



**Edition 1 -
Business Categories**

Kaizen Torch Awards

22 May, 2026

www.kaizentorch.com

ENTRY KIT



**KAIZEN TORCH
AWARDS**



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1 ABOUT THE KAIZEN TORCH AWARDS:

Coaches are catalysts for change, dedicating their lives to enhancing the well-being of others. More than a profession or personal ambition, coaching is a profound journey of transformation and service. It requires courage, passion, and unwavering commitment to make a meaningful impact. In this pursuit, recognition is not just an honor, it's a necessity.

Acknowledgment fuels a coach's mission, reigniting passion, deepening commitment, and reinforcing purpose. More than a personal achievement, it fosters a sense of belonging, uniting coaches in a shared vision to elevate the profession and strengthen their collective influence.

Coaching is about growth, empowerment, and lifelong transformation. By celebrating those who dedicate themselves to this craft, we inspire others to embark on their own journey, creating a ripple effect of positive change. Recognition nurtures a culture of learning, collaboration, and continuous evolution, ensuring the coaching industry thrives even more.

With participants from **55+ countries**, the **Kaizen Torch Awards** is more than an event, it's a global movement honoring excellence in coaching and the lasting impact it creates. The **first edition will take place in Dubai**, a city known for its innovation and excellence, setting the stage for a prestigious celebration of coaching. As the awards grow, future editions may expand to new locations, ensuring that outstanding coaches worldwide receive the recognition they deserve.

1.1 About the Founder: Marianne Battikha

Born in Lebanon and raised in Dubai, **Marianne Battikha** has been breaking barriers and turning vision into reality from an early age. At just 12 years old, she made her first sale, setting the stage for a lifetime of entrepreneurial ventures. By 17, she entered the professional world through recruitment, proving that age was never a barrier to ambition.

Marianne went on to spend over a decade at **SpotOn Media Services and Events**, her family's company, where she grew from the ground up to become the on-ground **General Manager**. Leading with both creativity and execution, she played a pivotal role in the success of major corporate events and high-profile award programs. From orchestrating the **Digital Media Forum** and **MENA Digital Awards** to executing luxury launches such as **Bentley's**, Marianne developed a reputation for transforming bold ideas into powerful realities.



Today, Marianne is a **Business & Mindset Coach, serial entrepreneur, and founder of the Kaizen Torch Awards** a global recognition platform celebrating excellence in coaching across life, business, health, and organizational transformation. Through Kaizen Torch and her coaching practice, she empowers leaders, entrepreneurs, and organizations to unlock their full potential, align their mindset with success, and create ripple effects of growth.

What makes her stand out is not just her ability to build businesses it's her **humor, emotional intelligence, and "no limits" mindset**. She believes that success is not reserved for the few, but available to all who are willing to take bold steps.

Because when you've been **made in Dubai a city where 'impossible' isn't in the vocabulary you learn that everything truly is possible.**



2 KAIZEN TORCH AWARDS: VISION/MISSION

2.1 Our Vision:

The **Kaizen Torch Awards** aims to be the world's premier recognition platform for coaching excellence. By celebrating outstanding life, business, and executive coaches, we inspire a global movement of transformation, leadership, and continuous growth.

Beyond awards, we envision expanding into holistic experiences that nurture **mind, body, and soul**, fostering a culture of lifelong learning, collaboration, and empowerment. Through this vision, we aim to shape the future of coaching while making a lasting impact on individuals and communities worldwide.

The first edition of the **Kaizen Torch Awards** will take place in **Dubai**, a city renowned for innovation and excellence. As we grow, future editions may expand to new locations, ensuring that coaches worldwide receive the recognition they deserve.

2.2 Our Mission:

The **Kaizen Torch Awards** is dedicated to recognizing coaches who create lasting impact in individuals, businesses, and communities. Through a prestigious global platform **launching in Dubai**, we amplify their influence, elevate coaching standards, and inspire future generations.

Our mission is to:

- **Celebrate Impact** – Honor the transformative work of coaches in shaping lives, careers, and organizations.
- **Foster Credibility** – Position coaching as a respected and professional industry worldwide.
- **Recognize Excellence** – Celebrating coaches who lead with purpose, empower transformation, and deliver measurable impact.
- **Create a Legacy** – Build a platform that drives innovation, growth, and collaboration within the global coaching community.

Through a world-class awards program, international conferences, and strategic partnerships, the **Kaizen Torch Awards** will become the benchmark for excellence, inspiring coaches to continue creating meaningful change.



3 DEADLINES & FEES – KAIZEN TORCH AWARDS

At the **Kaizen Torch Awards**, we believe that **everyone deserves an equal opportunity** to showcase their skills, impact, and expertise in the coaching industry. To uphold this value, we have introduced a **free-entry category** in each of our **four main segments**, allowing emerging coaches and startups to participate without financial barriers.

Open Entry Categories (Free Participation) in Each Segment:

- **Life Coaches Category – OpenEntry Life Coach Award**
- **Health Coaches Category – OpenEntry Wellness Transformation Award**
- **Business Executive Coaches Category – OpenEntry Business Leadership Award**
- **Teams & Organizations Coaching Category – OpenEntry Organizational Impact Award** *(designed especially for startups and emerging teams)*

3.1 Entry Fees & Key Deadlines:

Each entry is eligible for only one award category. Participants are welcome to submit to multiple categories, but each category must be supported by a unique entry submission and corresponding fee.

This means entrants can apply to more than one award, but cannot recycle the same story across categories.

3.2 Entry Fees Per Entry/Category Selection:

- **Early Bird Entry Fee (Until 21 August 2025): AED350 per entry or \$95**
- **Standard Entry Fee (22 August 2025 – 21 October 2025): AED550 per entry or \$150**
- **Final Call Entry Fee (22 October 2025 – 21 February 2026): AED750 per entry or \$205**

3.3 Important Notes:

- The **fee applicable** is determined **by the date of payment**, not the date of entry submission.



- **Paying earlier secures the lowest fee, even if you submit your entry later.**
Example: By paying the AED 350 (\$95) Early Bird fee before 21 August 2025, you lock in this discounted rate even if you submit your entry later. If payment is made after 21 August 2025, the Standard fee applies, and after 21 October 2025, the Final Call fee applies.
- Entries are only valid if payment is completed before the final deadline.



4 FINAL SUBMISSION DEADLINE: 22 FEBRUARY, 2026

4.1 What Does the Entry Fee Cover?

Your **entry fee includes:**

- Submission of one entry to be evaluated by the Jury
- **Access to the Virtual Live Awards Event**, allowing participants to join the celebration remotely.

4.2 Important Note on Event Attendance:

- The entry fee does not cover attendance at the Kaizen Torch Awards Ceremony in person.
- A separate ticket will be required for in-person attendance on 22 May, 2026 and ticket pricing will be announced at a later date. (once the official Venue is confirmed).

4.3 What Winners Receive:

- A **luxurious metallic plated crown trophy in Gold, Silver or Bronze** designed to be worn by the winner during the ceremony.
- The **exclusive Kaizen Torch Coin** a symbolic keepsake and personal anchor, serving as a lasting reminder of the lives they've touched and the impact they've created.
- Kaizen Torch Official Certificate of Achievement.
- Free shipping for winners within the region and the GCC. (for anyone that cannot attend in person)
- For winners in Africa, Asia, Europe and the US, additional shipping charges will apply. (Rate card to be shared upon request, once the final crown prototype and shipping weights are finalized).



5 HOW TO SUBMIT YOUR ENTRY – STEP-BY-STEP GUIDELINES

All entries for the **Kaizen Torch Awards** must be submitted **online**.

<https://kaizentorch.com/mca-entry-kit>

Follow these steps carefully to ensure a smooth submission process:

Step 1: Review the Categories

Before submitting, it's important to familiarize yourself with the available categories. **Choose the category (or categories) that best align with your coaching expertise.** Each category requires specific examples of your work, so be sure to select the one that reflects your greatest achievements.

Step 2: Review the Required Forms & Documentation (Optional)

You will also find a **“Required Forms & Documentation” guide** (separate download). This is ***not mandatory*** the Entry Kit and Submission Checklist already provide everything you need. However, if you prefer a more visual walk-through of the portal and process (with screenshots), this guide offers extra support to help you visualize each step before submitting your entry.

Step 3: Prepare Your Submission Using the Entry Checklist

Access the **“Submission Checklist” guide** (separate document) to gather all the necessary details, including written responses, testimonials, case studies, and supporting materials. This ensures everything is ready before you begin the online submission.

Step 4: Submit Your Entry Online

Once you have prepared everything, visit the **Kaizen Torch Awards submission portal** and complete your entry form. Make sure to:

- Select the correct category or categories you are applying for.
- Enter all personal details accurately (your name will be used in the Awards Ceremony, Official Certificate, winner announcements, showcase on the website winner's page, social media posts, post-event features, press releases, and other promotional materials).



- All supporting materials must be provided in the following formats:
 - **Text submissions** within the designated character limits in the entry form.
 - **Publicly accessible links** (e.g., published articles, blog posts, testimonials).
 - **Google Drive links** for additional supporting documents, ensuring they are set to **public access** so judges can view them.
- Double-check your submission before submitting, as **entries cannot be edited online** once submitted.

If you need to modify your submission after submitting, contact us at hello@kaizentorch.com. Our team will assist you in deleting your initial entry so you can submit a new one.

Step 5: Payment & Invoice Processing

- After submitting your entry, you will receive an **email confirmation along with an invoice for payment**.
- All unpaid submissions will not be considered for judging.
- The final submission deadline is **22 February, 2026**. All unpaid submission will not be considered for judging if payment is not completed by 22 February, 2026 at 6:00 p.m. sharp.
- Please note that once an entry has been submitted and paid for, it is considered final and non-refundable.

Important Notes:

- All entries must be in English.
- It is **recommended** to submit multiple case studies for different clients within the same category, as this demonstrates stronger impact and depth.
 - *Example:* If you have coached three clients in the weight loss niche and each achieved different results, all three case studies should be combined into one single submission in the weight loss Coach Category.



- However, if you believe you have one **exceptionally strong case study** with rare or outstanding results, you may choose to submit it as a single entry in the relevant category.



6 BUSINESS EXECUTIVE COACHES CATEGORIES

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Business Executive Coaches Categories

This guide provides an overview of each category along with pro tips to help you craft a strong and impactful submission. However, these tips are simply suggestions, feel free to approach your submission in the way that best represents your coaching expertise and achievements.

6.1 Leadership Coach

Description: This award recognizes coaches who empower individuals to become effective leaders by improving their decision-making, influence, and leadership presence.

Who Can Enter: Leadership coaches specializing in executive, corporate, or personal leadership development. Coaches with a proven track record of helping leaders transform their skills.

ProTips: Showcase before-and-after client success stories. Provide metrics on leadership growth, such as increased team engagement or promotions. Include video testimonials from clients in leadership roles.

6.2 Communication and Public Speaking Coach

Description: This category celebrates coaches who transform individuals into confident, persuasive, and impactful speakers, whether in public speaking, corporate presentations, or personal interactions.

Who Can Enter: Coaches specializing in public speaking, storytelling, media training, or corporate communication. Coaches who have helped clients overcome stage fear, improve clarity, or increase audience engagement.

ProTips: Provide video samples of client transformations (before and after coaching). Highlight measurable improvements such as increased audience engagement or speaking invitations. Include testimonials from clients who successfully delivered speeches or presentations.

6.3 Business Executive Coach

Description: Recognizing coaches who mentor executives to enhance leadership, decision-making, and organizational impact.

Who Can Enter: Coaches specializing in executive coaching and corporate leadership. Coaches with experience working with senior leaders and CEOs.



ProTips: Share testimonials from executives with leadership growth. Showcase methodologies used for executive development. Provide real-world results in leadership impact.

6.4 Conflict Resolution Coach

Description: Recognizing coaches who help individuals and teams navigate conflicts, strengthen relationships, and create harmonious workplaces.

Who Can Enter: Coaches specializing in mediation, corporate conflict resolution, or personal dispute coaching. Coaches with proven case studies of resolving complex conflicts.

ProTips: Showcase examples of resolved conflicts with positive outcomes. Share a framework or methodology used for conflict resolution. Provide testimonials from clients who experienced improved relationships or workplace harmony.

6.5 Finance and Investment Coach

Description: Recognizing coaches who help clients master financial literacy, wealth management, and smart investing strategies.

Who Can Enter: Coaches specializing in personal finance, wealth building, or investment strategies. Coaches with proven success in guiding individuals or businesses toward financial stability and growth.

ProTips: Share client testimonials with quantifiable financial improvements. Include frameworks or tools you use to educate clients. Demonstrate how your coaching impacts financial decision-making.

6.6 Branding Coach

Description: Honoring coaches who specialize in helping individuals and businesses refine sales strategies, enhance marketing efforts, and build compelling brands.

Who Can Enter: Coaches specializing in sales techniques, marketing strategies, or brand positioning. Coaches with a proven impact on revenue growth, client acquisition, or brand expansion.

ProTips: Share specific case studies with ROI improvements. Show your frameworks or methodologies for increasing sales or brand recognition. Include client testimonials that reflect tangible business success.



6.7 Performance and Productivity Coach

Description: Recognizing coaches who optimize focus, time management, and peak performance in individuals and teams.

Who Can Enter: Coaches specializing in productivity, efficiency, and performance improvement. Coaches who have helped clients boost output while reducing stress.

ProTips: Showcase frameworks used for performance improvement. Provide measurable results on client productivity gains. Include testimonials from clients with improved efficiency.

6.8 Job / Career Transition Coach

Description: Honoring professionals who help individuals successfully navigate career changes and job transitions.

Who Can Enter: Coaches specializing in career transitions, job searching, or career growth. Coaches who have successfully guided clients to new career paths.

ProTips: Share success stories of clients securing new jobs or promotions. Showcase frameworks or strategies used for career transitions. Include testimonials from clients who achieved career breakthroughs.

6.9 OpenEntry Business Leadership Award (Free Entry)

Description: A special category for outstanding leadership in business, open to all coaching professionals. This category is completely free to enter, allowing coaches to showcase their leadership impact without any cost.

Who Can Enter: Any coach demonstrating exceptional business leadership.

ProTips: Highlight leadership innovations and measurable business impacts. Provide success stories and testimonials. Showcase frameworks used to drive leadership excellence.

Good luck with your submission!



7 JUDGING PROCESS

Entries will be evaluated by a distinguished panel of highly credible and well-respected **coaches, therapists, industry experts, and thought leaders, each recognized in their respective fields.** The Kaizen Torch Awards jury consists of **renowned professionals, including ICF Master Certified Coaches (MCCs) and Professional Certified Coaches (PCCs)** with deep expertise in Life, Business, Health, and Organizational Coaching, ensuring a fair, thorough, and unbiased evaluation process.

Each entry will be **submitted online** following a standardized **template and preset guidelines.** Judges will individually **access and evaluate entries online** based on the **judging criteria outlined below.**

We are honored to already have an **exceptional global jury board** in place with more distinguished names joining soon.

Meet them here: <https://kaizentorch.com/meet-the-juries>

7.1 Judging Process Overview:

- Each entry will be **scored individually** by the judges **following four judging criteria. (outlined below)**
- A Weighted calculation will be applied to the raw scores according to the criteria percentages, ensuring fairness and consistency across all submissions.
- Scores from all assigned judges will **be averaged** to determine a fair overall score for each entry.
- Scores will remain **confidential** until the **official announcement at the awards ceremony.**
- Judges are **strictly prohibited from evaluating entries submitted by their own coaching practices** or organizations they are affiliated with.
- **Judging will take place in one round** to determine the **winning coaches.**

7.2 Evaluation Method & Scoring:

- Each entry will be reviewed by **four jurors.**

- Judges will score entries individually across categories according to the official scoring form.
- Top 3 entries with the highest final scores in each category will be recognized with Gold, Silver or Bronze awards respectively.

7.3 Submission Limitations:

- If a category receives **fewer than four entries**, those entries will be **moved to the generic category** (*but not the Open Entry category*) to ensure fair competition.

7.4 Judging Criteria & Weightage Calculation:

Each entry will be assessed based on the **following four judging criteria**, with scores assigned as per the weightage breakdown:

1. Problem / Challenge (25% Weightage)

- The significance of the coaching challenge addressed.
- Complexity of the issue faced by the client(s) or organization.
- Depth of understanding and approach to the problem.

2. Client Impact / Result (35% Weightage)

- Measurable results and transformation achieved through coaching.
- Clarity of impact on the client's personal, professional, or organizational growth.
- Strength of supporting evidence (testimonials, case studies, metrics).

3. Sustainable Impact (Approach/Solution/Methodology) (35% Weightage)

- **Relevance of Methodology:** Clear rationale for the chosen approach and how it directly addresses the client's challenge
- **Innovation & Creativity:** Use of new, creative, or non-traditional tools, models, or techniques where appropriate.
- **Effectiveness & Application:** Evidence of how effectively the methodology, tools, or strategies were applied to produce sustainable results.

- **Adaptability & Responsiveness:** Ability to tailor and adjust the approach to evolving client needs, cultural contexts, or unforeseen challenges.
- **Long-term Sustainability:** Demonstration that the solution or methodology fosters lasting change beyond the immediate coaching engagement.

4. Testimonial/Client Feedback (5% Weightage)

- Authenticity, clarity, and relevance of client feedback in supporting the coaching outcomes.

7.5 Final Scoring Calculation:

- Judges will score each entry based on the above four criteria.
- Each criterion's weightage is applied as follows:
 - **Problem / Challenge** – 25%
 - **Client Impact / Result** – 35%
 - **Sustainable Impact (Approach/solution/methodology)** – 35%
 - **Testimonial/Client Feedback** – 5%
- Scores from all jurors will **first be averaged, then weighted** according to the criteria, and finally audited to determine the final winners.

Note: The judging criteria and weightage calculation remain the **same** for both **individual coaches** and **Teams & Organizations categories**.

7.6 Award Thresholds & Recognition Levels

- Final scores will be averaged across jurors.

Winners will be determined according to the following thresholds:

- **Gold:** 90-100 points
- **Silver:** 80-89 points
- **Bronze:** 70-79 points
- **Below 70:** No award granted.



8 ELIGIBILITY & DISQUALIFICATION GUIDELINES

8.1 Eligibility Criteria:

- Open to Coaches of All Backgrounds & Experience Levels

We welcome **coaches from all fields**, regardless of certification status, as long as they have **demonstrated coaching experience** and can provide evidence of at least **one major result achieved for a client**.

- Global Participation

Coaches from **any country in the world** are eligible to submit entries. There are **no geographical restrictions**.

- Must have been **actively coaching** in the past 12–24 months.
- Must adhere to recognized coaching ethics and codes of conduct.
- Submissions must include proof of results, such as client testimonials, outcome data, or case studies.
- Coaching programs, frameworks, or approaches submitted must be designed/delivered by the individual coach (not just participation in someone else's program).

8.2 Rules:

- **All entries must be submitted online** via the **Kaizen Torch Awards** website. No physical or email submissions will be accepted.
- Each entry is eligible for only one award category. Participants are welcome to submit to multiple categories, but each category must be supported by a unique entry submission and corresponding fee.
- Entrants can apply to more than one award, but the same story/case study cannot be recycled across categories.
- The same entry cannot be submitted more than once within the same category. Duplicate submissions within the same category will be disqualified by the organizers.
- **Final Deadline for Entry Submission**



- All entry forms must be completed and submitted online by 22 February 2026, at 6:00 p.m. UAE time.