

Elevate your  
coaching impact

become a  
**CFTW CERTIFIED  
INNOVATION COACH®**

**CCE**

ICF CONTINUING  
COACH EDUCATION

**ICF**

**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®**

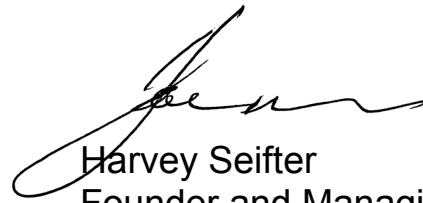
At Creating Futures that Work®, we've developed a dynamic system that strengthens key leadership and innovation skills such as readiness to learn, cognitive agility, collaboration and problem solving. We call it the ABEL (**A**rts-**B**ased **E**xperiential **L**earning) System.

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

ABEL's effectiveness has been proven through successful use some of the world's learning corporations, educational institutions and non-profits. Now, we're excited to share our treasure trove of content and practical expertise. We invite you to become a

**Creating Futures that Work Certified Innovation Coach**

Join us on a unique learning journey!

A stylized, handwritten signature in black ink, belonging to Harvey Seifter.

Harvey Seifter  
Founder and Managing Director

A stylized, handwritten signature in black ink, belonging to Fred Mandell.

Fred Mandell, PhD  
Founder

# This program grows out of two deeply personal journeys.

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.

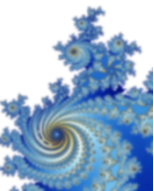
*Creating Futures That Work* grew out of the convergence of these two journeys.

Over the years, Harvey and Fred have developed a rich array of learning experiences, workshops and measurement instruments, bringing 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.**

CREATING FUTURES  
THAT WORK®





# CLIENT IMPACT



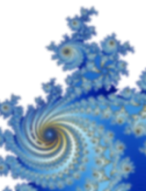
**“ This program is powerful, having been built on the concepts and practices of arts-based learning in partnership with the National Science Foundation. A completely unique certification in the marketplace! ”**

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

CREATING FUTURES  
THAT WORK®





# 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

## COLLABORATION

empathy, openness  
to diversity,  
team leadership

## ACTIVATING INNOVATION

problem solving,  
discovering opportunity,  
decision making

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 = \$4,500**



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

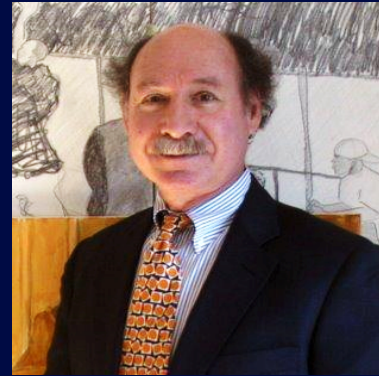


# CFTW Program Leaders

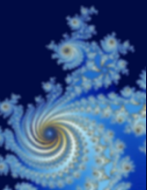
Our company is the world's leading provider of experiential learning that uses the arts to help leaders create dynamic, successful and sustainable futures.



**Harvey Seifter** is the founder of The Art of Science Learning, a National Science Foundation-funded initiative that uses the arts to spark innovation in science, technology, engineering and education. Harvey is also a classically trained musician, with 20 years at the helm of arts organizations garnering 5 Grammys and the Kennedy Center Award. Since 2012, he's taught collaboration and innovation to thousands of business leaders at GE's Crotonville Global Leadership Development Center.

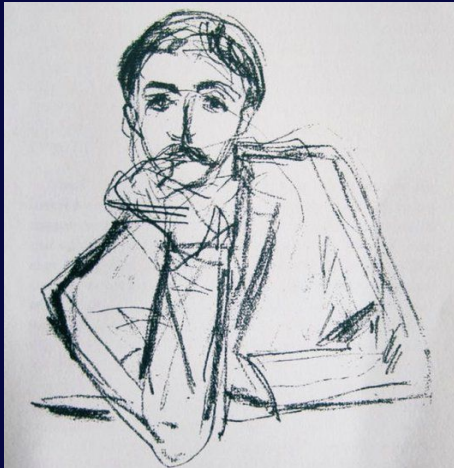


**Fred Mandell PhD** is a former award-winning senior executive and business model innovator, visual artist, writer, teacher, social entrepreneur and transformation provocateur. He has developed emotionally resonant ways to teach individual and team skills, techniques and processes which accelerate innovative 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-now](https://futuresthatwork.com/enroll-now)



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[fred.mandell@futuresthatwork.com](mailto:fred.mandell@futuresthatwork.com)

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