

About CTI

CTI's Co-Active® Coach training and leadership development services create a dramatic change in the way people relate to and work with each other. The model has spawned a philosophy, a methodology, a skill set and a communication form that have been applied in business, education, healthcare, government and communities globally for over 20 years.

WHAT IS CO-ACTIVE®?

CTI's proprietary Co-Active® model balances self-awareness, a keen agility with relationships, and courageous action to create an environment where individuals are fulfilled, connected to others and successful in what matters most to them. Co-Active® principles have transformed the way individuals view themselves and interact with others, by empowering them to step fully into their leadership potential.

The intent of Co-Active® learning programs is to recognize the human beings behind the role they hold, allowing who they are "being" (Co) to be better balanced with what they are "doing" (Active). This dynamic process at the heart of the Co-Active® model.

Organizational leaders are accustomed to being "Active" – meaning working hard to achieve established goals and objectives. What often gets overlooked is "how" these goals and objectives are achieved. The "Co" recognizes that human beings are an organization's greatest asset, thus creating an environment where employees are fully engaged, aligned with their values and free to operate from conscious choice. Co-Active® creates an empowering culture where business results are achieved with purposeful intention versus burnout and high turnover.

Why CTI?

- Since 1992, we have trained over 50,000 individuals in 20+ countries.
- We have trained leaders from nearly half the Fortune 500 companies.
- We have certified the largest number of executive professional coaches worldwide.
- We are the largest, in-person coach training school in the world.
- We are the first organization to be accredited by the International Coach Federation.
- We have a global pool of over 200 highly qualified faculty members and over 7,000 CTI-certified coaches.
- We have relationships with influential organizations such as the Institute of Coaching (a Harvard Medical School affiliate), which is mapping CTI's Co-Active® model to qualitative research in the field of positive psychology.
- Our book, Co-Active Coaching: Changing Business, Transforming Lives, now in its 3rd edition and co-authored by CTI's CEO, Karen Kimsey-House, is considered a seminal work in the field.

WHAT DISTINGUISHES THE CO-ACTIVE® MODEL FROM OTHER MODELS?

What makes Co-Active® different is that it is not about solving problems. Rather it is first and foremost about discovery, awareness and choice. It is about empowering others to find their own answers, to discover their own resourcefulness – all in the service of improving performance, attaining goals and achieving results. Co-Active® recognizes that business success occurs through both effective relationships and attention to tasks.

Corporate clients include:

- Adobe
- Alliance Data Systems Inc.
- Barclays PLC
- British Gas
- Capgemini
- Cargill Inc.
- The Hertz Corporation
- Honda Motor Company, Ltd.
- Novartis International AG
- Royal Bank of Canada
- Singapore Civil Service
- UNICEF

The Co-Active® Model

