

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®

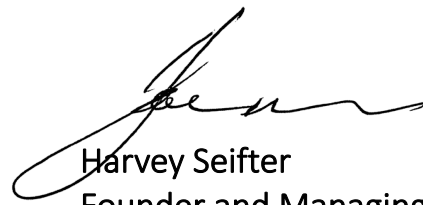
At Creating Futures that Work, we've developed a system that strengthens key leadership and innovation skills such as readiness to learn, cognitive agility, collaboration and problem solving. We call it the ABEL (**A**rts-**B**ased **E**xperiential **L**earning) System.

The ABEL System combines powerful arts-based experiences with unique instruments that quantify and track skill mastery. Over the past decade, its impact has been proven through successful use in hundreds of corporations, educational institutions and non-profits.

Now, we're excited to share The ABEL System, along with our treasure trove of content and practical expertise, with a small number of executive coaches. We invite you to become a

Creating Futures that Work Certified Innovation Coach

Join us on a unique learning journey!



Harvey Seifter
Founder and Managing Director



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.

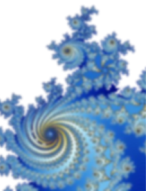
Creating Futures That Work grew out of the convergence of these two journeys.

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



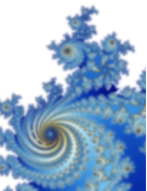
“ This program is powerful, having been built on the concepts and practices of arts-based learning in partnership with the National Science Foundation. A completely unique certification in the marketplace! ”

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 client creativity and ability to tackle the practical challenges of innovation
- Develop client team leadership skills 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

A low-angle, upward-looking shot of a Ferris wheel against a dark blue night sky. The wheel's structure is a complex web of white metal beams. Several passenger cars are visible, some lit up. The text is overlaid on the image in white and yellow. A small yellow circle with a blue dot in the center is positioned near the center of the wheel, acting as a focal point for the 'COGNITIVE AGILITY' text.

COLLABORATION

empathy, openness
to diversity,
team leadership

READINESS TO LEARN

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

COGNITIVE AGILITY

idea range, dealing
with uncertainty,
outside the box thinking

ACTIVATING INNOVATION

problem solving, discovering
opportunity, decision making, risk
assessment

In just ten 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 his/her own 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.

Becoming a Certified Innovation Coach was a wild ride filled with creative exploration and rapid growth. In this experiential arts-based program we were challenged, surprised, stretched and delighted. What emerged was an intimate community of pioneers eager to bring this unique work into our worlds.

Donna Krone, Leadership Coach



About the Program



CFTW Coach Certification includes:

- 4 one-on-one coaching sessions with Harvey & Fred
- 16 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 = \$4,100



The CFTW certification program provided me with a terrific new perspective on how to improve an organization's ability to innovate by leveraging creative skills, 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**

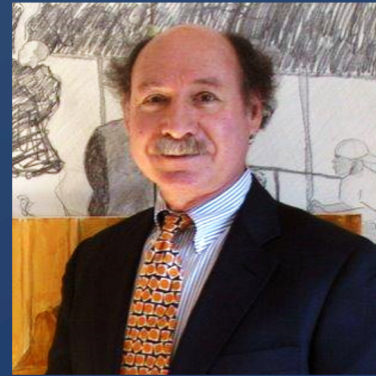
The entire 10-week program is delivered virtually.

CFTW Program Leaders

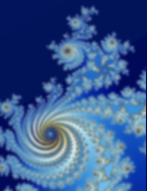
Our company is the world's leading provider of experiential learning that uses the arts to help leaders create dynamic, successful and sustainable futures.



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, go to
futuresthatwork.com/enroll-now

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fred.mandell@futuresthatwork.com

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