

Request for Proposal Translation Policy & Procedures Development and Execution



Table of Contents

Contents

General Information.....	3
Introduction.....	3
Timeline.....	3
Background.....	4
The Organization.....	4
The Challenge.....	5
Purpose of the Proposal.....	5
Qualified Bidders.....	7
Evaluation Criteria.....	7
Instructions.....	8
Required Proposal Information.....	9
Contractor Contact Information.....	9
Contractor Overview.....	9
References.....	10
Fee Proposal.....	10
Other.....	10

General Information

Introduction

The International Coaching Federation Global Enterprise (ICFGE) is an international non-profit 501(c)(6) corporation founded in 1995. The organization is dedicated to advancing the art, science and practice of professional coaching. The website is www.coachingfederation.org.

The ICF is now seeking proposals from selected providers to help develop a strategy and a management system for translating ICF content and methodology for evaluating needs for translation services/languages.

The provider will assist ICF staff in making prudent decisions with respect to ICFGE's language and translation portfolio.

This RFP process is a result of the long overdue need to comprehensively assess the entire ICF ecosystem to ensure it is benefiting from the most effective and cost-efficient policy and practice of offering translations of ICF content.

ICFGE will notify all recipients of the RFP of any substantive clarification provided in response to any inquiry. ICFGE may extend the closing date and time if such information significantly amends this solicitation or makes compliance with the original proposed closing date impractical.

Timeline

The timeline for proposal submission, consideration and selection is as follows:

Phase	Completion Date
Distribution of the RFP	June 21, 2024
Follow Up Questions Submitted	July 2, 2024
Proposals Due	July 15, 2024
Finalist Interviews	July 22 – 31, 2024
Selection Date	Aug. 2, 2024

Background

The Organization

The International Coaching Federation is the world's largest organization leading the advancement of the coaching profession and fostering coaching's role as an integral part of a thriving society. The ICF ecosystem reflects ICF's interests in many areas of the coaching industry, represented by six unique family organizations that make up the whole, or "One ICF." These organizations include:

- **ICF Professional Coaches** – a membership organization for coach practitioners
- **ICF Credentials and Standards** – an organization that offers professional certification / credentialing services for individual coach practitioners
- **ICF Coaching Education** – an organization that accredits coaching education providers
- **ICF Foundation** – a philanthropic organization that advances social progress through coaching
- **ICF Coaching in Organizations** – an organization dedicated to business and organizations that use coaching
- **ICF Thought Leadership** – an organization dedicated to exploring the future of coaching and human development

ICF counts 60,000 members and 50,000 credential holders within its community. These members and credentialed coaches represent 170 countries and territories around the world, in addition to 140 chapters.

ICF offers three flagship certifications—the Associate Certified Coach, Professional Certified Coach, and Master Certified Coach credentials—as well as an Advanced Certification in Team Coaching.

ICF Coaching Education also accredits coaching education organizations that offer foundational coaching education to individuals pursuing a coaching career.

Starting as a predominantly U.S.-based organization, ICF currently has less than 50% of its membership base in North America, with greatest growth coming from the Middle East, Africa and Asia. ICF also observes significant growth in other parts of the global, in particular China and Latin America.

The Challenge

While language has always been an important factor for the ICF, the conversation about translation and services available in languages other than English have only intensified. Coaching, being such a personal service, is often delivered in the native language of the client. As part of these conversations, key questions we face as an organization include the following:

- What languages should be considered “official” ICF languages (we have 5 now)?
- What should be the allowance for chapters to translate content without exposing the brand?
- What should be the support from the ICF Global organization to the chapters to do so?
- How do we determine which language translations to sunset or add?
- How do we determine what content should be translated?
- What level of professional translation service and quality assurance should be used for ICF content translation?
- How do we balance good business practices with emotional sense, including access and equity positioning?

The question of translations for certification material and content, including exams, are particularly challenging as ICF already offers its credential exams in 15 languages; not providing translation may be considered a barrier to practice in the profession; and inadequate translation of exam content may lead to legal liability.

Purpose of the Proposal

ICF engaged a management consulting firm that specializes in global market development strategy to develop a translation strategy in 2023. This strategy identifies a high-level framework that ICFGE can use to support the development of a translation policy and procedures to support strategic, evidence-based decisions regarding the translation of ICF content in the future. Key elements of this framework include:

- **Centralized Team:** Establish a centralized team to determine what is translated and how it benefits the ICF
- **Market Penetration:** Evaluate market penetration before making an investment in translation
- **Establish Rigor:** Understand when to say no – establish rigor and discipline (such as through a decision rubric)
- **Develop Process:** Develop a process / cycle, along with supporting materials, and education regional groups and staff on the process
- **Empower Appropriately:** Empower chapters and external entities to translate low stake / low risk items.

ICFGE is now seeking proposals for the execution of work to create specific translation policies and procedures for implementation across our system. These policies and procedures should be informed by the recommendations developed through the previous phase of work, combined with ICF staff input from across the One ICF ecosystem. Policies and procedures developed through this project should be designed to:

- Streamline the approach of translation work throughout the organization,
- Identify core languages and content for translation,
- Leverage global networks / tools / resources for translation work and distribution, and
- Enhance internal processes to ensure timely delivery of translation work to serve the needs of all ICF family organizations and stakeholders.

Expected deliverables:

- Inventory of ICF content from across the ICF ecosystem to be considered for translation, categorized as low, medium, or high stakes
- Recommendations for official languages for translation of certain ICF content
- A decision-making rubric with specific data points/metrics to be included as key factors and instructions for use of the rubric
- A fully designed process, process cycle, and supplementary materials for the consideration of translation requests
- A fully designed process, process cycle and supplementary materials to guide decisions for sunseting translated content
- Guidance materials that can be shared with ICF staff and component leadership to support the implementation of the process

ICFGE anticipates this project will take an estimated 3-4 months to complete, with the commitment of .6-.8 Full Time Equivalent contracted support.

Qualified Bidders

To be considered a qualified candidate, the individual or firm must:

- Comply with all specifications within the RFP
- Provide experience and referrals
- Include a fee quotation for the services indicated, and
- Submit proposal by listed deadline

Evaluation Criteria

In selecting the recipient of the bid, specific attention will be paid to:

- Organization and capabilities
- Credentials and experience in related activities
- Experience advising and reporting to similar sized global non-profit association on the service required
- Demonstrated ability to develop translation management system or similar services
- Competitiveness of fees
- Quality of existing client relationships and references
- Ability to deliver timely, accurate, informative, and complete progress reports
- Capacity to deliver the complete, requested products in a timely manner.

Instructions

Any additional questions or requests for information must be submitted in writing to Leila Almeida, <mailto:leila.almeida@coachingfederation.org>. The responses to submitted questions will be shared with all parties to ensure all bidders have the same information from which to prepare their proposals.

One electronic copy of your proposal and any collateral materials should be sent to the attention of Leila Almeida.

Submission of a proposal signifies the provider's agreement that its proposal shall be binding upon the firm and may be accepted by ICF upon the selection date. The contents of the successful proposal will be incorporated as part of the resulting contract with the successful bidder.

Proposals may be withdrawn upon written request, received from bidders prior to the stated date and time of proposal opening. Negligence, error, or oversight confers no right for withdrawal of the proposal after the time fixed for proposal opening.

ICF reserves the right to reject any or all of the proposals received in response to this request.

ICF is not liable for any cost incurred by any firm, vendor, or individual prior to the award of the contract. Costs for developing proposals in response to this request are entirely the obligation of the bidder and shall not be chargeable to ICF in any manner.

To facilitate the review of proposals, respondents are required to present the information contained in their proposal in the order requested in this RFP.

Required Proposal Information

Contractor Contact Information

1. Please provide the following contact information:

Name

Organization (if applicable):

Title (if applicable):

Address:

Email Address:

Phone Number:

Organizational URL (if applicable):

Contractor Overview

2. Please provide an organizational chart for your firm and consulting unit.
 3. Have you or any other officer or principal in your organization been involved in any business litigation, regulatory or other legal proceedings or government investigation involving allegations of fraud, negligence, criminal activity or breach of fiduciary duty? If so, please describe the case(s) and provide an explanation and indicate the current status.
 4. Please address your philosophy, process and experience in developing policies, procedures, and supporting materials to guide organizations, and their governance bodies, in making strategic, evidence-based decisions on complex topics.
 5. Please provide a biography for key personnel that will be assigned to the account, including:
 - a. Name
 - b. Title
 - c. Role
 - d. Total years of relevant experience in global organizations or associations
 - e. Educational qualifications
 - f. Total current number of assigned accounts
 6. Please describe how the contractor or team dedicated to our account would function. If multiple individuals will support the proposed project, please identify who would serve as the client relationship lead and who would carry out other functions of the project.
 7. Please describe the levels of insurance coverage, including the amounts of errors and omission insurance and any other fiduciary professional liability insurance you or your firm carries.
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References

8. Please provide 2-3 professional references from non-profit organizations or individuals, along with a contact person for two of the references listed.

Fee Proposal

9. Please provide a full fee proposal for the project, and details of expenses.

Other

10. Non-discrimination. Please confirm that your organization and any subsidiary or related entity that may provide services to ICF under this relationship does not discriminate against any employee or applicant on the grounds of race, color, religion, sex, sexual orientation, gender identity, age, disability, national origin, or ancestry.
11. Confidentiality and Non-Disclosure. Please confirm your willingness to sign a Confidentiality and Non-Disclosure Agreement should you be required to access any confidential ICF information as part of this work.

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COACHING.

