Health Coaching Entry Kit

Edition 1 - Kaizen Torch Awards

22 October 2026, Dubai - UAE

it remembers.

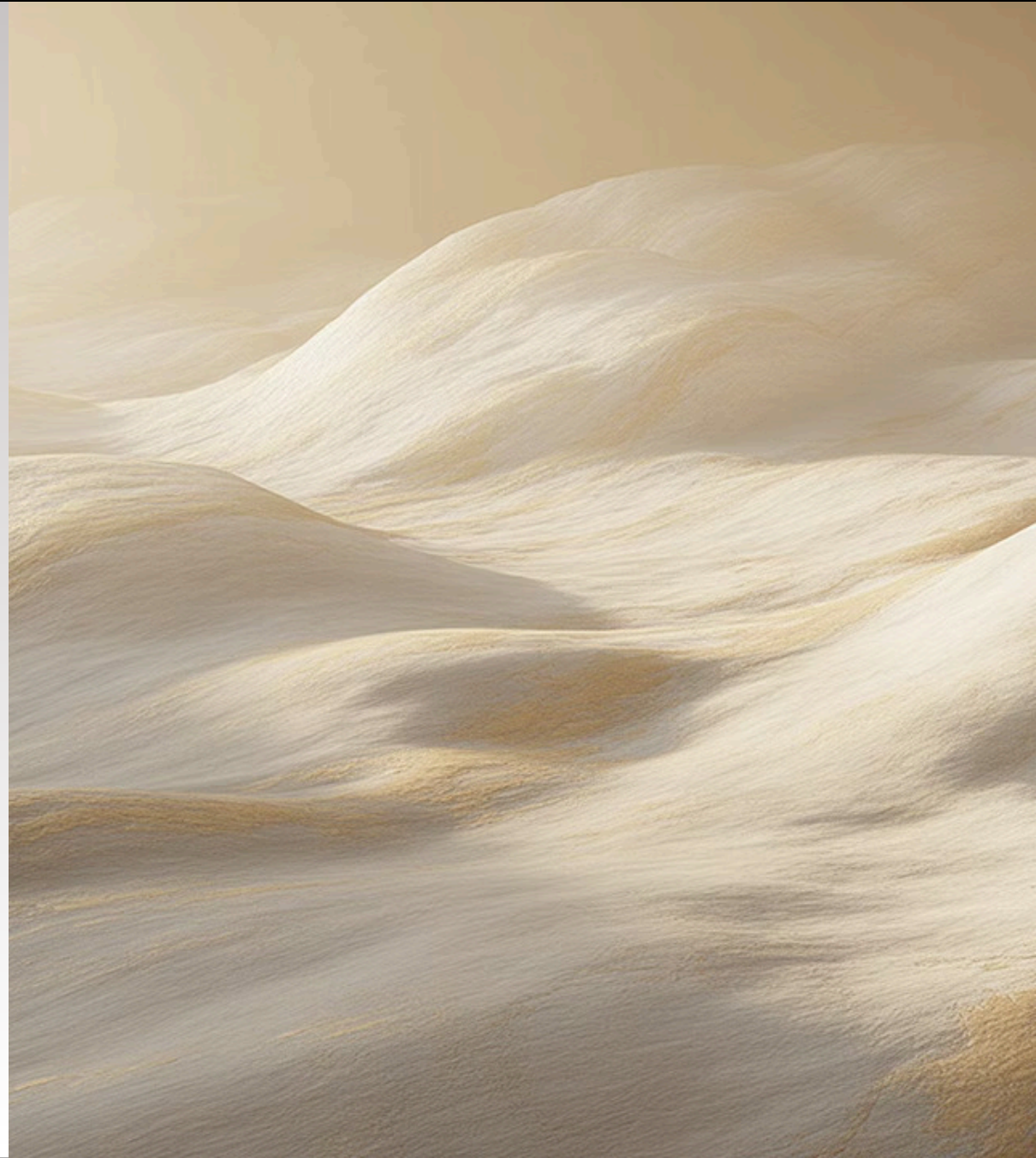
The Crown honors, results earned

You deserve

The Coin is an Anchor,

Table of Contents

- About the Kaizen Torch Awards
- Key Dates & Judging Timeline — 2026 Edition
- About the Founder: Marianne Battikha
- About the Kaizen Torch Team
- Cristina Madeira
- Chéri S. Allen, MCC
- Cindy Gonzales
- Our Vision
- Our Mission
- Key Deadlines & Entry Fees Overview
- What Every Coach Receives & What Winners Receive
- What Winners Receive
- How to submit your entry
- Things to consider Before our Call
- Health Coaching Categories
- Health Coaching Categories
- Health Coaching Categories – Part 2
- Health Coaching Categories – Part 3
- Pro Tips for a Strong Health Coaching Submission
- Judging Process Overview
- Judging Process Round 1
- Judging Process Round 2
- Judging Criteria & Weightage
- Judging Criteria & Weightage Calculation - Part 2
- Eligibility Criteria and Rules
- Eligibility Criteria - part 2
- Rules - part 2
- Contact & Support



About the Kaizen Torch Awards

Coaches are catalysts for change, dedicating their lives to enhancing the well-being, performance, and growth of others.

More than a profession or personal ambition, coaching is a profound journey of transformation and service.

It requires courage, passion, and an 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 purpose, and amplifying the ripple of transformation they create in the world.

The Kaizen Torch Awards was born from a simple truth: while many call themselves coaches, the true measure of coaching lies in its impact.

Our mission is to show the world what coaching can truly do by recognizing those who create measurable, lasting change in individuals, businesses, and communities.

Recognition is more than a personal achievement; it fosters connection, credibility, and collective growth within the coaching profession.

It inspires a culture of lifelong learning, collaboration, and continuous evolution the very essence of Kaizen, meaning continuous improvement, and the Torch that symbolizes passing light from one soul to another.

With participants from 55+ countries, the Kaizen Torch Awards stands as more than an event it is a global movement honoring excellence in coaching and the legacy it creates.

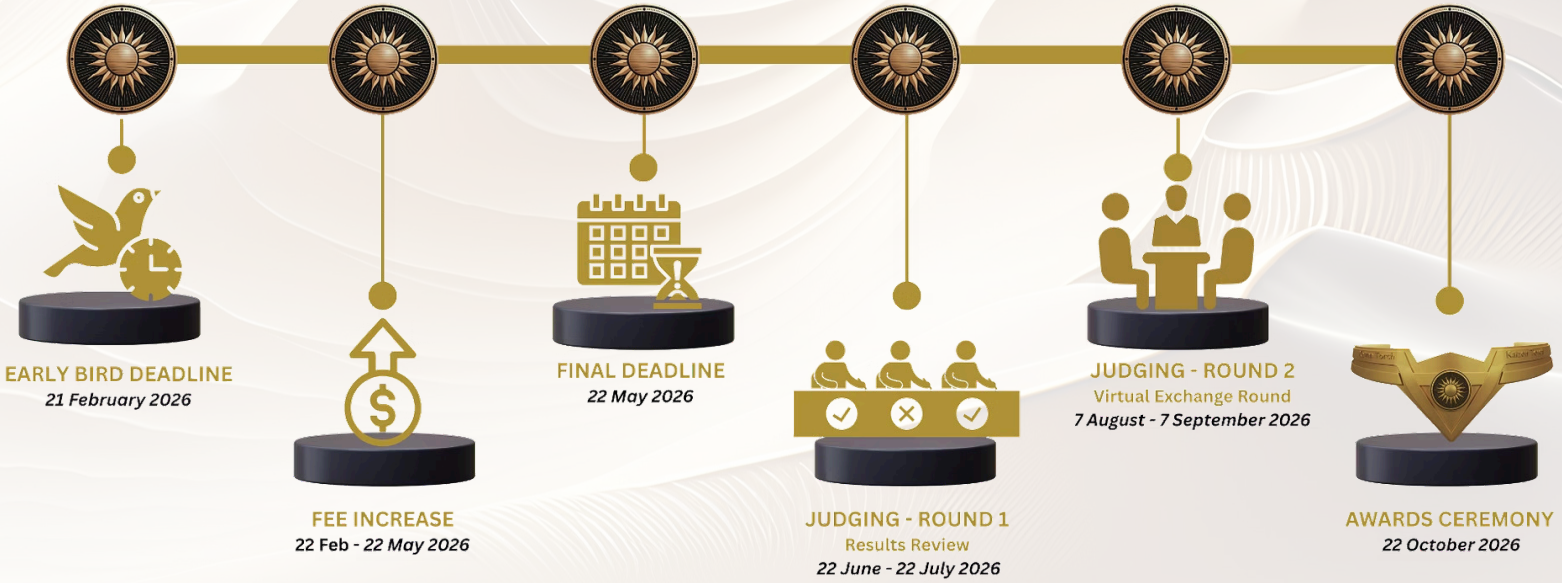
The first edition will take place in Dubai, a city synonymous with innovation and excellence, setting the stage for a prestigious celebration of real results in coaching.

Open to coaches worldwide, the Dubai edition welcomes entries from every corner of the globe.

And as participation grows, any country reaching over 100 entries will become the next destination for the Kaizen Torch Awards bringing the celebration on ground, where coaches can gather, connect, and be honored in person for the transformations they create.

Through every story, every journey, and every soul touched by coaching, the Kaizen Torch continues to shine brighter lighting the path of continuous growth, one coach at a time.

Key Dates & Judging Timeline — 2026 Edition



About the Founder: Marianne Battikha

Born in Lebanon and raised in Dubai, Marianne Battikha demonstrated an entrepreneurial spirit from a young age, making her first sale at 12 and entering the professional world at 17.

She spent over a decade at SpotOn Media Services and Events, her family's company, rising to General Manager. There, she spearheaded major corporate events and high-profile award programs like the Digital Media Forum, MENA Digital Awards, and luxury launches such as Bentley's, earning a reputation for turning bold ideas into powerful realities.

Today, Marianne is a Business & Mindset Coach, serial entrepreneur, and founder of the Kaizen Torch Awards a global platform recognizing 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 potential, align their mindset with success, and create ripple effects of growth.

Known for her humor, emotional intelligence, and "no-limits" mindset, **Marianne believes success is accessible to anyone** willing to take bold steps. She champions the idea that **every soul can achieve harmony in all aspects of life.**

To her, true success is when mind, heart, and action are in alignment.

> **Driven by a vision of continuous evolution, she anticipates that by 2030, most people will be coaches, guiding and inspiring others through lived experience. Her Dubai upbringing instilled a belief that "impossible" is not in the vocabulary, and everything truly is possible.**

About the Kaizen Torch Team

Dr. Houda Koussa

Founder & CEO of Archers – Strategic Advisor, Kaizen Torch

Dr. Houda Koussa is the Founder & CEO of Archers, a pioneering research and consultancy firm in Dubai, and a Strategic Advisor to Kaizen Torch.

With over 20 years of experience leading research, media, and communication strategies for global brands including MRC, Red Bull, Image Nation Abu Dhabi, Global Learning, and MBC Group, she is recognized as one of the region's foremost experts in media audience measurement and consumer insights.

A PhD holder in International Communication & Research, Dr. Houda is known for transforming research into actionable strategies that drive growth and innovation.

At Kaizen Torch, she brings her expertise in strategy, vision, and data-driven insight to guide the movement, ensuring the Torch not only shines but ignites measurable impact worldwide.

Cristina Madeira
Co-Founder & Humanship™ Architect

Cristina Madeira is a Human Skills Strategist, Executive & Team Coach, Leadership Faculty, and a pioneer in bringing coaching into environments where humanity and performance must coexist. With more than 28 years of international experience across Europe, the Americas, Asia, and the Middle East, she works at the intersection of leadership, consciousness, and systems—supporting senior leaders in evolving from performance-driven execution to coherent, human-centered impact.

As Co-Founder of Kaizen Torch, Cristina is a guardian of the movement's soul and standards. She ensures that Kaizen Torch is not merely an awards platform, but a living ecosystem that elevates leadership, coaching, and organizational impact worldwide. Her work integrates body intelligence, systemic insight, and ethical decision-making—enabling leaders to perceive what is often invisible, unlock latent talent, and lead from clarity rather than control.

Cristina Madeira co-founded Kaizen Torch to help shape a future where coaching excellence is measured not only by outcomes, but by the depth of human transformation behind them.

Kaizen Torch gives the award. Humanity is the reward.

Chéri S. Allen, MCC

Chief Coaching Officer, US Operations

Chéri S. Allen, MCC, is a trailblazing Master Certified Coach, author, and keynote speaker with 35+ years of experience transforming high-achieving women, entrepreneurs, and C-Suite executives. Known as *The DIVA Whisperer*, she is the CEO of @CHOICE Coaching & Consulting LLC and founder of the DIVA Breakthrough Experience.

Chéri served as the first African-American Master Coach in the U.S. Federal Government, where she co-founded the first ICF-accredited coach training program. She is adjunct faculty in Georgetown University's Leadership Coaching Program and is a Board Member for the Institute for Transformational Leadership Network.

Author of *Ditch the Cape: From Superwoman to Sovereign Woman*, and contributor to key coaching publications, she champions powerhouse women to eradicate Superwoman Syndrome and lead with wholeness, power, and well-being.

She will be spearheading Kaizen Torch's US expansion forging alliances with giants, amplifying the voices of the most brilliant coaches, and ensuring their genius is not just seen, but revered on a global stage.

Cindy Gonzales

Strategic Partner & Senior Awards Lead

Cindy brings a unique blend of event leadership, operations, and people-focused expertise to the Kaizen Torch mission.

With over a decade of experience in media, events, and client relations, she has played a vital role in building platforms that celebrate excellence and create ripple effects of impact.

Before joining Kaizen Torch, Cindy worked alongside Marianne at SpotOn Media Services & Events, where she was part of the core team that successfully delivered the Digital Media Forum and the MENA Digital Awards initiatives that continue to thrive today.

Her dedication to organizing large-scale events, liaising with international speakers and judges, and ensuring seamless execution made her an indispensable part of our journey.

Now, at Kaizen Torch, Cindy is channeling her skills and passion into a new mission: raising collective consciousness, showcasing the power of coaching worldwide, and co-creating platforms that unite old school and new school therapy and coaching into one transformative domain.

Her role as Senior Awards Lead combines her event expertise with her belief in the Kaizen Torch vision: that every individual is powerful, healthy, wealthy, and abundant, and that recognition fuels not only success but also collective growth.

Our Vision

The Kaizen Torch Awards aims to be the world's premier recognition platform for coaching excellence, **raising the standards of coaching worldwide and showing the world what coaching can actually do.**

By celebrating outstanding life, business, and executive coaches, we inspire a global movement of transformation, leadership, continuous growth **and ensure coaches doing magnificent work get honored for the work they do.**

> **We believe that by 2030, everyone will embody the spirit of coaching guiding, supporting, and empowering others in some way or form.**

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 will expand to new destinations, ensuring that coaches across the world receive **the recognition they deserve.**

Our Mission

The Kaizen Torch Awards is dedicated to recognizing coaches who create lasting impact in individuals, businesses, and communities.

In a world where "coach" has become a casual title, our mission is to uphold its true meaning honoring those who deliver measurable transformation and real results.

Through a prestigious global platform launching in Dubai, **we amplify their influence, elevate coaching standards, and show the world what coaching can truly do.**

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

Celebrate coaches who lead with purpose, empower transformation, and deliver measurable impact.

Show the World What Coaching Can Do

Shine a light on the real power of coaching by sharing authentic stories, measurable outcomes, and human transformation.

Create a Legacy

Build a platform that drives innovation, growth, and collaboration within the global coaching community.

Show every other Soul

Their limitless potential, how they can live in harmony in every aspect of their life.

Key Deadlines & Entry Fees Overview

At Kaizen Torch, we believe every coach deserves the opportunity to shine that's why our participation process is transparent, inclusive, and globally accessible.

SPARK PLAN

Early Bird

Until 21 February 2026

Fee: AED 550 (≈ USD 150)

IGNITE PLAN

Standard Fee

22 February 2026 – 22 May 2026

Fee: AED 750 (≈ USD 205)

TORCH PLAN

Advance

Until 22 May 2026

Optional Consultation: Personalized support to help you select the best category and confidently prepare your submission — with Arabic guidance available if preferred.

Fee: AED 1000 (≈ USD 275)

FINAL DEADLINE

22 May 2026

Fees apply per category submitted. Installment options available for GCC residents through Tabby.

Free Entry Category: The OpenEntry Award is available free of charge in each coaching field (Life, Health, Business, Team & Organizations).

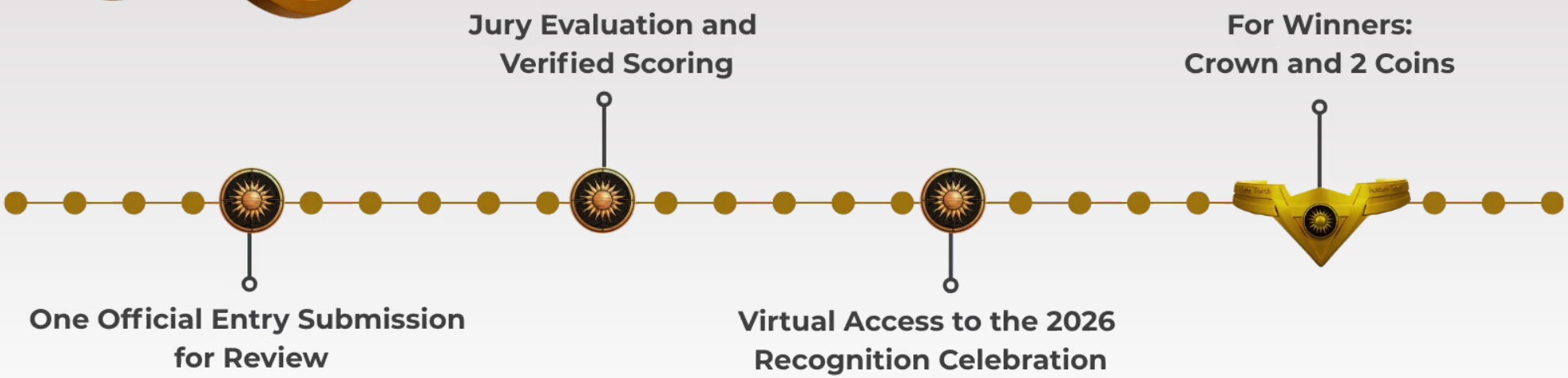
(Free entry is separate than all paid entries)

Book Your call

What Every Coach Receives & What Winners Receive

For Every Coach Who Enters:

- Kaizen Torch Gold Coin - A Symbol of Contribution
- Inclusion in the Global Coaching Archive



What Winners Receive

Gold, Silver or Bronze wearable crown

(symbol of achievement)

Two Kaizen Torch Coin:
One for them, one for the client, as an anchor.

(with "One Soul at a Time")

Certificate of Achievement

Recognition on official Kaizen Torch website + social media and more...

Winning at Kaizen Torch means more than a title it's a commitment to raising the standards of coaching worldwide.

Free shipping applies to winners within the UAE, GCC, and nearby regions. For winners in Africa, Asia, Europe, and the U.S., shipping charges will apply (rate card available upon request once the final crown prototype and weights are confirmed). If unable to attend, your crown, coin, and certificate can be shipped to you directly with the applicable rate.

How to submit your entry

Step 1 — Choose Your Plan & Book Your Call

Select the plan that suits you best

Book your free call

Before your call (for Spark, Ignite & Torch):

- Review the award categories
- Prepare your questions
- Remember what's most important is Your story & your results.

We'll walk you through the full process during your call.

Step 2 — Receive Your Next Steps

After the call, you will receive:
• Detailed checklist
• Templates and instructions
• Clear list of what materials you need to prepare

Our team is here to support you fully.

Step 3 — Submit Your Entry

Submit your entry online through our submission portal.

Submit Your entry

We'll send you an invoice to finalize your payment before the deadline.

Your transformation deserves recognition — One Soul at a Time.

Things to consider Before our Call

- All entries must be submitted in English.
- You may submit entries in more than one category if your work covers different niches or coaching areas.
- *Example:* If you're both a Life Coach and a Business Coach, you can submit one entry in each as long as they focus on different client stories or niches.
- It's not recommended to submit multiple entries within the same category or niche it's about showcasing your best, not the most.
- If you have one exceptional case study with rare or outstanding results, you may submit it as a single entry in the relevant category.

Health Coaching Categories

1. Holistic Coach
2. Fitness Coach
3. Stress And Anxiety Coach
4. Health Coach
5. Intimacy And Relationship Coach
6. Trauma Coach
7. Hypnosis Coach
8. Recovery And Addiction Coach
9. Fertility Coach
10. Wellness Coach
11. OpenEntry Wellness Transformation Award (Free Entry)

Health Coaching Categories

Holistic Coach

Recognizing coaches who take a mind-body-spirit approach to helping individuals achieve balance, healing, and personal growth.

Who Can Enter: Holistic wellness coaches, life coaches integrating multiple healing modalities, and professionals using a whole-person coaching approach.

Fitness Coach

Honoring coaches who help individuals build strength, improve endurance, and maintain an active lifestyle through personalized fitness programs.

Who Can Enter: Personal trainers, fitness coaches, and health professionals specializing in physical well-being.

Stress and Anxiety Coach

Honoring professionals who help clients manage and reduce stress and anxiety through coaching techniques.

Who Can Enter: Certified stress management coaches, mindfulness experts, and therapists who incorporate coaching into their practice.

Health Coach

Recognizing coaches who take a comprehensive approach to guiding clients toward improved overall health and well-being.

Who Can Enter: Health coaches specializing in preventive care, chronic disease management, or holistic health improvement.

Health Coaching Categories – Part 2

Intimacy and Relationship Coach

Honoring coaches who help individuals or couples deepen intimacy, strengthen relationships, and enhance emotional connection.

Who Can Enter: Certified relationship coaches, intimacy coaches, or professionals working with couples or individuals to improve love and connection.

Trauma Coach

Recognizing coaches who help clients heal from childhood wounds and break free from limiting patterns.

Who Can Enter: Trauma-informed coaches, therapists integrating coaching, or professionals specializing in inner child healing.

Hypnosis Coach

Honoring coaches who use hypnosis to help clients achieve breakthroughs in habits, behavior, and mindset.

Who Can Enter: Certified hypnotherapists, mindset coaches, or professionals integrating hypnosis into coaching.

Recovery and Addiction Coach

Celebrating professionals who support individuals in overcoming addiction and maintaining long-term recovery.

Who Can Enter: Certified recovery coaches, addiction specialists, or professionals integrating coaching into rehabilitation programs.

Health Coaching Categories – Part 3

Fertility Coach

Recognizing coaches who guide individuals or couples through fertility challenges with emotional, physical, and lifestyle support.

Who Can Enter: Fertility coaches, reproductive health specialists, or professionals integrating coaching into fertility treatment.

Wellness Coach

Celebrating professionals who help individuals achieve holistic well-being through lifestyle changes and personalized coaching.

Who Can Enter: Wellness coaches specializing in fitness, nutrition, mental health, and emotional well-being.

OpenEntry Wellness Transformation Award (Free Entry)

A special category recognizing coaching programs or individual coaches who have significantly transformed clients' wellness journeys. Completely free to enter.

Who Can Enter: Any wellness, health, or transformational coach who has made a meaningful impact on clients' physical, mental, or emotional well-being.

Award Categories

Pro Tips for a Strong Health Coaching Submission

Show Real Transformation

Share success stories with measurable change (confidence gained, relationships healed, lives transformed...).

Be Specific & Structured

Explain your frameworks and methods. Show how they create **results**.

Let Your Clients Speak About your results

Use authentic client testimonials.

Showcase Your Growth

Mention certifications and continuous learning.

Highlight Breakthroughs

Focus on powerful stories with metrics.

Stay Authentic & Purpose-Driven

Express how your coaching creates positive change.

Judging Process Overview

Entries are evaluated by a distinguished panel of coaches, doctors, industry experts, and thought leaders ensuring depth, rigor, and excellence at every stage.

The Kaizen Torch **Jury includes MCC, PCC, EMCC accredited coaches** and high-caliber experts across Life, Business, Health, and Organizational Coaching guaranteeing a fair, credible, and globally diverse evaluation process.

Each entry is reviewed online using a standardized scoring template and clear evaluation guidelines to uphold the highest level of objectivity and transparency.

As a coach yourself, you will also have the opportunity to reflect on your own work using the same criteria provided in the Entry Kit a valuable moment of self-assessment built into the submission process.

This personal reflection will be visible only to you and will not influence the jury's scores in any way.

Round 1 — Results Review

Online scoring by expert jurors
→ Shortlists announced on **31 July 2026**

Round 2 — Virtual Exchange Round

Virtual Impact Exchange with jurors
→ Virtual chats between **7 August & 7 September 2026**

Meet the Jurors

Judging Process Round 1

Each entry scored individually under four criteria.

Weighted calculation ensures fairness.

Scores averaged across judges.

Results remain confidential.

Judges cannot score entries from their own practice.

Round 1 determines the official nominees, who advance to **Round 2** a virtual Impact Exchange with distinguished jurors for deeper professional insight.

If a category receives fewer than **four (4)** entries, all submissions in that category will be **automatically moved to a related generic category** to ensure fair and competitive judging.

Judging Process Round 2

Finalists from Round 1 are invited to a **virtual Impact Exchange** with two or more jury members.

This round focuses on **authenticity, professional ethics, measurable outcomes, and real transformation demonstrated in the entry.**

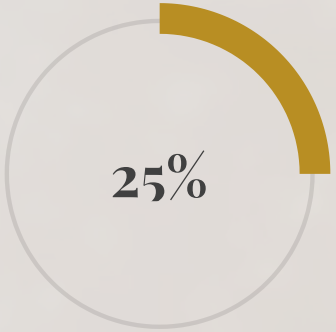
The conversation allows jurors to dive deeper into client results, methods, and values behind the submission.

Responses are evaluated based on standardized behavioral indicators aligned with coaching excellence.

Jurors validate the credibility and impact of the achievements presented in the written entry.

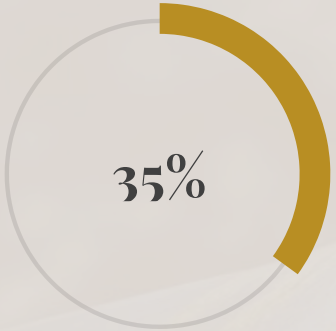
Round 2 determines the final rankings and winners across each category.

Judging Criteria & Weightage



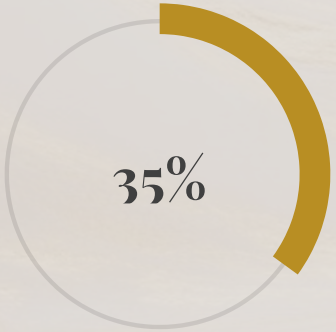
Problem / Challenge

Significance and complexity of client challenge.



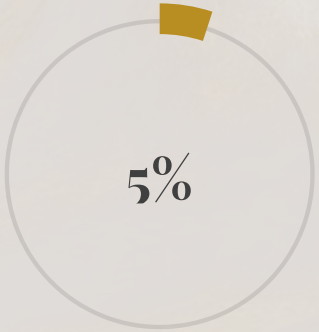
Client Impact / Result

Measurable results and transformation.



Sustainable Impact

Innovation and long-term applicability.



Testimonial / Feedback

Authenticity and clarity of client feedback.

All scores are averaged, weighted, and audited for transparency.

Judging Criteria & Weightage Calculation - Part 2

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 unforseen 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.

Eligibility Criteria and Rules

1

Open to coaches of all backgrounds (read more in the next slide)

2

Global participation coaches from any country may submit there are no geographical restrictions.

3

Must have been actively coaching within the past 12–24 months.

4

Must adhere to recognized coaching ethics and codes of conduct.

5

Submissions must include proof of results, such as client testimonials, outcome data, or case studies.

6

Coaching programs, frameworks, or approaches submitted must be originally designed or delivered by the coach (not participation in another coach's program).

Eligibility Criteria - part 2

Coaching Credentials & Experience Requirements

Eligibility depends on the category entered:

Life Coaching Categories
&
Health Coaching Categories

- ICF - EMCC certification is not required, but it is recommended.
- Applicants must demonstrate a minimum of 500 hours of coaching experience in their respective field.

Business Coaching Categories
&
Teams & Organizations Coaching Categories

- ICF accreditation is required (ACC, PCC, MCC, or any ICF-recognized equivalent).
- such as EMCC (e.g. EIA Foundation, Practitioner, Senior Practitioner, or Master Practitioner)."

Rules - part 2

1

All entries must be submitted online via the Kaizen Torch Awards website no physical or email submissions will be accepted.

2

Each entry is valid for one category only. You may enter multiple categories, but each must have a unique submission story and corresponding fee.

3

The same story or case study cannot be reused across different categories.

4

Duplicate entries within the same category will be disqualified.

5

Jurors are permitted to submit their own entries, provided they do not evaluate or score their own submissions or any entries where a conflict of interest exists.

6

Final Submission Deadline: **22 May 2026, 6:00 p.m**. (UAE time).

Contact & Support

Have questions? We're here to help.

Email:

hello@kaizentorch.com

Website:

www.kaizentorch.com

Ready to shine even more?

Book Your entry call today and let the world know the Power of them !