing, or scaling their businesses, providing guidance on business planning, marketing strategies, financial management, and navigating the complexities of entrepreneurship.



- Career Transition Coach: Assists individuals in navigating career changes, transitions, or advancements, whether within their current organization or as they explore new opportunities, helping them clarify their career goals, develop relevant skills, and create actionable plans for success.
- Small Business Coach: Provides guidance and support to owners or managers of small businesses, helping them address operational challenges, improve productivity and efficiency, and develop strategies for sustainable growth and success.

## 2.4 Executive Coach of the Year

The Executive Coach of the Year award acknowledges coaches who specialize in working with senior executives, leaders, and high-potential individuals within organizations. These coaches are experts in executive leadership development, succession planning, performance optimization, and navigating complex organizational challenges. They are recognized for their ability to empower executives to enhance their leadership effectiveness, drive business performance, and achieve strategic objectives.

The categories falling under Executive Coaching typically include specialized areas related to leadership development, executive performance, and organizational effectiveness. These categories may include:

- Leadership Development Coach: Focuses on developing leadership skills and competencies in executives and senior leaders, including communication, decision-making, strategic thinking, and team management, to enhance their effectiveness and impact within the organization.
- Performance Coach: Works with executives to optimize their performance, productivity, and professional growth, helping them set and achieve goals, overcome obstacles, and maximize their potential in their current roles.
- Transition Coach: Assists executives during periods of career transition or organizational change, such as onboarding into new roles, navigating promotions or reassignments, or managing transitions to retirement or consulting roles.
- C-Suite Coach: Specializes in coaching C-level executives, such as CEOs, CFOs, CTOs, and COOs, providing tailored support and guidance to address the unique challenges and responsibilities associated with top leadership positions.
- Succession Planning Coach: Supports organizations in identifying and developing future leaders and successors for key executive roles, helping to ensure smooth leadership transitions and continuity of leadership within the organization.



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### 3 Eligibility Criteria for Participating in Global Coaching Excellence Awards

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The Global Coaching Excellence Awards (GCEA) welcome coaches from diverse backgrounds and levels of experience, regardless of whether they possess formal designations or certifications. Both experienced coaches with a wealth of experience and those relatively new to the coaching field are eligible to participate in the awards ceremony. As long as individuals are actively engaged in coaching and are dedicated to making a positive impact through their coaching practice, they are encouraged to participate in the GCEA. The awards offer a platform for coaches to showcase their achievements, exchange best practices, and celebrate excellence in the coaching profession. The only restriction applies to the ‘*Young Coach of the Year*’ category, which requires participants to be under 30 years old.

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### 4 The GCEA comprises layers and levels

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#### 4.1 The GCEA Layers

The GCEA consists of three layers: national, regional, and global.

- The *National Layer* recognizes coaches, organizations, and research that have made outstanding contributions to the coaching industry within their own country.
- The *Regional Layer* recognizes those who have made significant contributions to the industry within their respective regions.
- Finally, the *Global Layer* recognizes coaches, organizations, and research that have made remarkable contributions to the industry at a global level.

Each layer is important as it recognizes and celebrates excellence at different levels within the industry. Additionally, the layers are *interconnected*, and *only winners of each layer can be nominated for the higher layer*. This process ensures that the nominees have already been recognized and celebrated at their respective levels and have demonstrated exceptional skills and competencies. Furthermore, this process helps to create a more diverse and competitive pool of nominees for each layer, which promotes excellence and ensures that the best of the best is ultimately recognized at the global level.

As an example, Figure 1 illustrates the Young Coach of the Year Awards at three levels.





Figure 1- The Young Coach of the Year Awards at three layers: national, regional, and global

## 4.2 The GCEA Levels

The GCEA includes five levels, represented by a star system. Each star refers to a specific maturity level, described as follows (Also see Figure 1).

- **One-Star: *Emerging Level***
  - At the one-star level, coaches are considered emerging in their field.
  - They have acceptable basic knowledge and skills but are still building experience.
- **Two-Stars: *Developing Level***
  - Two-star coaches have progressed beyond the beginner stage.
  - They are actively improving their coaching techniques and gaining experience.
- **Three-Stars: *Competent Level***
  - A three-star rating signifies competence in coaching.
  - These coaches have a solid foundation of skills and experience.
- **Four-Stars: *Proficient Level***
  - Coaches awarded four stars are highly proficient in their practice.
  - They possess advanced coaching skills, experience, and a proven track record.
- **Five-Stars: *Masterful Level***
  - The highest level, five-stars, represents mastery in coaching.
  - Coaches at this level are experts in their field.
  - They have extensive experience, a deep understanding of coaching principles, and a significant impact on their clients and the coaching community.



## 5 Coach Excellence Model for Coaches

Becoming a successful coach, as defined by the Coach Excellence Model, involves a holistic approach that combines several key elements and enablers. Here are how individuals can become successful coaches based on the Coach Excellence Model (CEM<sup>®</sup>) illustrated in Figure 2.

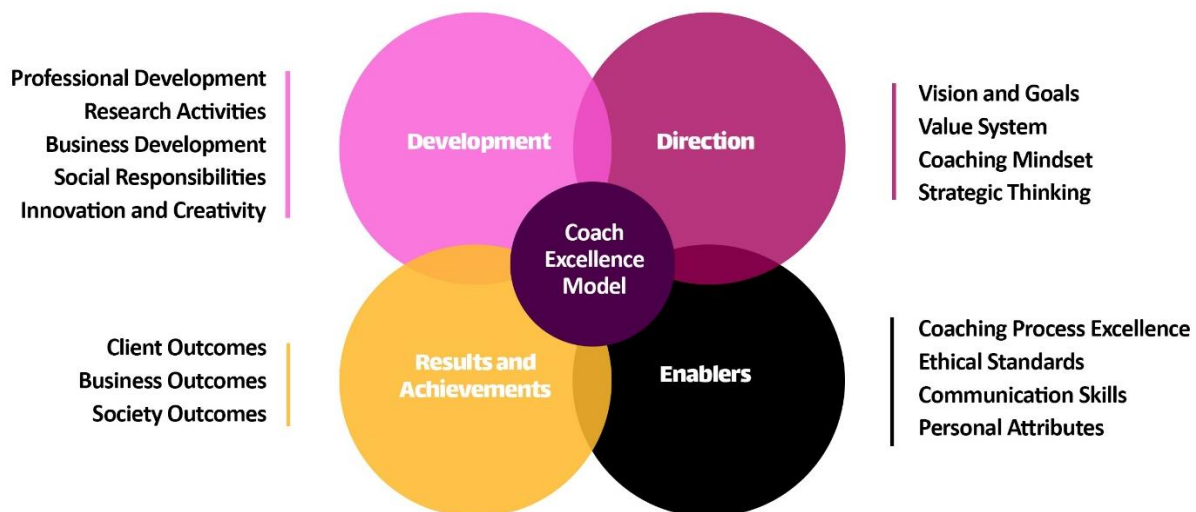


Figure 2- The Coach Excellence Model (CEM<sup>®</sup>)

### 5.1 Enablers

- *Coaching Process Excellence:* To become a successful coach, one must continually develop and refine coaching competencies. This includes effectively facilitating the coaching process, including establishing trust, setting goals, and applying appropriate coaching techniques. Successful coaches consistently work on these competencies to provide high-quality coaching.
- *Ethical Standards:* Adhering to coaching ethical principles is essential for coaching excellence. It ensures the well-being of clients, fosters trust, and leads to positive outcomes while upholding the profession's integrity and reputation.
- *Communication Skills:* Excellent communication skills are crucial for building rapport, demonstrating empathy, managing conflicts, and effectively communicating with a diverse range of clients. Coaches should continually enhance their communication abilities to connect with and understand their clients better.





- *Personal Attributes:* Personal attributes like empathy, patience, self-awareness, resilience, open-mindedness, authenticity, and adaptability play a significant role in coaching excellence. These attributes help coaches build trust with their clients, understand their needs, and facilitate positive coaching outcomes.

## 5.2 Direction

- *Vision and Goals:* Successful coaches set clear visions and goals for themselves and their clients. These goals provide direction, motivation, and a structured approach to coaching. They signify a commitment to the coaching process and guide both coach and client toward desired outcomes.
- *Value System:* Coaches should have a robust value system that upholds ethical principles and maintains effective coaching relationships. This value system contributes to the long-term success and credibility of the coaching profession.
- *Coaching Mindset:* A coaching mindset is vital for excellence as it prioritizes empathy, curiosity, and goal-oriented support. This mindset creates a trusted and results-driven coaching environment.
- *Strategic Thinking:* Coaches should engage in strategic thinking to develop innovative solutions, solve problems effectively, and produce measurable results based on their internal and external environment.

## 5.3 Development

- *Professional Development:* Participation in training and professional development programs is essential for coaching excellence. These programs develop skills, provide frameworks, emphasize ethics, support continuous learning, offer credentials, enable networking, and enhance client trust in a coach's abilities.
- *Research Activities:* Coaches must engage in ongoing research activities to stay current, use evidence-based practices, tailor approaches to individual clients, enhance problem-solving skills, promote professional growth, offer client-centric services, and foster innovation in coaching.
- *Business Development:* Coaches should acquire and refine business skills to attract and retain clients, maintain professionalism, ensure the sustainability of their coaching practice, adapt to changes in the market, comply with legal requirements, and plan for business growth. Successful coaches are not only skilled in coaching but also in running their coaching businesses effectively.
- *Social Responsibilities:* This criterion evaluates a coach's dedication to community engagement and raising awareness on critical societal issues, emphasizing their role in mobilizing for positive social change. It assesses how effectively coaches use their platforms to engage with communities, facilitate discussions on important



topics, and contribute to the development of a more informed and socially responsible society.

#### 5.4 Results and Achievements

- *Client Outcomes:* Successful coaches achieve positive client-related results, including high client satisfaction, trust-building, enhanced professional credibility, client referrals, and personal and business fulfillment.
- *Business Outcomes:* Coaches should aim for business-related results such as market growth, increased revenue, business sustainability, and target achievement. These outcomes demonstrate a coach's tangible impact and contribute to sustained coach success.
- *Society Outcomes:* Coaches should demonstrate their positive outcomes in their society. This enhances a coach's reputation, attracts socially conscious clients, and fulfills a sense of purpose.

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## 6 Application Process

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The application process comprises five steps, described as follows.

- *Step 1: Initial Information Submission*

To evaluate your initial eligibility based on your background and to calculate the participation price considering the economy of the country you are applying from, we require some primary information from you. Kindly complete the Primary Application Form as the first step at: <https://coachingexcellenceawards.com/primary-application>.

- *Step 2: Proceeding with payment*

To proceed with payment, please follow these steps:

- Upon completing the Primary Application Form, you will receive a payment link via email within five working days. This email will include the amount to be paid.
- Click on the provided payment link to access the payment portal. Follow the instructions on the payment portal to complete the payment transaction.
- After making the payment, you will receive a Confirmation of Payment email from the Coaching Excellence Awards within three working days.
- If you have any questions or encounter any issues during the payment process, please don't hesitate to contact the Coaching Excellence Awards support team ([awards@coachingexcellenceawards.com](mailto:awards@coachingexcellenceawards.com)) for assistance.



- *Step 3: Completing the Primary Self-Report Application*

After making the payment, you will receive an email containing an application form that requires your information for the Individual Coaching Excellence Model. It is important to fill out all the required fields accurately to be considered for the National-Level Awards. Please ensure that you provide comprehensive and detailed information to enhance your chances of recognition.

- *Step 4: Providing Information based on the Assessment Committee's request*

After carefully reviewing the Primary Self-Report Application, the Assessment Committee may request additional detailed information from applicants. This may include a recorded coaching session audio along with its transcript, as well as more comprehensive details regarding the components of the Coaching Excellence Model.

Applicants are required to submit the requested information within the specified deadline, which will be communicated to them directly via email. It is essential to adhere to this deadline to ensure that your application is considered for the awards evaluation process.

- *Step 5: Proceeding to Regional and Global Competition*

Only winners of the National-Level Awards will advance to the Regional and Global levels of the competition. These winners will automatically qualify for participation in the subsequent rounds, where they will compete against other top performers from different regions and countries.

Please note that an additional payment is required for participating in the Regional and Global level competition (See Section 7).

Participants who have been selected as winners at the national level will receive detailed instructions and guidance on how to proceed to the Regional and Global competition stages. It is essential to closely follow these instructions and adhere to all requirements to ensure a smooth transition to the next phase of the competition.

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## 7 Fees for attending the GCEA

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At GCEA Organization, we believe that everyone should have an equal opportunity to showcase their skills and talent, regardless of their economic background. That's why we have implemented a price-setting strategy that takes into consideration the economic situation of the country that the applicant applies from.

Our pricing is offered in three categories, which are based on the income level of the country. The first category includes *high-income* and *upper-middle-income* countries, the



second category consists of *middle-income* countries, and the third category encompasses *lower-middle-income* and *low-income* countries. This ensures that applicants from all economic backgrounds can participate in our competition. For more information on the World Bank’s country income classifications and our pricing categories, please visit <https://data.worldbank.org/country>.

Once the applicant submits their Primary Application Form (See Section 6, Step 1), we issue an invoice that is only valid for 10 days, based on the economic scale of the country they intend to compete in. This is to ensure that the pricing is accurate and up-to-date.

Below is the table presenting the price list based on the categories of the awards and the income level of the country from which the applicant will be participating.

Table 1- The price list

Award Category	<i>High-income and upper-middle-income countries*</i>	<i>Middle-income countries</i>	<i>Lower-middle-income and low-income countries</i>
Young Coach of the Year	\$175	\$150	\$100
Life Coach of the Year	\$200	\$175	\$125
Business Coach of the Year	\$250	\$200	\$175
Executive Coach of the Year	\$250	\$200	\$175

\* All the prices are in US Dollars.

*Note: Please be aware that candidates eligible for consideration at the Regional or Global Layer Awards are required to cover an extra %50 evaluation fee for each layer.*

## 8 Deadlines and Important Dates

Table 2 presents the deadlines and important dates for participating in the Global Coaching Excellence Awards.

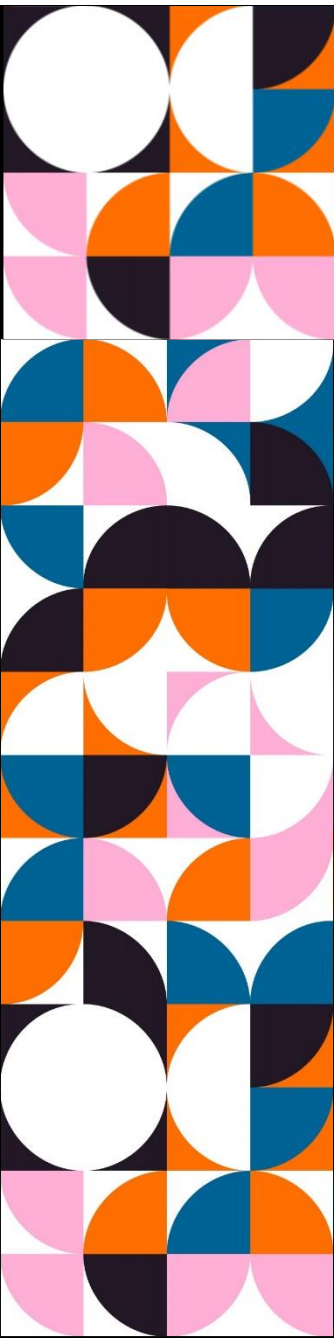
Deadlines and Important dates	Dates
Deadline for completing the Primary Application Self-Report	Sep. 30, 2024
Deadline for providing the required information requested by the Assessment Committee	Oct. 15, 2024
Announcement of National Winners	Nov. 15, 2024
Deadline for payment to be considered for Regional Awards	Dec. 01, 2024





Deadlines and Important dates	Dates
Announcement of Regional Winners	Jan. 05, 2025
Deadline for payment to be considered for Global Awards	Jan. 20, 2025
Announcement of Global Winners	Feb. 28, 2025

Apply today at <https://coachingexcellenceawards.com/primary-application>



## **Global Coaching Excellence Awards**

<https://coachingexcellenceawards.com>

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Instagram: [@globalcoachingawards](https://www.instagram.com/globalcoachingawards)