

EthicalCoach Timeline



1.

2011-12

EthicalCoach concept inception by Benjamin Croft

Extensive research completed on the pro-bono and nonprofit coaching sector to understand its evolution and current state



2.

2012

Partnership signed with WBECs

- EthicalCoach established as the philanthropic arm of WBECs
- 2012-Present: % of profits from WBECs and WBECs Partnerships set aside to aid in launching EthicalCoach



3.

2014

Support gained from Industry Luminaries as Inaugural Honorary EthicalCoaches



4.

2015

First EthicalCoach Hackathon & initial website launched



8.

Sep 2017

Built a Global Team of Volunteers

- 200 people expressed interest initially in joining the EC team
- Over 65 volunteers from 15 countries actively involved



7.

2017

Launch of The EthicalCoach Ethiopia Pilot Project

- Initial visit to Ethiopia by Ben Croft
- Relationship formed with UN to support the UN 17 Sustainable Development Goals



6.

2016

Rebekah joins EthicalCoach project as Project Director. The Initial team of volunteers is built.

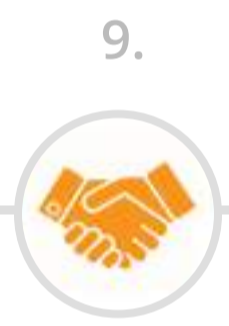


5.

2015

Partnership signed with Harvard Medical School, McClean Hospital Affiliate, Institute of Coaching

Through a joint initiative between WBECs and the IoC Board, more than 400 new members were generated for the Institute resulting in a multi five figure sum being put towards EthicalCoach by Harvard Medical School, McClean Hospital Affiliate, and the Institute of Coaching



9.

2017

Partnership signed with FORBES Magazine

First seed funding to EthicalCoach



10.

2017

Collaboration with IMPACT EVALUATION SPECIALIST

- Impact Evaluation Specialist for the World Bank and Professor at UC Berkeley, Alex Orsola, joins team to develop approach to Impact Evaluation and Monitoring
- Needs analysis completed to identify most pressing issues facing NGOs and their leaders in Ethiopia



11.

Feb 2018

FORMAL Partnerships formed with LOCAL PARTNERS: ECSF AND CCRDA

- MOUs signed with the Ethiopian Charities and Societies Forum (ECSF) and Consortium of Christian Relief & Development Association (CCRDA) (largest consortium in Ethiopia)
- Informal local partnerships built in Ethiopia with organisations such as Save the Children, the Centre for Creative Leadership (CCL), and The British Council



12.

Jan 2018

Applications open for Coaches to be a part of the NGO Leadership Coaching Summit in Addis Ababa

- Nearly 500 applications received for 12 coach positions for Ethiopian pilot
- Selection Advisory Committee includes thought-leaders Marshall Goldsmith, Carol Kaufman, Prof Peter Hawkins, David Drake and David Peterson

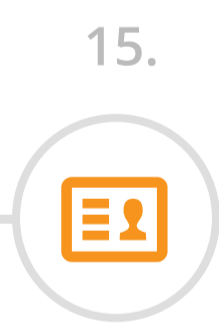


16.

Oct 2018

LOCAL COACH GRADUATION

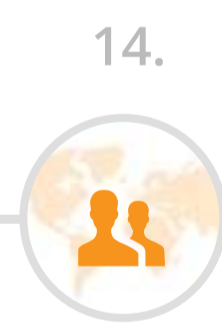
Following 2-day intensive RSI@work training led by Marita Fridjjon



15.

Aug 2018

1350 APPLICATIONS RECEIVED TO-DATE FROM NGO LEADERS TO ATTEND SUMMIT

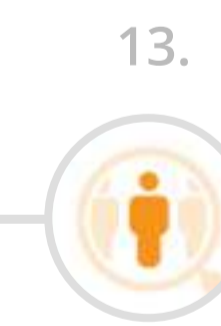


14.

June 2018

14 INTERNATIONAL COACHES SELECTED

Incredible group of international coaches selected from 6 different countries and 4 continents

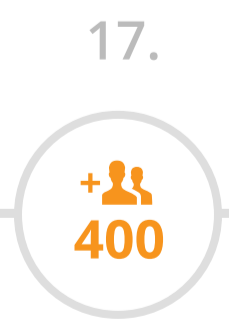


13.

May 2018

30 LOCAL ASPIRANT COACHES SELECTED

Local Aspirant-coach core coach training started, (6 months) led by executive coach Professor David Clutterbuck and supported by local team



17.

Oct 2018

NGO LEADERSHIP COACHING SUMMIT IN ADDIS ABABA

400 NGO leaders and their teams attending a full day of immersive leadership development and reflection at the UNECA



18.

Nov 2018

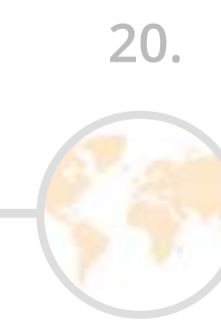
COACHING first Ethiopian NGO's Begins



19.

Nov 2019

ONE YEAR OF COACHING



20.

Ongoing

GLOBAL

Bringing access to coaching to NGOs globally with the hope to reach 64,000 Nonprofits around the world