

CTI VALUES

Co-Activity

We believe in co-active relationships, partnerships, and community, knowing that our impact will be much greater than if we acted alone. We operate from a foundation of respect and trust that each individual has inherent value to add. From the foundation of the Co-Active Model, we balance the “Co”, which stands for relationship, connection, intimacy and collaboration with the “Active”, which stands for power, direction, action and manifestation. We notice that the “Co” in us is curious, listens deeply, hears nuance, holds space for others, intuit and nurtures; and, the “Active” in us is courageous, has clarity and conviction, takes charge and achieves goals. We do not get to choose between “Co” or “Active” – we need to do both.

Accountability

We hold ourselves and each other accountable. We honor our word. We show up with integrity. What we say is what we mean and what we do.

Authenticity

We walk our talk. There is congruence between what we teach our clients and how we conduct ourselves. We expect and reward authenticity in one another. How we do our business is just as important as the business we do.

Generosity

We act from a stance of generosity and abundance. Our business and purpose is centered around giving and contributing to each other and the world.

Sustainability

We aim for sustainability for ourselves, our company and the world. We take care of ourselves, aimed at living fulfilling and meaningful lives. We ensure our company’s profitability, so our impact in the world will be sustainable. We embrace fun, joy, and ease in our actions and relationships as important pointers to sustainability. We are serious about our impact in the world, and we don’t take ourselves too seriously.

World-Class Quality

We hold ourselves to the highest standards and take pride in our world-class quality in everything we do. We hold excellence as an ever evolving target. In our commitment to excellence, we continually ask for and give feedback. We pay attention to details because quality demands it.

Continuous Learning

We are committed to lifelong learning for ourselves and our clients. We celebrate our mistakes as opportunities for learning and necessary for innovation. We remain actively curious to learn from our results, each other, and our community. We “dance” with what shows up, informed more by what is needed than fixed assumptions from the past. We reinvent ourselves as needed for the sake of our desired impact in the world.