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# Worldwide Online Training for Coaches: the CTI<sup>®</sup> Success Story

## Case Study: CTI (The Coaches Training Institute)

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### **This case study covers:**

- ✓ Certification Program
- ✓ Professional Development
- ✓ Corporate Use

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### Introduction



Sabrina M. Roblin, CPCC, CTI  
VP Global Leadership Development

Founded in 1992, The Coaches Training Institute® (CTI) is the largest in-person coach training school in the world and the first organization accredited by the International Coach Federation (ICF). In the last 15 years, CTI has trained over 35,000 coaches in its unique, cohesive model known as “Co-Active Coaching®,” which integrates three foundational principles: fulfillment, balance, and process. Using a 12-month training program consisting of five in-person experiential workshops and a 6-month virtual Certification Program, CTI’s Co-Active® training aims to prepare individuals to coach anyone on any topic.

Its Certified Professional Co-Active Coach® (CPCC) virtual Certification Program relies on an iCohere platform to meld different technologies and experiences into a strictly structured program of supervised, self-guided study. Through this program, students from all around the world can

connect with an instructor to deepen their knowledge of Co-Active Coaching and obtain a professional credential from a prominent ICF-accredited program.

This 6-month program is recognized as one of the most rigorous in the industry with several demanding requirements, such as maintaining a roster of five paying clients, completing 100 hours of Co-Active training, keeping up with required weekly reading and homework assignments, and successfully passing written and oral exams.

A survey found that those who complete this ambitious Certification Program are much better for it: of the respondents who had become certified, 96% had found employment in the field of coaching and their average starting monthly salary was more than triple what they were making before the program.

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*“The online component holds the materials, is a place for e-mails to go back and forth, access homework, and so on. It has been helpful to make all of our materials electronic and accessible in an online format.”*

*— Sabrina Roblin, CPCC, VP Global Leadership Development*

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## Key Challenges

One of the most challenging aspects of a virtual Certification Program is ensuring a structured student experience. CTI's Certification Program involves a fairly large time commitment, requiring at least 3 to 5 training hours a week for 6 months in addition to 100 total coaching hours. For those with full-time jobs and busy personal lives, it can be challenging to budget time for the program—particularly because it takes place mostly on the phone and online. Without an in-person instructor to provide discipline and guidance, the participant must take the initiative to log in to the CTI site and complete the necessary work. To prevent students from feeling overwhelmed, it is important to establish an easy-to-follow site structure that simplifies the process for them. It is also helpful to have a facilitator who can provide additional support and a stimulating community experience. This way, participants find it easier to stay on track and the program seems less daunting and more manageable.

## Solutions and Results

The Certification Program has met these challenges head-on, creating a facilitated, rigorously structured program that has produced noteworthy results for many years. From April 1995, when the program first began, to December 31, 2009, 4,183 individuals out of 4,323 total registrants successfully completed the program, making for a 97% passing rate. The program today is so popular that it logs over 20,000 total discussion posts and it has been translated into French and Spanish. Furthermore, as previously mentioned, many of these individuals have gone on to find more lucrative positions in the coaching field.

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*"We all have access to e-mail, but what I like about iCohere is that I can post something that looks kind of like an e-mail or announcement, but will stay up there. Because it is static, you don't have to dig through piles of e-mails."*

*—Sandra Cain, CTI, Certification Program Leader*

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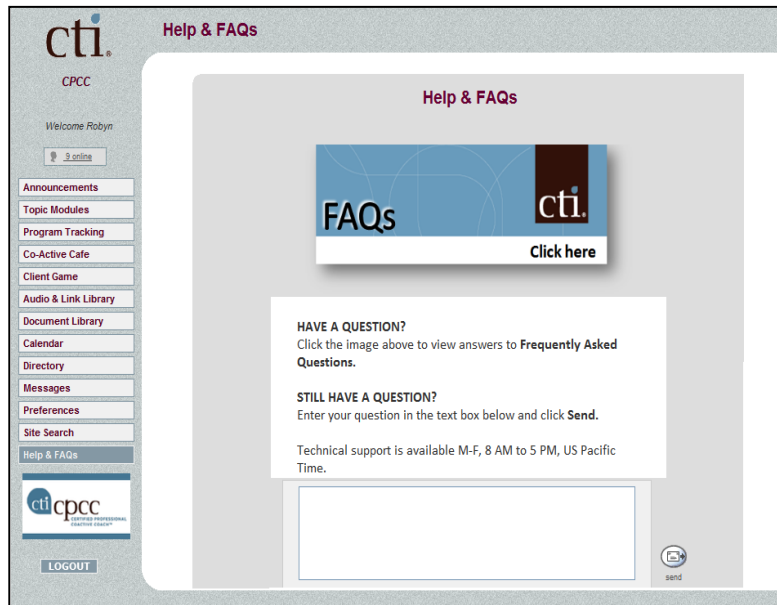
CTI's Certification Program owes its success to many factors. First, there is the CTI Certification Program Leader, who plays an active role during the program's 6 months. Program Leaders have gone through the CTI training program themselves, and thus have experience with the site and how it works. This Program Leader is available from the very beginning, creating basic introductory and Q&A threads to walk a group through the site. Once the program begins, he or she is able to track the progress of students in the program, and personally message anyone who has fallen behind or who has not

kept up with his or her responsibilities. The Program Leader has the capability to post announcements for the whole group, reminding them about real-time events and deadlines, as well as scheduling updates. Additionally, the Program Leader heads group calls (also known as "pod calls") that connect members of the group and reinforce concepts from readings.

Another contributing success factor is the program's small, personalized group format. Certification Program registrants are organized into what are known as "pods," consisting of only nine individuals. By limiting the size of the pods to nine people, the instructor is able to devote more time and attention to each individual. In addition, it creates a greater sense of community. Because it is such a small group, students are able to actually get to know one another through pod calls, group work, an open forum area known as the "Co-Active Café," and a searchable directory.

Finally, a major strength of the Certification Program lies in the range of the site functions. iCohere's platform provides clients with different modules, nearly all of which (except live meetings) are used in the CPCC site. Topic Modules, the core area of the site, includes practices, instructions, audio recordings, homework assignments, and more. Every two weeks, students begin a new Topic Module. Students can check their progress with the site's Program Tracker, which is designed to manage a participant's goals, supervision and coaching hours, and completion of module requirements and assignments. The Topic Modules and the Program Tracker provide a methodical structure, walking the participants through the program week by week so that they know exactly what they need to do. Other modules include the audio and link library where you can download all the audio files presented in Topic Modules, call recordings, as well as links to tools, books, and instruction videos. The document library stores course manuals, instructions, and forms.

The screenshot displays the iCohere CPCC website interface. On the left is a navigation menu with options: Announcements, Topic Modules, Program Tracking, Co-Active Cafe, Client Game, Audio & Link Library, Document Library, Calendar, Directory, Messages, Preferences, Site Search, and Help & FAQs. The main content area shows a post titled "Before and During the Pod Call" by the Program Administrator, posted on 03/26/09 at 6:44 PM. The post includes a "Reading Module #1" field with a "view" link, a "READ:" section with the text "Reading Module #1: 'Creating a Learning Community'", a "LISTEN:" section with the text "If you did not attend the live Orientation Call, listen to the recording of the call.", and a "PREPARE:" section with three numbered instructions: 1. Your introduction including your name, where you are from, and who you want to be in this program. 2. Think about your assumptions about the Certification Program and what promises you will make toward your involvement in the program. Come to the first Pod Call prepared to share one assumption and one promise with your group. 3. Knowing that they are the foundations of your designed alliance, note any modifications or additions to the Group Call Agreements that you would like to request.



Having all of these resources electronically available in a single, streamlined site has been enormously beneficial to participants. Rather than having to keep track of physical files, assignments, e-mails, and links on their own, all resources and essential information are easily accessible 24/7 at one location. Quickly acquiring skills in navigating all of the CPCC site modules is made easy from the start because of a downloadable wel-

come packet and a scavenger hunt activity to familiarize participants with the various features. A FAQs section and a help desk further assist participants with any site issues.

### *Co-Active Leadership*

Aside from the Certification Program, CTI also uses iCohere's platform to connect with participants in their Co-Active Leadership Program. According to Robyn Moulding, iCohere's Director of Training, "These sites are very private. Each group that goes through this leadership program has four physical retreats. They use iCohere in between the retreats to stay in touch, to go through documentation, and to do homework. It's not an academic program—they're uncovering things, and it's often intensely personal. They've found that this works really nicely."

### **Summary**

The online Certification Program has become a crucial step in the process of becoming a Co-Active Coach. After completing the first five Co-Active core coaching courses, CTI's Certification Program strengthens the knowledge of participants so that they are eligible to take a written and oral certification exam, and ultimately become a Certified Professional Co-Active Coach. By synthesizing a variety of formats and modalities into a single robust site, the Certification Program yields a unique and valuable learning experience for individuals seeking to become accredited. Though an online environment presents a few challenges, CTI has minimized the difficulties to participants by meticulously structuring their program and offering online access to a number of resources and experts, thus making it very straightforward for participants to continue their professional development as Co-Active Coaches.



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