



Elevate your
coaching impact

become a
**CFTW CERTIFIED
INNOVATION COACH®**

CREATING FUTURES THAT WORK®



**Bring the full power of
creativity, innovation
and collaboration
to your clients through
arts-based learning.**

(No arts background needed!)



Introducing the CFTW Coach Certification Program®

At Creating Futures that Work®, we've developed a dynamic system that strengthens key leadership and innovation skills such as readiness to learn, cognitive agility, collaboration and problem solving.

We call it the ABEL (**A**rts-**B**ased **E**xperiential **L**earning) System.

Based on a decade of National Science Foundation-funded research, ABEL combines powerful arts-based experiential learning with unique instruments that measure and track skill mastery.

ABEL's effectiveness has been proven through successful use in Fortune 500's, educational institutions and non-profits. Now, we're excited to share our treasure trove of content and practical expertise.

We invite you to join us on a unique learning journey and become a

Harvey Seifter
Founder and Director

This program grows out of three deeply personal journeys.

An aerial photograph of a two-lane asphalt road that winds through a lush green valley. The road curves from the bottom left towards the upper right, disappearing into the distance. The surrounding landscape is covered in dense green trees and vegetation, with rolling hills visible in the background under a slightly overcast sky.

Harvey's journey began as a classically trained musician and moved toward the application of the arts in business and leadership.

Fred's journey began in business leadership and moved into the arts as a way to make a difference in the world.

Suhair's journey began as a painter, which led to decades of sharing her artistic processes with leaders as doorways to creativity and innovation.

Creating Futures That Work grew out of the convergence of these three journeys.

Over the years, Harvey, Fred and Suhair have developed a rich array of learning experiences, workshops and measurement instruments, bringing hundreds of leaders and teams through transformative experiences of personal and professional growth.

**If you are a learner, vibrating with curiosity;
if you are committed to your personal growth and the
growth of your clients;**

**if you are inspired by your own journey of self-
discovery...**

**...we invite you to join us on a journey of creative
exploration.**



CLIENT IMPACT



“ This program is powerful, having been built on the concepts and practices of arts-based learning in partnership with the National Science Foundation. A completely unique certification in the marketplace! ”

Marshall Goldsmith, Thinkers 50 #1 Executive Coach and only two-time #1 Leadership Thinker in the world.

As a CFTW Certified Innovation Coach, you will be able to:

- Help clients become better problem-solvers and decision makers
- Grow client leadership confidence, presence and impact
- Cultivate creativity and the ability to tackle the practical challenges of innovation
- Develop client team leadership and collaboration skills
- Enhance client agility, resilience and workplace empathy
- Prepare clients to become more active agents in their own professional growth



Master the Art of Strengthening Client Innovation Skills



READINESS TO LEARN

openness to new
information, tolerance
for uncertainty,
curiosity and inquiry

COGNITIVE AGILITY

idea range,
behavioral
flexibility, resilience

DRIVING CHANGE

problem solving,
discovering opportunity,
decision making

COLLABORATION

empathy, openness
to diversity,
team leadership

In just nine weeks, the CFTW Coach Certification Program will equip you to help clients close their innovation skill gaps.

You will learn to

- assess client innovation skills
- target learning and growth objectives
- facilitate workshops that strengthen key skills
- measure and track client progress

The CFTW program had a profound impact on my leadership. The discipline and creative skills I learned have led me to stronger collaborations and business results.

Lisa Steffes,
CEO of brightpeak financial (a division of Thrivent)
Creating Futures That Work coaching client

Integration & Marketing

Every coach has a unique personal style, philosophy and approach to working with clients.

The CFTW Coach Certification Program

- Empowers you to integrate ground-breaking insights, tools and techniques into your unique coaching approach.
- Equips you to enhance revenue from existing clients and identify new opportunities to grow your practice.

The CFTW program was outstanding and accelerated my development as a coach. Built on research and practical application, this unique program was challenging, exciting , creative and inspirational. The connection with other pioneers in this community is priceless.

Anne Game
Managing Director and Portfolio Lead
North Highland



About the Program



The entire 9-week program is delivered virtually.

CFTW Coach Certification includes:

- 4 one-on-one coaching sessions with Harvey & Fred
- 18 hours of interactive small group training
- Peer learning and independent projects
- All required training materials
- Certification in the ABEL System and the CFTW Innovation Skills Assessment®
- Ongoing support and collaborative opportunities

Program fee = \$5,200



The CFTW certification program provided me with a terrific new perspective on how to improve an organization's ability to innovate and a great new set of tools to use with my clients. From a personal standpoint it has been tremendously rewarding.

Dino Cattaneo - Executive Coach and Podcast Host
Managing Partner – Hoolibean/Authentic Leadership for Everyday People

Innovation Coaching Program Leaders

Our company is the world's leading provider of experiential learning that uses the arts to help leaders create dynamic, successful and sustainable futures.



Harvey Seifter is the founder of Art of Science Learning, a National Science Foundation - funded initiative that sparks

innovation in science, technology, engineering and education through the arts. Harvey is a classically trained musician, with 20 years at the helm of arts organizations garnering 5 Grammys and the Kennedy Center Award. From 2012-23, he taught collaboration and innovation to thousands of business leaders at GE's Crotonville Global Leadership Development Center.



Suhair Fakhoury is an executive coach and leadership development professional with 20+ years of experience working with senior

leaders and global enterprises. Fluent in English and Arabic, she is a gifted artist who brings her painting process to clients as a doorway to self-expression, creativity and innovation. Suhair also serves as Director of Special Projects for CFTW's affiliated National Science Foundation-funded research center, Art of Science Learning.

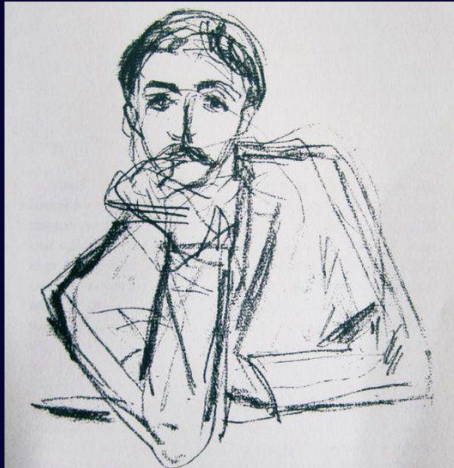


Fred Mandell PhD is a former award-winning senior executive and innovator, visual artist, writer,

teacher, social entrepreneur and transformation provocateur. He has developed emotionally resonant ways to teach skills, techniques and processes that accelerate innovation through arts-based learning. His The Leader as Artist series was rated the number one course at MIT's Sloan Innovation Period program.

TO GET STARTED TODAY

<https://futuresthatwork.com/certification-program>



hseifter@futuresthatwork.com

