

Puget Sound Coaches Association



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Coaches Association

Press Release

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Prism "Results Through Coaching" Award Presented

SEATTLE, Washington – June 12, 2007

Kimm Viebrock, President of the Puget Sound Coaches Association, presented the 2007 PSCA Prism Award in Seattle this evening at Lake Union Crew (M/V Inspiration, 11 East Allison), honoring Child Care Resources along with coaches Syl Leduc and Nina Auerbach for the successes that organization has achieved as the result of their commitment to coaching as a leadership strategy. Also honored as a runner-up for the Prism Award, was Dress for Success Seattle for using coaches as part of their celebrated Professional Women's Group program.

Coaching Successes Bring in More Funding for Non-Profit

"The Prism Award is all about celebrating the solid business results brought about through sound coaching methods," says Viebrock, "and both Child Care Resources and Dress for Success Seattle have proven that coaching does work both for organizations and for individuals."

Child Care Resources won the 2007 Prism Award for their ability to capitalize on a coaching initiative that involved several levels of their 41-person organization, including C-level executives, Directors, and Parent Services and Provider Services Coordinators.

They started out with a seemingly simple, yet profound concept, living with the realization that "We are the childcare experts," says Nina Auerbach, who is also the CEO of Child Care Resources. "[Because of coaching,] the team and staff started acting more like 'experts' and we were treated more like experts by external funders as a result." The result on the bottom line – a 27% increase in revenues from their annual luncheon and a whopping 51% increase in funding through corporations and foundations.

More Than Increased Revenue

Had it been solely a matter of increased funding, the lifeblood of any non-profit, many would have said that alone was an excellent accomplishment and yet for Auerbach's organization, the bottom line was just a reflection of the larger impact that coaching has had on Child Care Resources. With a mission to connect families with the high quality child care that they need, and advocating for child care solutions that strengthen communities, increasing the team effectiveness and the problem-solving capabilities of her organization were priorities for Auerbach in bringing coaching into CCR.

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Auerbach sought assistance from seasoned coach, Syl Leduc, in identifying an appropriate International Coach Federation-accredited coach training program for herself, and ultimately hired Leduc to provide coaching and training for key members of the CCR leadership team. Once she had completed her own coach training, Auerbach worked together with Leduc to bring a coaching mindset to Child Care Resources, increasing their overall organizational effectiveness in the process.

"We had the thrilling experience of seeing ourselves achieve just about every goal we set for ourselves," says Auerbach. "This built the confidence of people in the organization and helped us take further risks and stretch to meet new goals. We had a positive year with a healthy bottom line and brought in more fundraising and foundation dollars than ever before."

Disadvantaged Women Benefit From Coaching

Also honored tonight as a runner-up for the 2007 Prism Award was Dress for Success Seattle, for their commitment to bringing coaching to disadvantaged women selected from their Professional Women's Group and the results these women achieved. One such participant went from being very unhappy living in a transitional housing arrangement with six other women after having left an abusive husband, to working toward a degree in English and a career in the legal field. With more confidence and sense of self-respect, she finds she's better able to set personal boundaries and focus on her goals.

Another participant used her coaching as a springboard into a new career in real estate where she feels financially rewarded for her efforts and she enjoys having a flexible schedule. "My friends see... how I have changed. I am on the go and energized by my life."

Having seen success stories like these emerge, Dress for Success Seattle Community Resource Coordinator, Tamika Vinson and PSCA member, Georgene DeWald have increased the role of coaching in this program with additional participation of PSCA members and sponsorship from Puget Sound Coaches Association. This year, there are ten local coaches involved in working with participants from the Dress for Success Seattle Professional Women's Group.

Celebrating Results

Seeing such powerful outcomes celebrated pleases Viebrock. "What we really want to do is get the word out - coaching isn't just some feel-good fluff, it makes a tangible difference in the bottom line *and* in people's lives. I believe this award makes that point by giving us a platform to showcase the success stories.

About Puget Sound Coaches Association

Puget Sound Coaches Association is a chartered chapter of the **International Coach Federation**, the leading organization of coaches worldwide. **PSCA** exists to support growing the coach, growing the business, and growing the industry of coaching in the Puget Sound region and throughout the state of Washington. The organization accomplishes these goals through facilitating professional development for coaches, promoting coaching within the community, facilitating networking among their members, and supporting the professional programs of the **ICF**. PSCA strives to become the known professional organization in Washington State providing the forum for excellence in coaching, a business, networking and professional development resource for business and personal coaches, and a resource for those seeking a coach.

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