

# Erickson Coaching For Nonprofit Organizations



As part of **Erickson Coaching's social responsibility mission** we partner with nonprofit organizations to provide free coaching sessions to key stakeholders. We believe in developing human potential and fully supporting the contribution of non-profit organizations that are helping drive humanity forward and change the world.



# Why do non-profit organizations participate in coaching?

Coaching has an impact on a **number of key success drivers** in nonprofit organizations.

*Coaching impacts* nonprofit organizations by:

**improving** communication skills within the organization

**optimizing** individual and team performance

**improving** business management strategies

**improving** work-life balance amongst employees

**improving** employee well-being

**increasing** overall productivity



## Success Story

### Teach for China

Teach for China's mission is to bring education to areas of China where education opportunities are scarce. Coaches support teachers to develop their leadership and communication skills.

**85 teachers** received coaching from **63 coaches** over **4,5 months** in **5 provinces** of China.

A total of **350+ coaching sessions** took place.

The results of Erickson's coaching and coach training:

- **96.6%** said that they experienced improvement in their communication skills
- **91 %** said that coaching helped them develop meaningful action steps at the end of the coaching session
- **96%** said that they now can identify challenges and solve problems more efficiently



## Success Story

### Educating Girls in Rural China

A total of **340 Coaching** sessions took place over **4 months** for **68 managers** of Educating Girls of Rural China.

Managers engaged in emotional intelligence training and team coaching workshops.

**96% of managers** marked their satisfaction rate as 'excellent'

**100% said that** they would recommend this program to others

**100% believe that** coaching has an incredible ability to stimulate their potential

**96% said that** coaching helped them enhance their way of thinking



# Success Story

## CCIS at Stanford University

The Community Committee for International Students of Stanford University is committed to supporting International students and their partners. They recognise the obstacles and challenges that come with relocation and are dedicated to providing assistance throughout this exciting and challenging time.

**13 Candidates** received coaching from **12 coaches**.  
A total of **70 + coaching sessions** took place.

*"On behalf of the CCIS at Stanford, I would like to express my heartfelt gratitude for the exceptional coaching services that you provided to our community. Your coaching program has made a significant impact on the lives of our program attendees, and I have personally heard a lot of positive feedback about how valuable and transformative it was for them.*

*Many participants have asked to continue with the program, and it's clear that your coaching has surpassed their expectations. For many of them, it was their first exposure to professional coaching, and they were pleasantly surprised by how much it helped them in different aspects of their lives.*

*Although the program was announced as a career coaching program, many people were able to solve other life issues due to the help of your professional coaches. It's amazing to see how much of an impact your services have had on our community, and we hope to continue our partnership to bring more positive change to the lives of internationals who are starting their new lives in the U.S." - Kate Khatseyeva, President of CCIS at Stanford*



# What program participants say about our coaches

*“ I was finding myself in a stuck position of life as a new expat in the US. Her way to conduct the sessions is exemplary. She opened my mind in so many ways and helped me to connect better with myself in the job search process. She reactivated some skills such as creativity and work communication that I wasn't putting on practice for a while because I was comfortable with my work life back in my country.”*

With her coaching, I have improved in many fields in my life, ranging from organizing my schedule between domestic and professional tasks up to the way I approach the companies and how I should show up my qualities. - **Participant of CCIS at Stanford Coaching Program in partnership with Erickson Coaching International**

*“It was my first life coach experience and Lily made it wonderful!!! Lily creates an inspiring environment and gives you great tools to listen to yourself. Her coaching helped me a lot and increased my overall well-being.”* - **Participant of CCIS at Stanford Coaching Program in partnership with Erickson Coaching International**

# We are committed to creating value for all stakeholders



- **Organizations** - gain access to coaching as a tool to improve team performance and leadership development. Coaching within organizations also improves employee loyalty and retention.
- **Coaches** - Erickson Coaches gain experience and confidence working with a diverse range of individuals. Coaches are able to use these hours towards their ICF accreditation.
- **Erickson** - We are proud to offer coaching for NPO as an opportunity for potential coaches to gain practice hours. This is our differentiating factor among other coach training providers. We are able to fulfill our social responsibility mission of contributing towards global social and environmental goals.

## What are Erickson's commitments?

### We are committed to:

- **Providing** professionally trained coaches that match your organization's needs
- **Managing** assessments and matching of coaches
- **Providing** reports to your organization's leadership upon program completion

## In return we ask non-profit organizations to commit to:

- **Selecting** candidates to be coached
- **Setting** an organization-wide agenda for coaching as well as internal communication and leadership support
- **Providing** feedback to coaches
- **Allowing** Erickson and coaches to use your organization's name in case studies



# What does this process look like?

## Phase 1: Planning

An Erickson NPO project leader will set up a call with the NPO. The NPO will be assessed on its needs and the scope of coaching services will be established. The NPO will prepare a list of candidates who will participate in the coaching program

## Phase 2: Intake Process

The NPO will inform candidates on the process and the number of sessions they will participate in. Erickson will distribute material on how candidates can best prepare for their coaching sessions.

## Phase 3: Coaching Begins

Now the Coaching begins, each candidate will receive a minimum of six 60-minute coaching sessions. Candidates will schedule coaching sessions directly with the coaches.

## Phase 4: Feedback and Reporting

At the end of the coaching relationship, each candidate will complete a feedback survey. Erickson will compile a feedback report and distribute it to the NPO managers, leaders and other stakeholders.



# How does Erickson

# select the right

# coach for the organization?



We understand that every organization may have special requirements for the coaches involved in the Coaching program. All Erickson coaches undergo a meticulous selection process to ensure we match the NPO with the right coach.

We are proud of our Coach Database

**400 + Erickson Coaches**

**80 % of Coaches are already ICF qualified**

**30 + industries where our coaches have experience**

## How does Erickson ensure you get the best coaches?

**Coaches have must** at least 60 hours of coaching practice and 10 hours of mentoring

**Coaches are profiled** on professional, educational and coaching background

**Coaches are assessed** on ICF competencies and language fluency

**Coaches are then made** available for specific projects that match NPO special requirements.

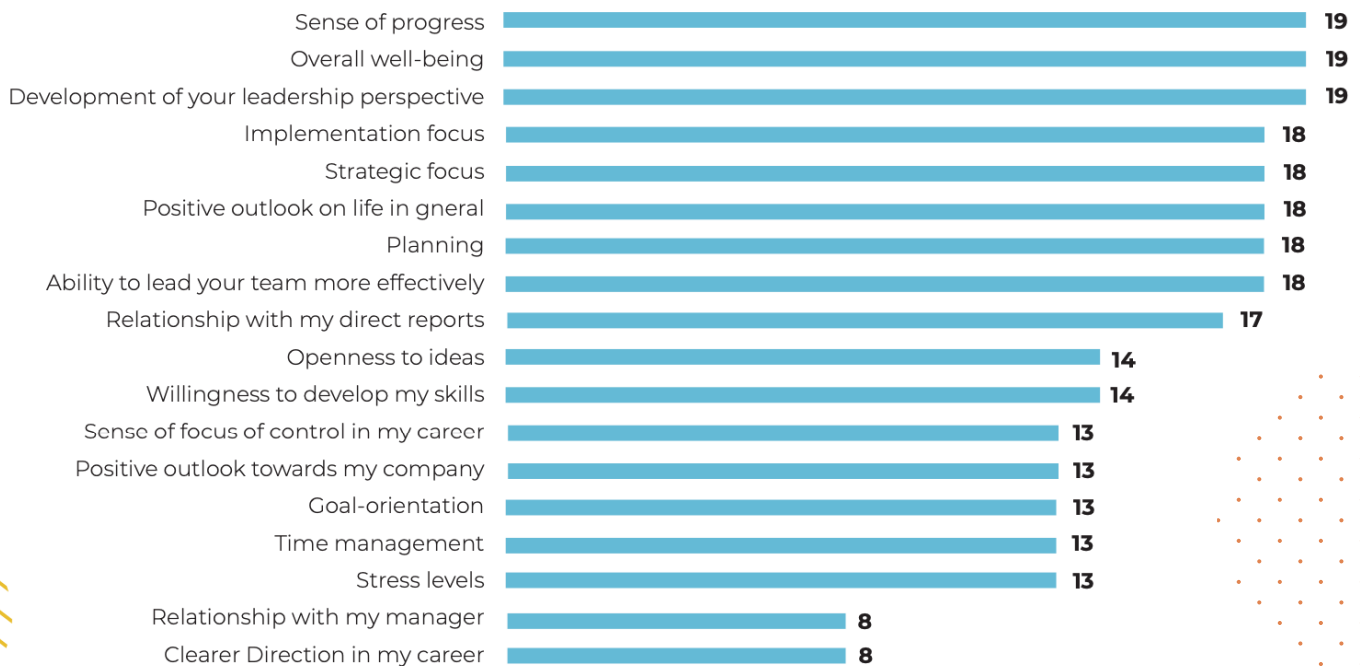
To further ensure that the Coach selected is the correct match for the NPO we aim to match NPOs with Coaches who have experience in the Industry and Functional areas the NPO is involved in. We match according to cultural and language backgrounds and we ensure that the NPO and Coaches timeline for the project are aligned to ensure that the Coach selected for the program is able to serve for the whole duration of the program.



# Measuring Impact of Erickson Coaching Services



## Impact on Managers



## Impact on an organization



## Get in touch

Interested in discussing Erickson's coach placement services? | [tara@erickson.edu](mailto:tara@erickson.edu)