

## CTI and the Institute of Coaching at McLean Hospital, a Harvard Medical School affiliate, building evidence-based best practices for coaching

### Linking the four cornerstones of the Co-Active® model to scientific research

**The Institute of Coaching (IOC)** has helped CTI bring the art and practice of coaching together with the science that supports its efficacy.

"We've known intuitively, and watching results for twenty years, that the Co-Active Model is an effective approach to coaching," says Karen Kimsey-House, CTI co-founder and CEO. "Now we can truly begin to link the theory and evidence bases that are congruent with the CTI model."

"It's exciting to see how the entire field can be uplifted by connecting science and theory with the spirit and practice of coaching."

Established in 2009, the IOC, with its centers for Leadership, Health and Wellness, Positive Psychology and Coaching is dedicated to enhancing the integrity and credibility of the profession. Every year, the Institute awards \$100,000 in grants for coaching research projects. CTI is a proud sponsor of the IOC.

"CTI offers a gold standard of coach training, and the Co-Active Model behind it is remarkably congruent with a vast body of

research in positive psychology and coaching," says Dr. Carol Kauffman, founder and director of the IOC who has been on the faculty of Harvard Medical School for over 25 years. "As business, health and personal coaches begin to master and articulate these messages, we believe it will create inroads for more individuals and organizations to see the value and validity of coaching."

"It's exciting to see how the entire field can be uplifted by connecting science and theory with the spirit and practice of coaching," Kauffman says. "In the future, results will continue to show how science can be mapped to CTI's Co-Active model and their four cornerstones of coaching."

**CTI** *World's largest in-person coach training school • Renowned for contextually based, experientially driven, transformative learning • 40,000+ people trained in 20 countries • ICF accredited • Industry's most rigorous screening process for coaches and workshop leaders • Global experts in coaching, coach certification, relationship agility, leadership development, engagement, team development, and coaching as a core leadership competency.*

#### **You are invited to join the Institute of Coaching Professional Association (ICPA)**

Annual fee for CTI community members:  
**\$100 USD** (reg. \$150)

As an ICPA member, you will have exclusive access to a wealth of resources, educational and networking opportunities:

- Access to the entire website
- Monthly coaching report
- Self-study master classes –10 per year (webinars, articles, videos)
- Learning tours in Leadership Coaching, Health & Wellness Coaching, and Positive Psychology
- Access to journal subscriptions
- Comprehensive library

Whether your goal is to become a professional coach or to become a better leader by adopting a "coach approach" in the workplace, this membership will support your personal and professional growth. Continuous learners will delight in the variety of resources available. Added bonus: If you plan to open your own practice, or want to introduce coaching to your organization, being able to link science to coaching provides powerful marketing and business case support!

To request CTI's special \$100 USD annual membership rate, email  
[cti@instituteofcoaching.org](mailto:cti@instituteofcoaching.org)

For FREE one-month access to the entire ICPA website or to learn about ICF-approved CEUs, email [cti@instituteofcoaching.org](mailto:cti@instituteofcoaching.org)

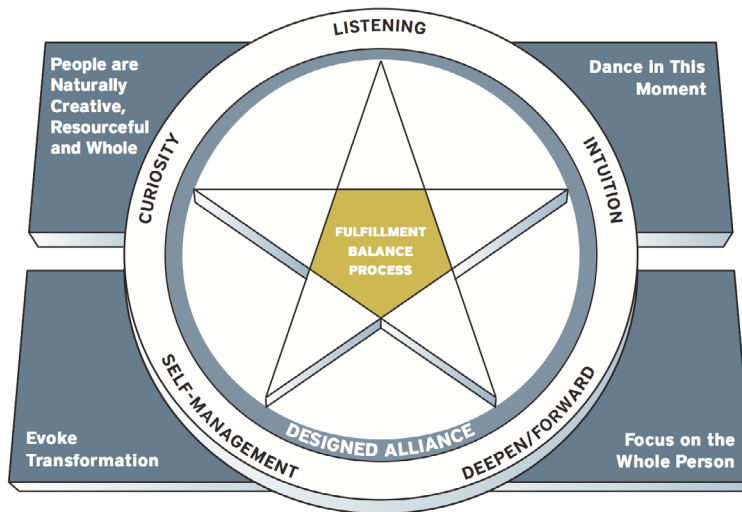


## CONNECTING SCIENCE WITH THE PRACTICE OF COACHING

# THE SCIENCE BEHIND COACHING -

## Connecting CTI's Co-Active® Model to research

### The Co-Active® Model



#### PEOPLE ARE NATURALLY CREATIVE, RESOURCEFUL & WHOLE

##### Research

Maslow's Actualizing Tendency  
Positive Psychology  
Appreciative Inquiry  
Strength Theory  
Humanistic Psychology

#### DANCE IN THIS MOMENT

##### Research

Emergent Process  
Improvisation  
Complexity Theory  
Mindfulness

#### EVOKE TRANSFORMATION

##### Supporting Research

Immunity to Change  
Pygmalion Effect  
Broaden and Build  
Positivity 3.1  
Stages of Change  
Hope Theory

#### FOCUS ON THE WHOLE PERSON

##### Supporting Research

Bio-psycho-social-spiritual Model  
P.E.R.F.E.C.T. Model

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