



ICF Bahrain Chapter

Strategic Plan (with Priorities)

September 2021 – April 2022

Strategy Implementation Method:

1. Agile (Progressive Enhancement).
2. Member Centric Mindset is always a priority.
3. Implementation is not necessarily conducted by a Board Members, but by an Active Committee or Member (s). A Board Member may be only a Liaison with the Board.
4. The below actions are only a suggested list, each Board member may choose up to two actions to be implemented up to April 2021.

Moderators for the implementation of the Strategy:

President, VP/President Elect & Secretary.

Strategy Implementation Commencement Date:

1st September 2021

Strategy Objectives:

1. During implementation, always take care of our families, ourselves, clients and communities.
2. Contribution from everyone (leaders, members, community, MENA region and ICF Global), as we implement and improve the plan.
3. If we work together, we will be stronger “One Chapter & One ICF”.
4. Always thinking actively about enhancement of services and products to our members.
5. Linked to ICF Professional Coaches Global Strategy.
6. Cater for cultural differences (Concept: Justice and Belonging, Equity, Diversity & Inclusion “JEDI”).
7. Capitalize on the network of Chapters regionally in the Middle East “Regional Culture”, and Worldwide “One ICF”.

Strategic Priorities:

Strategic Imperative No.	Slogan *	Scope	Actions	Date	Responsible	Strategic Weight (% of total weight)	KPIs
1	Connect & Lead	Member Engagement	<ul style="list-style-type: none"> - Open House - General Camping - Round Table 	<ul style="list-style-type: none"> - Oct. 2021 - ? 2022 - Nov. 2021 	Membership	30%	<ul style="list-style-type: none"> 1 Event 1 Event 1 Annual
2	Lead & Influence	Member Recruitment	<ul style="list-style-type: none"> - Open House - General Camping - Round Table <ul style="list-style-type: none"> - Financial Growth & Utilization through Chapter membership dues and ICF Global Grants/Schemes 	<ul style="list-style-type: none"> - Oct. 2021 - ? 2022 - Nov. 2021 - Ongoing 	<ul style="list-style-type: none"> Membership & PR & Marketing Treasurer 	20%	<ul style="list-style-type: none"> 1 Event 1 Event 1 Annual (120 members by April 2022) Min. \$ 4,000 per annum, plus win an ICF Grant of \$ 5,000, & utilize the Chapter Dev. Scheme and Marketing Stimulus
3	Lead & Develop	Leadership Development	<ul style="list-style-type: none"> - Develop Future Leaders, through volunteers (Volunteering/Mentorship) - Offer Board & Governance Leadership Programs - Continue efforts to register the Chapter in Bahrain - Maximize the use of the ICF Global Resources and Services. - Take an active and leadership role on a regional basis (MENA) "Committees, Bi-Monthly Calls, other Chapters activities" - Enhance the Chapter Bylaw 	<ul style="list-style-type: none"> - Ongoing - TBS ** - Next 3 months - Next 3 months - Ongoing - - - - - 30/9/2021 	<ul style="list-style-type: none"> President, Ethics & VP President, Ethics & VP Dr.Salman, Laylaa & Fuad Fuad & Haleema President & VP Dr.Salman & Fuad 	10%	<ul style="list-style-type: none"> 10 Leaders 1 Annual Local form of recognition 1 Annual 4 MENA, Liwan Group & PD Group Achievement Approval by the ICF
4	Influence	Professional Development	<ul style="list-style-type: none"> - Support the aspiring coaches in their journey towards credentialling. - Boost the coaching culture in organizations as per the ME PRISM Award standards. - Organize Events to increase the Awareness on Coaching. 	<ul style="list-style-type: none"> - Ongoing - Ongoing - Once every 2 Months 	<ul style="list-style-type: none"> PD PD PD & Ethics 	20%	<ul style="list-style-type: none"> 20 Coaches 3 Organizations 4 events
5	Connect	Community & Local Resources	<ul style="list-style-type: none"> - Pro Bono Coaching through Ignite - Helpers to Covid-19 Stakeholders - Develop and Maintain a Local Comprehensive Members & Community Database 	<ul style="list-style-type: none"> - Ongoing - Over 6 months - Over 3 months 	<ul style="list-style-type: none"> - Haleema - CS - Secretary 	20%	<ul style="list-style-type: none"> - 2 new organizations - Coaching 20 Coaches - 60 members & 4 entities

			<ul style="list-style-type: none"> - Establish Partnerships with Communities outside Coaching arena - Awareness dialogue with Government Officials “Official Road Shows” - Build value adding functions to the members through PR Outlets, Publicity Activities events and social activities. 	<ul style="list-style-type: none"> - Over 4 months - Over 4 months - Over 6 months 	<ul style="list-style-type: none"> - CS - President, PR & PD PR 		<ul style="list-style-type: none"> - 3 entities - 3 Ministries - 4 Functions/Outlets /Activity
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***Strategic Slogans Explained:**

1. Develop: Capability Boosting.
2. Connect: Community Building.
3. Influence: Credibility Boosting “Gold Standard”.
4. Lead: Volunteer Boosting.

**TBS: To be scheduled & scoped

ICF Chapter Recognition Honourees Criteria (For Reference Only):

Chapter recognition honourees are selected on the basis of their annual chapter activity reports and evaluated according to ICF’s criteria for high-performing chapters. Based on these criteria, a high-performing ICF Chapter:

- *Creates an attractive, credible presence and voice for professional coaching in its local community.*
- *Exhibits qualities of a high-performing chapter (namely, agility, adaptability, accountability, sustainability, caring, innovation and relevance).*
- *Creates sustainable governance.*
- *Ensures financial viability.*
- *Defines and manages culture.*
- *Ensures infrastructure.*