



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.

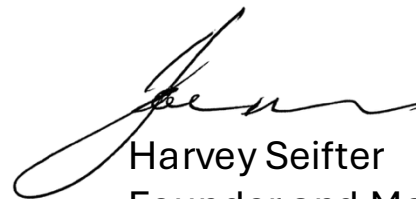
We call it the ABEL (**A**rts-**B**ased **E**xperiential **L**earning) System.

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

Creating Futures that Work Certified Innovation Coach



Harvey Seifter
Founder and Managing Director



Fred Mandell, PhD
Founder

This program grows out of two deeply personal journeys.

A photograph of a winding asphalt road that curves through a hilly, green landscape. The road has a double yellow line in the center and a white line on the edge. The hills are covered in grass and some trees, and the sky is overcast.

Harvey's journey began as a classically trained musician and moved toward applying 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.

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

Over the years, Harvey and Fred have developed a rich array of learning experiences, workshops and measurement instruments, bringing thousands 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 ambiguity
and uncertainty,
curiosity and inquiry

COGNITIVE AGILITY

idea range, behavioral
flexibility, resilience

COLLABORATION

Behavioral empathy,
openness to diverse
perspectives, leading
teams to success

LEADING CHANGE

solving problems,
discovering opportunities,
making decisions

In just ten weeks, the CFTW Certified Innovation Coach program will equip you to help clients cultivate future-ready mindsets and close their innovation skill gaps.

You will learn to

- assess client innovation skills
- target learning and growth objectives
- facilitate workshops that build skills and mindsets
- measure and guide 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 brightpeak financial, a division of Thrivent



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

An immersive and embodying way to discover your hidden talents that will elevate and future-proof your career.
Natalia Carlton, PhD – Managing Director at Duke Corporate Education.



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
- Certification in the ABEL System and the CFTW Innovation Skills Assessment®
- Ongoing support and collaborative opportunities
- All required training materials

Program fee = \$4,900



The entire 10-week program is delivered virtually.

Transformative. I'm genuinely thrilled with the outcomes!
Suzann Foerster – CEO Suzann Foerster Leadership Coaching

CFTW

Program Leaders

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



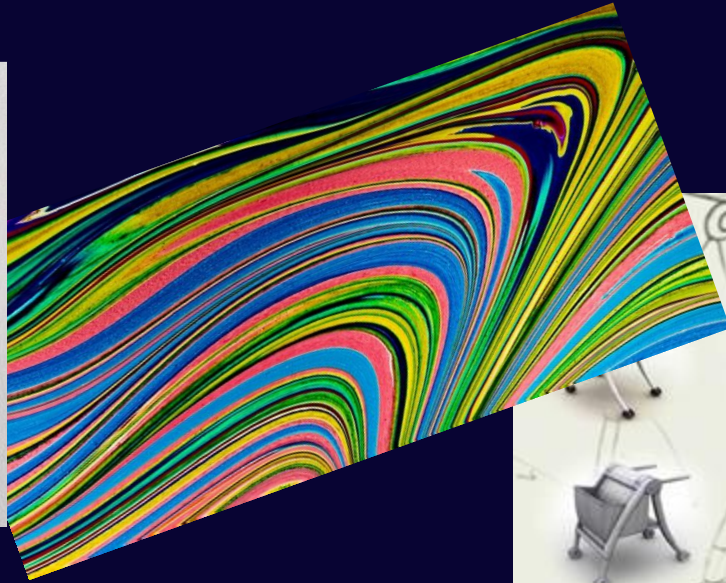
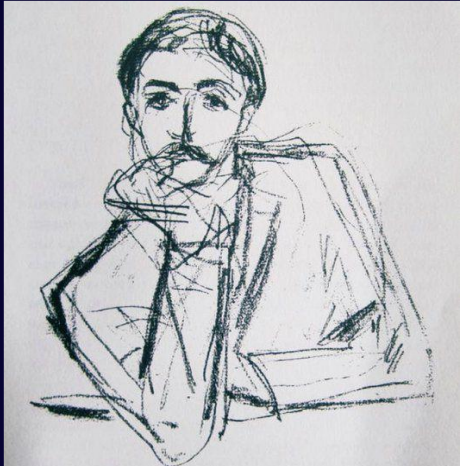
Harvey Seifter has helped develop the leadership mindsets and innovation skills of more than 25,000 leaders at GE's Corotenville Global Leadership Development Center. A classically trained musician, he's also led arts organizations that garnered 5 Grammys and the Kennedy Center Award. In 2008, Harvey founded The Art of Science Learning, a National Science Foundation-funded research center that uses the arts to spark innovation in science, technology and education.



Fred Mandell PhD is a former award-winning senior executive and business model innovator, visual artist, writer, teacher, social entrepreneur and transformation provocateur. He has developed emotionally resonant ways to teach individual and team skills, techniques and processes which accelerate innovative outcomes through arts-based learning. His series The Leader as Artist has earned the number one rated course at MIT's Sloan Innovation Period program.

TO GET STARTED TODAY

futuresthatwork.com/enroll



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