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ICRC and Nestlé recognized for outstanding organizational coaching

05/06/2014 BY [LE NEWS](#)

GENEVA. In front of hundreds of coaches and business managers, the International Coaching Federation jointly presented ICRC and Nestlé with its prestigious ICF Prism Award for outstanding organizational coaching programmes. Awarded globally since 2007, it recognizes programmes that fulfil rigorous professional standards, address

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Coaching differs from therapy, consulting, mentoring, or training.. According to ICF Switzerland's Nathalie Ducrot, coaching is defined as "partnering with clients in a creative process that inspires them to maximize potential." She adds "it's essentially a customized approach for the individual, facilitating the clarification of objectives, enabling the client to build an understanding of the resources at their disposal, allowing them to shift from point A to point B." It also often benefits top managers, many of whom find themselves without confidants and stressed by high level responsibilities.



Jean-Stéphane Szijarto, Cynthia Breitler, Learning Facilitator and Coach, ICRC, Claire Bellmann, Virginia Williams, Past President, ICF Switzerland

The ICRC's Cynthia Breitler explained the benefits of its leadership development programme, established in conjunction with a Business School in the UK. "Participants found in their coaches a relevant partner for making sense of their assessments, for challenging them and improving their self-awareness, enabling them to cope better with increasing uncertainty and rapid change, especially in the field where we are responding to the humanitarian needs of people affected by armed conflict." Regarding the shift in mindset internally, she added that "the new

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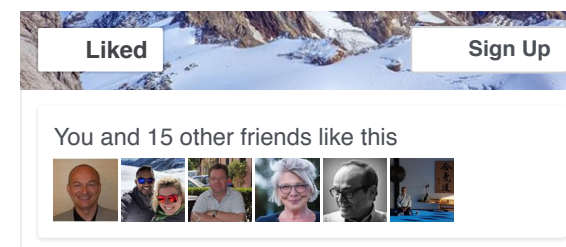
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members who now request coaching are perceived as pro-actively taking their development into their own hands."



Kathryn Rowan, Nestlé Head of Talent and Organization Development, and Severine Jourdain, Head of Coaching

development". She also sees it as a performance accelerator and opportunity for individual improvement.

More on [ICF Prism Award in Switzerland >>](#)

Business School Partnership

In addition, during the event, ICF Switzerland announced the first

Nestlé, which has been building awareness and encouraging coaching since 2009, ambitiously plans to involve some 300,000 managers worldwide through their "Every Day Coaching" programme.

For Séverine Jourdain, head of coaching, "there is a direct correlation between personal and professional

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Through this partnership, ICF credentialed coaches will offer young, high potential business leaders quality coaching services at an early stage in their careers. Students benefit from coaching because they choose the focus areas and develop leadership skills, decision-making, self-awareness of personal styles, and how to work in teams. The schools benefit from accelerated support for graduating students as they transition into the workplace.

More on [ICFS Business School Partnership Programme >>](#)



The International Coaching Federation is the leading global organization with over 26'000 members and 12,300 credentialed coaches in more than 123 countries dedicated to advancing the coaching profession by setting high ethical standards, providing independent certification, and building a worldwide network of credentialed coaches.

More on [ICF Global >>](#) (international website)

More on [ICF Switzerland >>](#) (Swiss website – [regular events and chapter meetings](#) are held across Switzerland.)

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