

# IFCE Capstone Project Summary

## Purpose

The Capstone Project serves as a culmination of your [Business in A Box planning](#) and ICF-focused training. It is an opportunity to showcase your coaching approach and skills to classmates. It also serves as the official launch of your coaching. \*Beginning Spring 2025, all Capstone Project Presentation recordings from previous classes will be shared, unless you request for us to remove your presentation.\*

- [Fall 2023 Capstone Project](#) Presentations
- [Spring 2024 Capstone Project](#) Presentations
- [Fall 2024 Capstone Project](#) Presentations
- [Winter 2024 Capstone Project](#) Presentations
- Delante Lee Bess, [D.L. Bess Coaching & Consulting](#), Capstone Project

**Due Dates** - If you have a planned absence on the due date, you MUST inform your instructors and send a recording of your Capstone Presentation in ADVANCE of class. You will still be required to score yourself and your peers. Optional Promotional Packages are also due BEFORE the due date and MUST be complete.

- Fall 2024 AM students will present their Capstone on March 4, 2025.
- Fall 2024 PM students will present their Capstone on March 5, 2025.

## Capstone Assessment & Award

All student Capstone Projects will be scored using a rubric (see page 4 & 6). Students will have the opportunity to provide feedback and words of encouragement using the comments section of their individual rubric (placed in student folders after Lesson 19). Your instructors will spend the next week reviewing the rubrics to assess and consolidate feedback. The top scoring student will be presented the Fellowship Award at graduation and receive 2 hours of free mentorship/coaching, reimbursement for an ICF membership or credential and a cash infusion of \$500.

## Capstone Project Overview

The Capstone consists of two parts; a mandatory presentation and an optional business plan and package for your business or an internal coaching program. Individuals who choose to submit the optional promotional package will receive additional points towards their final capstone score, but must complete the entire promotional package and submit via email BEFORE class begins on the due date above. We will not accept late or incomplete promotional packages.

**REQUIRED Capstone Presentation Criteria-** Consists of an 8 to 10 minute promotional presentation; can be a ted x style talk, a powerpoint presentation, or a pre-recorded marketing (youtube) type video. ALL of the following concepts below must be included in your capstone. **Please see the rubric on page 5 for more information on the criteria.**

- a. An elevator introduction to you, your coaching business/program, and your values and approach
- b. Provide a summary of your specialties and service offerings
- c. Utilize or teach a skill or technique learned in class
- d. Share and cite a resource or a professional body of work you have researched
- e. A description of how to acquire your services or engage in your internal coaching program

In addition to fulfilling the above criteria, students will also assess their peers' overall clarity, level of engagement and likelihood of making a referral. IFCE instructors alone will review and score the Business Promotional Package. Students are welcome to share at any point during their presentation, but are not required to so long as the mandatory presentation requirements are met.

**OPTIONAL Promotional Package Criteria** - A COMPLETE promotional package and plan for your business or internal coaching program including the items below. **Please see the rubric on page 7 for more information on the optional promotional package criteria.**

- f. A summary of your capabilities (purpose, approach, services)
- g. A financial forecast for your business, including a budget and a one paragraph summary of your SMART business goals. We encourage you to include a copy of the Assumptions/Goals page and LMIH goals in the summary as well. Please remove any unused data or tabs from template documents. For internal coaches,

you must include a program budget with a summary of resource needs and a one paragraph summary of how you will define success.

- h. A long form biography and headshot.
- i. A written announcement to share your coaching services with friends, family, and/or co-workers on social media or via email.
- j. A link to your website and at least one additional social media platform or website with at least 3 posts/pieces of content to engage and build an audience. Content can include 3 social media posts, or a mixture of promo emails, flyers, blog entries, podcasts, video logs, etc. Content must have been created since the start of your enrollment in courses.

If you are developing an internal coaching program you will develop a three page professional Program Plan that describes the purpose of your coaching program, a summary of the benefits of coaching, a narrative on how coaching will advance strategic business goals, the desired outcomes (including any SMART goals or how you define success), and a step by step outline of the process for implementation. Be sure you include at least 4 supporting graphics.

- k. If the student has a website prior to enrollment or their place of employment already has a coaching program they must also complete 2 of the 5 following activities in lieu of item j. to account for students who are creating their website from scratch or developing a new program:
  - Analyze your client base and run a targeted advertisement using LinkedIn, Google, Eventbrite or another qualified provider. Submit a paragraph summary of your existing client base, your targeted advertisement goal, what you learned, and a link to the advertisement page and/or screen shot of the analytics report.
  - Develop a plan to market your business. In a one page summary list your current marketing strategies and engagement statistics (site visits, subscribers, follower count, client count, sign up list etc.), long term engagement goals, and strategies to drive traffic to your website and/or service offerings.
  - Develop a plan to market your internal coaching services and build a coaching culture. In a one page summary, list the strategies you will use to educate people on coaching, the methods you will use to

educate and engage employees, and your long term engagement goals.

- Develop a draft survey of your existing customers or employees to understand their coaching interests, personal challenges, and needs. Your survey must have at least 10 questions and include a summary of the purpose of your survey, how you will use the data, and how you will ensure confidentiality.
- Develop an event to introduce yourself and/or a coach specific service offering or program. Provide a social media description of the event, a copy of the agenda, and a link to an online event page. While not required, we encourage you to actually host the event following graduation.

### **Capstone Grading Process**

1. Each student will have an approximately 20 minute slot for their presentation, this includes 8 - 10 minutes to deliver their presentation, 5(ish) minutes for scoring, and 5(ish) minutes for questions.
2. All students must score every student's presentation. Students will also score their own presentations.
3. Only IFCE Course Instructors will be evaluating the promotional business package.
4. Scores from Optional Promotional Package will be added to the mandatory rubric score for a final tally.
5. Slack and session participation will be used to break any tie breakers.
6. Final scores will be provided the day before graduation and will include anonymous comments from students and feedback from both Instructors.
7. The IFCE instructors reserve the right to throw out any student scores that appear to demonstrate bias or inconsistent scoring.

| MANDATORY CAPSTONE PRESENTATION RUBRIC  |                                                                                                                                                                                                                                                                       |
|-----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| POINTS (24 total)                       | <i>Points Descriptions</i>                                                                                                                                                                                                                                            |
| <b>0 Points =</b>                       | <i>did not attempt/did not meet any criteria</i>                                                                                                                                                                                                                      |
| <b>1 Point =</b>                        | <i>attempts but misses most criteria</i>                                                                                                                                                                                                                              |
| <b>2 Points =</b>                       | <i>meets most of the criteria</i>                                                                                                                                                                                                                                     |
| <b>3 Points =</b>                       | <i>Meets or exceeds all criteria</i>                                                                                                                                                                                                                                  |
| Capstone Criteria                       | Criteria Description                                                                                                                                                                                                                                                  |
| <b>Intro &amp; Pitch</b>                | <p>Student confidently introduces themselves, their business, and their coaching niche/approach.</p> <p>The student also shares their values and ideal clients/who they work with.</p>                                                                                |
| <b>Capability Statement</b>             | <p>Student confidently provides a clear review of their services and offerings.</p> <p>They include information about their credentials and experience.</p>                                                                                                           |
| <b>Coaching Skill or Technique Used</b> | <p>Student demonstrates confidence and competence when implementing a technique or grounding exercise.</p> <p>The activity is explained beforehand, permission is requested to proceed, and there is an opportunity for reflection after the technique is shared.</p> |

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|----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Resource, Fact or Body of Work Shared</b> | <p>Student confidently shares a relevant fact, resource or body of work and relates it back to their coaching approach or why its important. The student provides a citation for any fact, resource, or body of work shared.</p> <p>The coach demonstrates a high level of understanding in the subject matter.</p> <p>The student “recognizes and honors the contributions and intellectual property” for the fact, resource, or body of work shared by citing the author verbally and/or in any supporting slides or materials. See <a href="#">ICF Ethical Standard #26</a> for additional guidance.</p> |
| <b>How to acquire services</b>               | <p>Provides contact information and process for acquiring services.</p> <p>The coach provides a direct opportunity to stay connected.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Overall Clarity &amp; Engagement</b>      | <p>Information is clearly and passionately shared orally and visually.</p> <p>The speaker is obviously prepared, organized, and masterfully engages the audience.</p> <p>Their language is consistent with their brand and values.”</p>                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Likelihood of referral</b>                | <p><b>Award a 3</b> if based on the presentation, you would enthusiastically recommend this coach to your personal contacts and/or partake in services without being asked.</p> <p><b>Award a 2</b>, if based on the presentation you feel comfortable making a recommendation to your clients and network if asked.</p> <p><b>Award a 1</b>, if based on the presentation you are hesitant to make a referral.</p> <p><b>Award a 0</b> if you would not make a referral, based on the presentation.</p>                                                                                                    |

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|---------------------|------------------------------------------------------------------|
| Presentation length | Award 3 points for falling within the 8 to 10 minute range.      |
|                     | Award 2 points for being within a minute of the target time.     |
|                     | Award 1 point for being more than a minute outside of the range. |
|                     | Award 0 points for being 2 minutes or more outside of the range. |

| <b>OPTIONAL PROMOTIONAL PACKAGE RUBRIC</b><br><i>Total of 18 additional points</i>                                                                                                                                                                                                                                                       | Christian Score                                                                                            | Alexis Score |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|--------------|
|                                                                                                                                                                                                                                                                                                                                          | 1: Meets <u>some</u> expectations<br>2: Meets <u>most</u> expectations<br>3: Meets <u>all</u> expectations |              |
| 1. <b>Student has completed all 6 promotional package requests.</b> <i>Student's package includes a capability statement, a full biography &amp; headshot, a financial forecast w/ goals, a business\coaching services announcement, a functional website + 1 social media account with 3 postings.</i>                                  |                                                                                                            |              |
| 2. <b>Promotional package materials are clearly and concisely presented.</b> <i>Content is original, relevant and intentionally or creatively crafted. Materials contain no broken or missing links, spelling errors, language is consistent with the ICF's Core Competencies, and visual aids are high quality and easily viewable.</i> |                                                                                                            |              |
| 3. <b>Promotional package language demonstrates a clear brand.</b> <i>The student uses language consistent with their mandatory presentation and external communications. The student effectively uses language, slogans, and imagery to build a unique and memorable identity.</i>                                                      |                                                                                                            |              |

|                                                                                                                                                                                                                                                                                                                                                     |  |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|
| 4. <b>Promotional package demonstrates business sustainability and solvency.</b> All financial calculations have correct formulas and include basic business needs explored during class. Financial projections include SMART goals.                                                                                                                |  |  |
| 5. <b>Promotional package demonstrates ability to launch their business.</b> The student has demonstrated their ability to obtain client info, engage new audiences, receive payments, onboard new clients, and offers compelling services they are qualified to provide.                                                                           |  |  |
| <b>BONUS:</b> Coach has 1 testimonial from a client that received a coaching session. This testimonial should be included somewhere on their promotional package & can be duplicate from LinkedIn, website, or video testimony received AFTER start of their IFCE studies. A date of service and the client's first and last name must be included. |  |  |
| <b>ADD ON:</b> ADD ON: If the student already had a website prior to enrollment, did they fully complete 2 of the 5 activities required in a manner that demonstrates strategy and brand/niche alignment delivered in a clear manner with few grammatical errors ? <b>(YES/ NO)</b>                                                                 |  |  |
| <b>POINTS SUBTOTAL</b>                                                                                                                                                                                                                                                                                                                              |  |  |
| <b>TOTAL POINTS (including mandatory presentation)</b>                                                                                                                                                                                                                                                                                              |  |  |
| <b>COMMENTS, &amp; SCORING JUSTIFICATION</b>                                                                                                                                                                                                                                                                                                        |  |  |