



CO-ACTIVE[®]
TRAINING INSTITUTE

Build Leaders and Cultures that Last

**Transformational Coach Training
for Organizations**





Delivering Transformation for Over 30 Years

Co-Active Training Institute (CTI) has become the global gold standard in experiential coach training and leadership development since its founding in 1992. With more than 150,000 leaders and coaches trained worldwide, we've helped individuals and organizations develop the mindset and skill set to thrive in complexity.

We believe leadership is a lifelong journey, not a job title. Our programs equip people at every level to stretch their sightlines, build trust, and create meaningful change—in themselves, in their teams, and across their organizations.

Global Reach:

Programs delivered in over 16 countries and 13 languages by a globally credentialed faculty

ICF Accreditation:

First coach training organization accredited by the International Coaching Federation (ICF)

Innovative Approach:

Blends neuroscience, emotional intelligence, and real-world application

Beyond Coaching:

More than a coaching model—it's a movement to restore purpose, connection, and human potential to the center of the workplace

A Crisis of Culture—and Capacity

Today's workplace isn't just fast-paced. It's fractured. Many organizations are underperforming not because of a lack of strategy but because of disengaged employees, strained leaders, and stagnant cultures that can't keep up with modern demands.



▶ Disengagement is Dragging Down Results

Only 32% of U.S. employees are engaged at work, while 18% are actively disengaged—costing organizations up to \$550 billion annually in absenteeism, low productivity, and attrition.

▶ Turnover is Wiping Out Institutional Knowledge

Roughly one in three new employees quit within the first six months, and companies without a strong culture see turnover rates nearing 48.4%.

▶ Mental Health is a Growing Business Risk

Anxiety, burnout, and overwhelm are driving exits. The WHO reports that 12 billion workdays are lost annually to depression and anxiety—costing the global economy \$1 trillion each year.

▶ Innovation is Stalling

Only 30% of employees feel safe to take creative risks. 77% of CEOs say they lack the innovation they need from their teams—often due to unclear leadership and communication breakdowns.

Why Are These Challenges So Persistent?

The consequences are clear—but what’s driving them? In most organizations, it’s not a lack of intention or talent. It’s deeper cultural patterns that are often overlooked.

- ▶ **Performative leadership** instead of practical, people-centered influence
- ▶ **Pressure and burnout** normalized as signs of “hustle” and ambition
- ▶ **Low psychological safety** preventing innovation, healthy communication, and feedback
- ▶ **Inconsistent development** across departments and leadership levels
- ▶ **Surface-level training** that lacks staying power or real-world application



If left unaddressed, these cultural undercurrents compound quietly until engagement drops, performance slips, and people leave.

The Fastest-Growing, Most In-Demand Leadership Skill

Organizations are recognizing that coaching is a strategic imperative:

- ▶ **48% of leaders** rank coaching and mentoring as their top development priority.
- ▶ **33% of organizations** are focused on upskilling managers with coaching capabilities to future-proof their workforce.
- ▶ **Human-centered skills** like empathy, emotional intelligence, and self-awareness top the list of in-demand competencies.

Coaching bridges cultural and capability gaps. It builds leaders who are emotionally intelligent, equipped to unlock potential in others, and capable of fostering purpose, resilience, and balance in the workplace.



Who is Coaching For?

Once reserved for the executive suite, coaching is now essential for everyone. When embedded across all levels, it empowers individuals to lead, grow, and thrive—not just as employees, but as whole people navigating life and work.

Co-Active: A Model Built for This Moment

The Co-Active® Coaching Model is unlike anything else on the market. It is the only model that integrates “being” (presence, self-awareness, emotional depth) and “doing” (goals, accountability, action) to develop complete leaders—people who create connection, take ownership, and drive outcomes.

Why It's Unique:

1. Neuroscience-based

Grounded in research showing how coaching can form new neural pathways, regulate stress, spark creativity, and drive long-term behavior change.

2. Rooted in the “Co-Active” philosophy

Emphasizes not just moving toward a goal but how you show up along the way—integrating presence, purpose, and personal growth.

3. Centered on the idea that people are naturally creative, resourceful, and whole

A transformative belief that reshapes how leaders empower others.

4. Balances emotional intelligence and execution

Develops relational depth and trust alongside performance and accountability.

5. A pioneer and global gold standard in coach training

First coach training organization accredited by the International Coach Federation (ICF) with over 30 years of success in Fortune 100 organizations.





Proven Impact in the Workplace

Neuroscience research has shown that Co-Active coaching supports the development of **positive neural networks**, improves **stress resilience**, and increases **creative problem-solving capacity**—all while strengthening trust, engagement, and collaboration.

“Co-Active delivered a training program that has revolutionized how our teams operate and lead... producing both clear financial ROI and deep, felt benefits.”
—Lululemon

“The principles offered in Co-Active Coaching have fostered a journey that has genuinely shifted our organizational culture. Nowhere is this clearer than with job satisfaction and retention. My people love coming to work every day, and they drive each other to be an even better version of themselves.” —Colorado Child Welfare Training System

The Marriott Case Study

After implementing Co-Active coaching across departments, Marriott experienced

- ▶ 22% increase in associate satisfaction
- ▶ 10% rise in guest satisfaction
- ▶ 24% improvement in new hire retention
- ▶ \$278, 850 savings in turnover costs
- ▶ Fewer employee issues and complaints



Benefits for Your Organization

FOR EMPLOYEES

Develop in-demand leadership skills

Increase adaptability & resilience

Boost emotional intelligence

Earn coaching credentials

Learn by doing, not just watching

FOR ORGANIZATIONS

Scale consistent leadership across your teams

Reduce turnover, increase engagement

Build a culture of trust and psychological safety

Create a shared language for growth and accountability

Acquire a practical toolkit for effective leadership development and career mobility

Training That Sticks—and Scales

All Co-Active programs are ICF-accredited and led by instructors who hold ICF credentials. Our learners don't just listen to lectures—they coach, get coached, and receive real-time feedback from day one, producing 55% higher retention than traditional learning methods.

COACH TRAINING PACKAGES





Let's Build Your Organization's Desired Future

Organizations that prioritize people—not just productivity—are the ones that thrive long-term. The Co-Active Coaching Model activates influence in every person.

To discuss corporate enrollment, pricing, or custom rollouts, contact:

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