

**FACT SHEET: Co-Active Coach Training Program**

* CTI is the oldest and largest in-person coach training organization in the world.
* CTI has trained over 35,000 coaches and has also trained employees in more than half of the Fortune 100 companies in coaching and leadership skills.
* Widely recognized as the most rigorous coach training and certification program in the industry.
* Co-Active Coach training allows people to take relationships and conversations to a completely different level. They learn the skills to successfully coach individuals toward their goals, through establishing authentic relationship using the Co-Active® Model.
* Co-Active Coach Training is a 12-month program consisting of five, two-and-a-half to three-day, in-person workshops followed by a six-month virtual certification process.
* The five courses are *Fundamentals, Fulfillment, Balance, Process and Synergy*.
* CTI’s Co-Active Coach Training Program integrates three foundational principles that help the coaching client enhance both the quality and results they experience in life and work.
* [*Fundamentals*](http://www.thecoaches.com/coach-training/courses/course_fundamentals.html)opens the conversation about these principles with an experiential overview. The focus is on participation and practical experience with the tools rather than lecture, with numerous opportunities to coach and receive feedback on newly acquired coaching skills. Students learn to design effective relationship alliances, use the Co-Active Model to enhance their communication, distinguish and use three levels of listening, and explore a simple tool for maintaining balance in life. At the end of the course, the student has a very clear idea just how coaching might fit into their life.
* [*Fulfillment*](http://www.thecoaches.com/coach-training/courses/course_fulfillment.html) focuses on deriving deep meaning and satisfaction from life by developing skills for helping clients discover their unique values, identify self-defeating influences, and create their own vision for a compelling future. Fulfillment coaching is about helping clients to let go of preconceived rules and limitations and to step into what truly brings them alive.
* [*Balance*](http://www.thecoaches.com/coach-training/courses/course_balance.html)is about viewing the world from an empowered stance, making powerful choices and taking effective action. Coaches learn to assist their clients in developing new perspectives and creating a plan of action grounded in commitment. Because people live in constant motion, it’s easy to forget that they have a choice in everything they do. Balance coaching is about guiding clients toward making powerful life choices and selecting the experiences they want most, rather than dashing about either at the mercy of circumstances or trying to “have it all.”
* [*Process*](http://www.thecoaches.com/coach-training/courses/course_process.html) teaches how to fully experience the richness of any given moment. Coaches learn how to help clients work through emotionally charged issues and to understand that, although uncomfortable, chaos, confusion and inertia are part of a client’s forward motion. Process coaching is about being with clients wherever they are on the flowing river of their lives, allowing them to feel known and more fully know themselves and have clients experience what exists for them rather than talk about it.
* [*Synergy*](http://www.thecoaches.com/coach-training/courses/course_synergy.html) integrates all of the learning principles so that the student’s coaching is direct, potent and impactful. They will learn to use the power of story in their coaching, respond fluidly and use all of themselves to create in the moment rather than employing specific, rule-bound approaches.
* CTI’s Co-Active Coach Training prepares students to coach anyone on any topic. The Co-Active Coaching model is simple and elegant, adaptable in any coaching situation; personal, executive, group, wellness and many more. One of the cornerstones of the Co-Active model is that we focus on the whole person, not just one particular part of their life. People are multi-faceted and dynamic, and our model allows our coaches to work with whatever topic their client chooses.
* For current pricing, please visit [www.coaches.com](http://www.coaches.com)

**MEDIA CONTACT:**

Amy Logan

CTI Director of PR

[amylogan@thecoaches.com](mailto:amylogan@thecoaches.com)

office (415) 419-5557

cell (949) 637-9620