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| **Chapter Name** | New York City |
| **Chapter Number (ex. CH0000)** | CH1026 |
| **Chapter Location (City, State)** | New York, New York |
| **Chapter Membership Size** | Medium (101 - 349) |
| **Contact Person for this Submission:** | Greg Simpson |
| **Email Address:** | [gregory.simpson@atdnyc.org](mailto:gregory.simpson@atdnyc.org) |
| **Phone Number:** | (646) - 256 - 0357 |
| **Chapter Board Position:** | President |
| **Chapter Website URL:** | [https://atdnyc.org/](http://enotification.td.org/track/click/30530608/atdnyc.org?p=eyJzIjoiNHNBLXFUdGpHZFZVXzVyRkZDaHdRR3VUY1JvIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2F0ZG55Yy5vcmdcXFwvXCIsXCJpZFwiOlwiMmZlZDUzYjNkMzBiNGRkMWJiMjVjNDM2NzVhMjNmZjlcIixcInVybF9pZHNcIjpbXCI0ZDQyN2FkMjJlZTc2YTBmNzNiMjdhZjBlYWNiY2VlMDU5NmI0MWQ3XCJdfSJ9) |
| **Submission Title:** | Coaching Center of Excellence |
| **Submission Description:** | Launched in 2018, ATD NYC’s Coaching Center of Excellence (CCoE) is dedicated to promoting leading edge thinking, developing the highest professional standards, and advancing excellence in the art and science of coaching as it relates to talent development.   The CCoE, along with the Special Interest Group in Coaching, serve as a Community of Practice for ATD NYC’s members who are interested in coaching; providing high quality professional development, knowledge sharing, learning and networking opportunities. |
| **Need(s) Addressed? Please be specific.** | Goal was to raise the bar for US coaching to match European standard. Requirement for CCoE participants to be a coach. Webinars, events, & workshops for those interested in developing coaching skills are hosted under the COE. |
| **What is your chapter's mission?** | Our mission is to serve the business professionals of Greater New York City with cutting-edge human performance improvement programs, resources, and events so they can deliver strategic value to their stakeholders; to expand their network of professional relationships; and to enhance their career opportunities. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | By providing coaching resources to membership, we are making sure that people have the information needed to deliver strategic value to stakeholders and develop internal leaders while making our members the best that they can be so they can help other people. |
| **National ATD's mission is to "empower professionals to develop talent in the workplace". How does this submission align with ATD's mission? Please provide specific examples.** | By providing coaching resources to membership, we are making sure that people have the information needed to deliver strategic value to stakeholders and develop internal leaders while making our members the best that they can be so they can help other people. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | ATD NYC Members, potential ATD NYC Members, ICF members in NYC area |
| **Costs/Resources Used: (include any details regarding use of resources including monetary, donations, contributions, volunteer hours, people resources, etc. and how you went about getting these resources)** | Volunteer hours / practitioner contributions. Director is a coach with a European coach background. |
| **How did you implement: (please give a brief description)** | Started at the beginning of the year. Coaching COE (CCoE) has a director. Director is a coach with a European coach background. Goal was to raise the bar for US coaching to match European standard. Requirement for participants to be a coach. Webinars, events, & workshops are hosted under the COE.   One-on-One Coaching Supervision • 2 cohorts (pre-questionnaire, 2 X 1 hr sessions, post-questionnaire, debrief) – research focus Peer-to Peer Coaching Supervision • Experienced coaches – 6 month process Group Coaching Supervision • Less experienced coaches – 6 month process   The Coaching Special Interest Group is for internal and external executive coaches, talent and leadership development professionals, those responsible for coaching within their organization and individuals who are new to coaching. ATD NYC offers thought-provoking, interactive programs that support an evidence base for coaching, cutting edge research and have real world application. We are organized around one simple idea: when we get together and do the things that matter to us, we’re at our best. And, that’s what the Coaching Special Interest Group does. We bring like-minded individuals together to explore, share, learn, mentor, and support each other – all in the pursuit of bringing our best selves to our organizations and clients. |
| **What were the Outcomes: (Please include hard data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)** | This effort lead to a publication and presentation at conference. Three of the presenters were involved at coaching conference at Columbia. Also lead to discounts to coaching for membership base.   Events well received. Great feedback from the participants. Goal of placing theory in action for the COE.   Chapter Memberships from the COE Additional chapter revenue in 2019 - 2018 free membership in COE; Charging for membership in COE in 2019 – reduced rate for ATD NYC members Increased visibility and publicity of chapter |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | As president, being patient and letting people run with what they are doing.  Missing a lot of potential revenue for the chapter, but needed to do a pilot to see interest level in topic.  Receptiveness of other organizations to partner with the ATD chapter. Organizations were open to partnering because it opened up additional individuals to their organizations as well.  This is a difference program than the coaching SIG. Members were confused about the two different groups within the chapter and has been a different marketing effort to clarify. Coaching SIG helps members who coach within their roles. Coaching COE is developed for individuals who are professional coaches. Workshops and events award credit hours (ICF CCE) registered with ICF for completion of events to maintain ICF certifications. |
| **Please list the specific ATD chapter resources that helped guide you in the process of completing this best practice (e.g. people, documents, policies, by-laws, etc.):** | None |
| **Please attach any documents that help support this submission: (additional documents and documents over 2MB should be sent to Samantha Herman,** [sherman@td.org](mailto:sherman@td.org)**)** | [ATD NYC Research and Members Featured at 3rd International Columbia Coaching Conference.pdf](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoieC13TzEwWC01OUZ3R1VwZEExV0lob2JzYlhjIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlNREVtWld3OVpXeGxiV1Z1ZEY4eE5nPT1cIixcImlkXCI6XCIyZmVkNTNiM2QzMGI0ZGQxYmIyNWM0MzY3NWEyM2ZmOVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:** | [Coaching Center of Excellence - Overview.docx](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiX0hNWEtPTU5QZ2lOTVloQm0tcEo1M1hNSGtRIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlNREVtWld3OVpXeGxiV1Z1ZEY4eU1nPT1cIixcImlkXCI6XCIyZmVkNTNiM2QzMGI0ZGQxYmIyNWM0MzY3NWEyM2ZmOVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Other |
| **If you selected "other", please explain your response.** | Previously Submitted SOS |
| **Would you be willing to present on this submission at the ATD Chapter Leaders Conference (ALC)? \*Request for Proposals (RFPs) open in May of each year at** [**td.org/alc**](http://enotification.td.org/track/click/30530608/td.org?p=eyJzIjoicFE2SXozSUJLMXUwQlVYay01MmtPQk91bURJIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjJmZWQ1M2IzZDMwYjRkZDFiYjI1YzQzNjc1YTIzZmY5XCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |