



IPMA[»]
Coaching for
Development

IPMA Coaching for Development **Moving social projects forward**

IPMA[»]
international
project
management
association



The Coaching from Reinhard Wagner has been very helpful in managing our project effectively. As an example, he supported us in analysing our stakeholders in relation to their roles in the project and our approach to dealing with them. This has given us insight on how to best communicate with different stakeholders. Our team put the project into a project canvas during the process of coaching; that gave all team members a common understanding of the project goal and the logical relation between objectives on different levels.

We firmly believe that this initiative is very fruitful to the small NPOs like us. We are thankful to the Coaching for Development project of the International Project Management Association.

Renuka Kadel
Inclusion Officer
Prerana, Nepal



What is IPMA C4D?

We are helping non-profit organizations (NPOs) all over the world in their social development and humanitarian aid projects with the International Project Management Association's (IPMA) new initiative Coaching for Development, IPMA C4D. We provide NPOs project management knowledge and experience through project management coaching. IPMA C4D supports projects focusing on one of the selected United Nations Sustainable Development Goals (SDGs)¹. With IPMA C4D, we contribute to the UN's mission on SDGs.

Why IPMA C4D?

Research shows that only 36 % of the aid projects achieve their intended impact (despite the good will and enthusiasm of volunteers and project management teams). The main sources of difficulties in the projects are related to project management: planning, stakeholder management, managing change, procurement practices, project monitoring and evaluation².

The IPMA vision is to promote competence throughout society to enable a world in which all projects succeed. IPMA is over 50-year-old association with global reach. With C4D, IPMA has put in place a well-designed concept of professional coaches to make social projects successful. We take action and help organizations globally.

¹- United Nations Sustainable Development Goals number 1: No Poverty, 2: Zero Hunger, 3: Good Health and Well-Being, 6: Clean Water and Sanitation and 11: Sustainable Cities and Communities

²- McKinsey-Devex survey results: Practitioners see need for new approaches to system-wide reform, December 2011, <https://www.devex.com/news/mckinsey-devex-survey-results-practitioners-see-need-for-new-approaches-to-system-wide-reform-77026>



Who Do We Work With?

Non-profit organizations

Any non-profit organization in the world can apply for its project focused on contributing to one of the selected UN SDGs to receive support from IPMA C4D. We enable project managers to develop their skills and complete their projects by creating a cooperative network between the team and its coaches. A coach is a sparring partner who helps the project manager to analyze project challenges and concerns, think through the project situation, brainstorm new approaches and make a plan to launch, monitor and evaluate implemented changes. NPO applies for support for a project manager or coordinator of a specific project.

Coaches

Our coaches are selected carefully based on their coaching and project management competences as well as sector knowledge. All of them are certified or have proven experience in project management and coaching. With a global network of professional coaches, we provide sustainable support for projects that contribute to the UN SDGs.

Our coaches support the beneficiary's project by supporting its project manager or the project coordinator. In this way, our intervention will have sustainable benefits not only for the current project but also the future projects of the project manager and the organisation. The coaching approach allows us to guide the coached project leaders to find the most fitting solutions for their own culture and context.

Donors or Companies

We help individual donors and companies to enhance their corporate social responsibility (CSR) strategies by directly financially supporting coaching sessions and IPMA C4D operations. We also provide cross-training to finance the coaching activities, i.e. a company orders training, consulting or coaching on a chosen subject and donates the payment for this to IPMA C4D. The company can subsequently follow which NPO they have supported and on which project and can use it as their CSR activity.

The IPMA C4D team performs rigorous checking of every organization applying for our support in order to ensure they are performing work in a transparent and accountable manner, respecting the local laws.

Five benefits for NPOs

- Obtain sustainable support for the management of projects from professional coaches
- Develop a more effective and efficient way of managing projects
- Overcome challenges and obstacles with the support of a project coach and coaching process.
- Gain knowledge and experience for their future projects
- Enhance visibility through IPMA and IPMA C4D

Five benefits for coaches

- Promote the use of project management throughout society to enable a world in which all projects succeed
- Contribute to achieving the UN SDGs
- Gain additional experience which would expand career opportunities
- Receive badges of work and increase your visibility in the profession
- Participate in an international network of project management professionals, coaches and social development and humanitarian aid project organisations

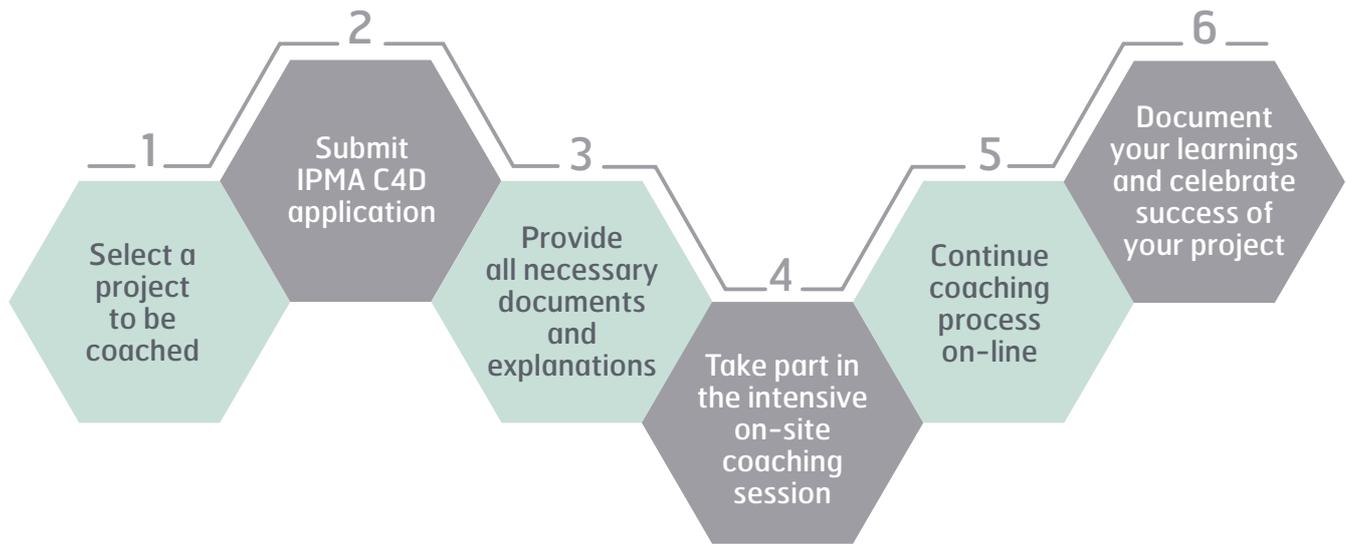
Five benefits for donors and companies supporting IPMA C4D

- Augment your CSR program through our global reach and selected UN SDG projects
- Use the IPMA C4D project selection process to find suitable CSR projects
- Organise cross-trainings to develop your organisation while helping IPMA C4D projects
- Receive regular reports and updates on the projects you sponsor
- Enhance visibility of your CSR activities as an IPMA C4D partner organisations

How Does It work?

IPMA C4D has a pool of professional coaches which is continued to deepen. The NPO applies to the IPMA C4D with its project. IPMA C4D determines if the NPO and the project meet the set criteria. In the next step, the NPO and the project are matched with a coach from the pool. After the matching process, the project manager coaching takes

place both virtually and on-site. Depending on the project and its needs, the coaching typically takes place over a 1-3 month timeframe. This includes virtual pre-coaching, an intensive in-person coaching period on-site, and a virtual post-coaching. All activities are measured and documented.



Join Us

If you are involved with a social development or humanitarian aid project, or you are working for a company interested in supporting our initiative as part of your CSR activity, do not hesitate to contact us. We are looking for partners, donors, and projects to develop our initiative. We are also looking for professional coaches to work with us on this important matter.

IPMA C4D Contributes to the Sustainable Development Goals



United Nations Sustainable Development Goals number 1: No Poverty, 2: Zero Hunger, 3: Good Health and Well-Being, 6: Clean Water and Sanitation and 11: Sustainable Cities and Communities

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