

Elevate your
coaching impact
in 2021

join the
CFTW COACH
CERTIFICATION
PROGRAM®



CREATING FUTURES
THAT WORK®

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

**(No arts background
needed!)**



Over the past decade, the Creating Futures that Work (CFTW) team has developed powerful arts-based experiential learning that inspires leaders, and unique assessment instruments that measure the impact of this training.

The **CFTW Learning Portfolio®** and the **CFTW Innovation Skill Assessment®** have been battle tested with more than 15,000 learners and validated through use in global corporations and many education, non-profit and public sector organizations.

Now, for the first time, we're excited to make our treasure trove of content and practical expertise available to a small number of executive coaches through our **CFTW Coach Certification Program**.

We invite you to enroll in the inaugural certification class and join us on a unique learning journey designed especially for the coaches.

A handwritten signature in black ink, appearing to read 'Harvey Seifter', positioned above the printed name.

Harvey Seifter
Founder and Managing
Director

Fred Mandell,
PhD
Founder



COLLABORATION

empathy, openness to diverse perspectives, team leadership

COGNITIVE AGILITY

idea range, ability to work in uncertain environments, outside the box thinking

READINESS TO LEARN

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

CRITICAL THINKING

decision making, risk assessment, prioritizing

PROBLEM SOLVING

identification, applying innovation criteria, finding solutions

**Level up the
skills-building services
you provide your clients.**

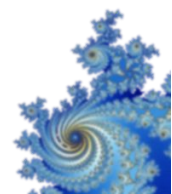
The CFTW Coach Certification Program will train and certify you in the CFTW Learning Portfolio® and the CFTW Innovation Skills Assessment®.

In 12 weeks, you will learn to facilitate a robust and field-proven set of workshops that strengthen key innovation skills, target learning and measure progress.

Upon completing the program, you will be able to:

- Assess client core innovation skills and target needs
- Help clients close their innovation skill gaps
- Document the concrete impact of your coaching and training
- Enhance and expand your coach offerings
- Differentiate your coaching practice in the marketplace

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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.

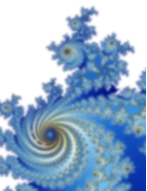
Fred's journey began in business leadership and moved into the arts as a way to make a difference in the world.

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

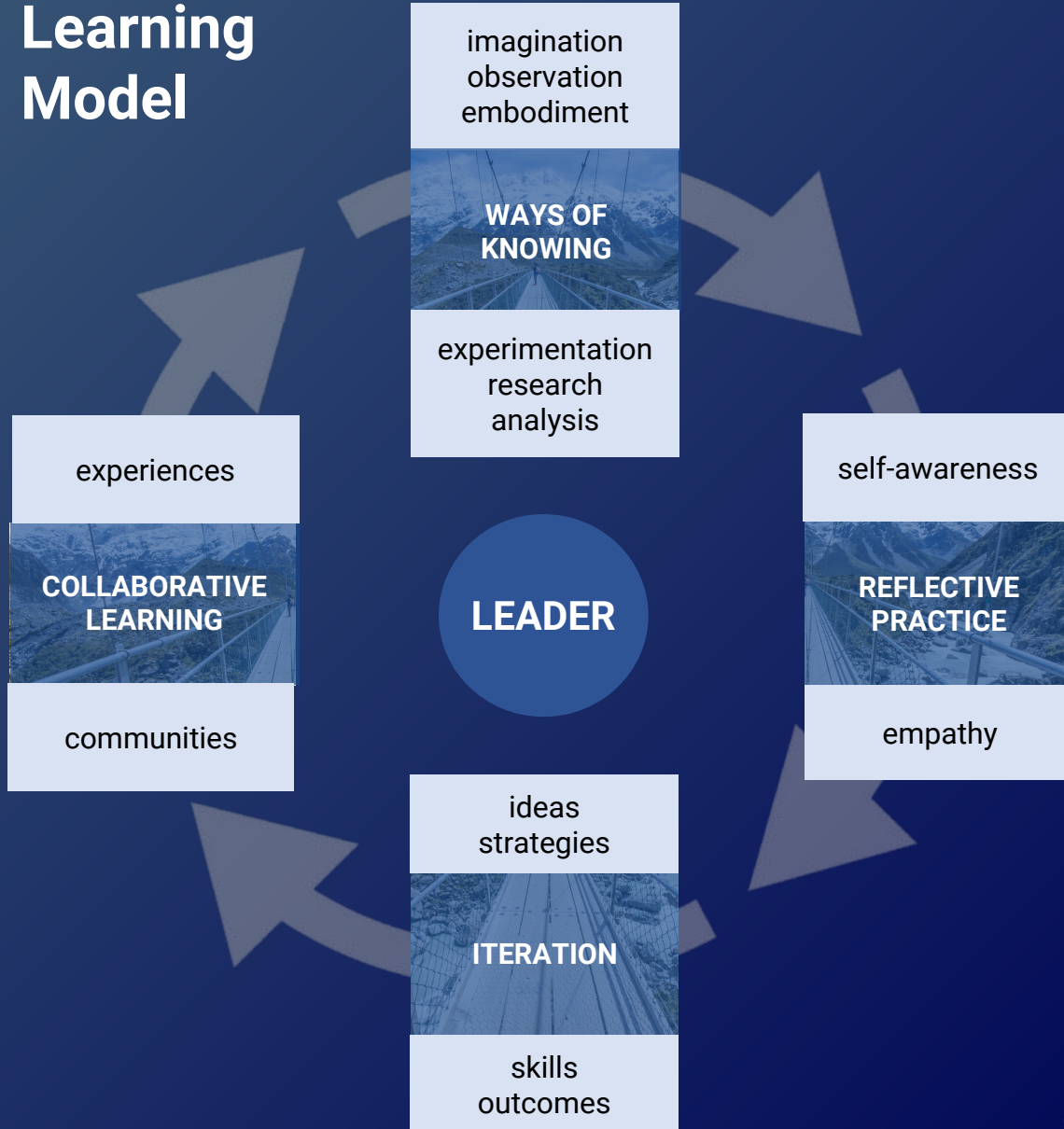
Over more than a decade Harvey and Fred have developed a rich array of tools, learning experiences, workshops and measurement instruments that have brought leaders and teams through transformative experiences of personal and professional growth.

**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 make 2021 your year of
creative renewal.**

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CFTW Learning Model



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The CFTW Learning Portfolio® consists of 12 dynamic arts-based experiential workshops for leaders and teams.

These resonant and emotionally connected workshops draw on a unique human-based learning model proven to catalyze innovation and enhance creative thinking, collaboration, problem solving and decision making:

- ▶ **Integrates** many of types of learning (i.e. experiential, logical/cognitive, social, visual, etc.)
- ▶ Embodies and leverages the **iterative** nature of human learning
- ▶ Uses **the arts** to develop leaders, build skills, strengthen creativity and teach innovation
- ▶ Incorporates **reflective practice**
- ▶ Leverages and fosters **collaborative learning**
- ▶ Empowers people to transcend their limiting beliefs and achieve **peak performance**

Mastering the Workshops

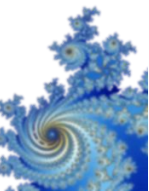


The *CFTW Coach Certification Program* will train you to facilitate all 12 workshops in the CFTW Learning Portfolio® and equip you to integrate them into your professional practice.

Working with Harvey, Fred, their most experienced facilitators and a peer learning cohort, you will:

- **Apply** the research, theory and science behind arts-based learning to the real-world challenges you and your clients regularly confront
- **Maximize** the impacts, outcomes and benefits of arts-based learning for your clients
- **Learn** to confidently lead the CFTW Learning Portfolio® through direct practice facilitation of all 12 arts-based experiential workshops in the portfolio
- **Master** techniques to help you seamlessly integrate arts-based learning into your broader coaching framework
- **Acquire** access to a robust digital tool kit of support materials
- **Enhance** your personal skill set related to creativity and innovation

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The CFTW Innovation Skills Assessment®



The *CFTW Coach Certification Program* will train you to identify strengths and target gaps in key innovation skills.

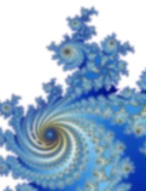
Key Measures:

- Idea range
- Cognitive agility
- Outside the box thinking
- Problem solving
- Openness to new information
- Tolerance for ambiguity
- Decision making
- Cognitive and emotional empathy
- Team leadership
- Openness to diverse perspectives

Unique Features:

- The only instrument on the market that measures the ability to apply innovation skills to real world challenges
- Measures both cognitive and behavioral innovation skills.
- Science-based and uses direct skill measurement. Does not rely on self-reporting, personality-based profiling, 360° assessments, etc.

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Benefits to Clients



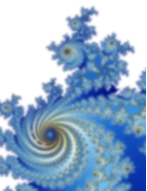
The CFTW program changed the way I see and tackle opportunities and problems both at work and at home, and had a profound impact on my leadership. The disciplined and creative skills I learned have led me to stronger collaborations and business results.

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

The CFTW Coach Certification Program will help you help your clients to:

- Become better problem solvers, innovators and decision makers
- Discover and leverage breakthrough opportunities
- Grow their leadership confidence, presence and impact
- Cultivate their creativity and learn to apply it to the practical challenges of innovation and business performance
- Develop their collaboration and team leadership skills
- Enhance their ability to apply agility, resilience and empathy to the workplace
- Become more aware learners and active agents in their own continued professional growth and development.

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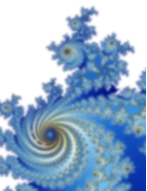
Integration & Marketing

Every coach has his/her own personal style, philosophy and approach to working with clients.

The CFTW Coach Certification Program will empower you to integrate a fresh, ground-breaking set of insights, tools, techniques and resources into your unique coaching approach.

This program will equip you to:

- Position the CFTW Learning Portfolio and the CFTW Innovation Skills Assessment to enhance revenue from existing clients.
- Identify new prospects, opportunities and markets to grow your practice through the use of these resources.



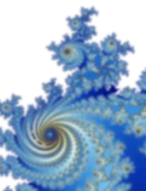


The DNA of CFTW

Over the past decade, with the support of large-scale research grants from the National Science Foundation, Harvey Seifter and The Art of Science Learning organization developed new arts-based innovation tools and training programs for business, and implemented them in Incubators for Innovation located across the country.

Hundreds of scientists, engineers, educators, entrepreneurs and business leaders collaborated on 30 cross-disciplinary and multi-generational teams, using these tools to tackle complex community problems. This work became the foundation of the CFTW Learning Portfolio®.

Seifter and his team also developed the precursor to the CFTW Innovation Skill Assessment® instrument which, since 2016, has been applied in more than 6,000 cases across business, government, healthcare, educational and community organizations in the US and internationally.

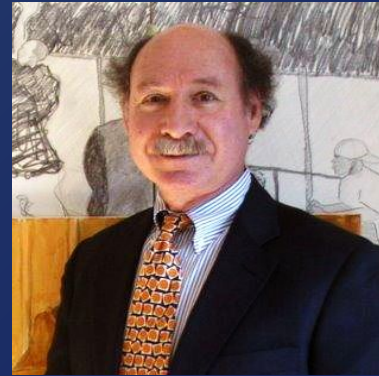


CFTW Program Leaders

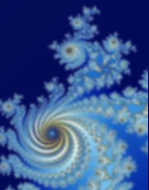


Harvey Seifter is the founder of The Art of Science Learning, a National Science Foundation-funded initiative that uses the arts to spark innovation in science, technology, engineering and education. Since 2012, he's taught collaboration and innovation to thousands of business leaders at GE's Crotonville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

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



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.



Time Commitment & Fees

This 3-month program, delivered virtually, includes 20 hours of group sessions accompanied by peer learning, independent asynchronous projects, and personal 1-on-1 coaching.

The total time commitment is 36 hours.

*** Program fee = \$4,100**

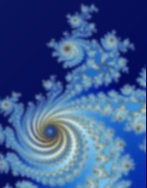
*** With early registration discount - \$3,950**



“ 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.

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To register for the certification program
or to receive more information
please email Fred Mandell at:

fred.mandell@futuresthatwork.com

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