



CoachMastersacademy
Inspires Positive Change, Develops World-Class Coaches



TRANSFORMATIVE EDGE™

FOUNDATIONAL ADVANTAGE:

Certification Starter Track



Step into coaching where change is truly created.

Foundational Advantage is your entry into CMA's **TransformativeEdge™**—a proven, science-based approach to working with how people think, decide, and change.


In 16 focused weeks, you learn to lead conversations that move beyond quick fixes, surface what truly matters, and support decisions that last—preparing you to grow as a credible coach, trusted leader, and future ICF-credentialed professional.

Real change begins when people understand the meaning behind their responses. This kind of insight emerges when clarity and reflection are intentionally supported.

In many coaching conversations, the focus quickly shifts to actions or decisions. While these provide direction, they reveal only part of how a person is making sense of their situation. Beneath what is visible lies the reasoning that shapes interpretation—guiding how someone responds long before behaviour appears.

Logical questions can help organise what someone expresses, yet they often remain within the same frame of understanding. When that frame stays unchanged, conversations may progress without revealing what is truly guiding the person's interpretation.

Foundational Advantage equips you to work at this deeper level—helping people gain clearer insight, shift perspective, and move forward with decisions that are grounded, intentional, and sustainable.

A portrait of a woman with long, wavy blonde hair, smiling warmly. She is wearing a dark leather jacket over a dark top. The background is a bright, out-of-focus indoor setting with bokeh light effects.

“Every conversation holds the power to create positive change.”

Annekarien
van de Velde

Country & Education Director
New Zealand

The Transformative Edge™ is CMA's science-based coaching approach, developed through more than a decade of field practice and research. It provides a practical method for working with the thinking behind a person's response. **The Foundational Advantage** is the entry into learning this approach. It equips you to work at the level where new understanding emerges, perspectives change, and choices become clearer. The training strengthens the way you engage in real conversations. You learn to:

- Adopt a coaching mindset that supports reflective thinking, improving the quality of consideration and decision-making.
- Observe how a person is making sense of their situation and bring clarity to what is shaping their interpretation.
- Apply the Awareness-Clarity-Choice Conversation in everyday interactions, offering a practical method for guiding thinking in coaching and non-coaching contexts.

As the entry point in the professional pathway, **the Foundational Advantage** gives you a practical start for shaping conversations that support meaningful change. It positions you to build capability so your everyday interactions are more intentional and impactful, and is your **pathway to your ICF credential**.

"Engaging in Deep and Focused Conversation

Build the capacity to stimulate critical reflection, which helps people manage problem situations or issues and make better choices."



Accelerated Learning Track

Designed for professionals who want to make meaningful progress in a focused timeframe, Foundational Advantage delivers 70 hours of learning across 16 weeks. Each Lab builds progressively on the one before it. You follow a clear weekly rhythm, know what to expect, and see how every session contributes directly to your development.

PROGRAM SNAPSHOT

LEARNING HOURS

70 HOURS

Programme Format

BLENDED FORMAT

- 8 week duration
- 3 days of in-person
- 7 weeks of virtual learning

100% VIRTUAL FORMAT

- 16 week duration
- 2-hour live virtual sessions, twice per week

PROGRAM COMPONENTS

LEARNING LAB

3 IN-PERSON DAYS

OR

12 VIRTUAL CLASSES

PRACTICAL LAB

12 VIRTUAL CLASSES

MENTORING LAB

3 VIRTUAL SESSIONS

ENRICHMENT LAB

3 VIRTUAL SESSIONS

Both the in-person/blended and 100% virtual formats are designed to support deep learning through spaced sessions, guided practice, and real-time feedback.

Requirement for Completion

To complete the training, you will need to:

- ☒ Attend at least **70%** of the live sessions
- ☒ Submit **3 short reflection papers** (maximum 400 words each)
- ☒ Submit **3 recorded coaching conversations** (up to 40 minutes) demonstrating your understanding

These requirements are designed to support your learning in a manageable and meaningful way.

Detailed Program Overview

The program consists of the following components:

1. Learning Labs

- 12 live online sessions or 3 full in-person days
- Attend at least 9 sessions (make-up sessions available)
- All sessions are recorded and accessible via our LMS

Content includes:

- Module A (2 sessions): Coaching Definition & Mindset
- Module B (6 sessions): Making Observations (what to observe, reflecting back, inquiry)
- Module C (4 sessions): ACC Framework (Awareness – Clarity – Choice) and Client Engagement

2. Practical Labs

- 12 live supervised coaching practice and peer observation
- Rotate roles as coach, client, and observer
- Attend at least 10 sessions (observer make-ups available)

3. Mentoring Sessions

- 3 one-on-one sessions with an ICF-qualified mentor
- Personalised feedback
- Submit a recorded coaching session and transcript beforehand
- Scheduled at mutually convenient times

4. Enrichment Sessions

- 3 Faculty coaching demonstrations
- Various sessions available
- A short reflection is submitted through the LMS

In Summary

- Theory and concepts: taught during the Learning Labs (online or in person)
- Practice: developed through the Practical Labs and optional peer coaching
- Enrichment: observing the framework in action through faculty demonstrations
- Mentoring: personalised feedback to support your coaching development

ICF Credentialing Pathway

This program includes all required coach training hours, mentoring, and peer practice for the ICF ACC credential. After completing the program, participants simply need to:

- Log their coaching hours with clients
- Complete the ICF knowledge assessment

For those who wish to continue their development, we also offer:

- Competency Advantage Training (toward PCC)
- Mastery Advantage Training (toward MCC)
- Graduate Diploma

The Foundational Advantage provides a strong foundation to begin — or deepen — your coaching practice, with clear pathways toward advanced mastery if and when you choose.

Professional Roadmap

Depending on what you want to develop, there are three tracks you can take:

Exploratory Track:

Start with the 12 classes in Learning Lab, which can stand on its own and provides the same foundation as professional training. If you later choose to pursue certification, you can continue to the next stage.



Certification Track:

This training is approved by the ICF as a Level 1 Accreditation. Fulfilling the completion requirements allows you to apply for the ACC credential.

Academic Upgrade:

Build on your CMA training to earn a Graduate Diploma in Professional Coaching and Leadership Development with the Asian Institute of Management, adding a recognised academic credential to your professional qualification.

“Become the expert in the coaching process that makes real change possible.”



Your Investment in Professional Development

This programme is a significant step in your professional growth. It is designed to equip you with a level of coaching capability you can rely on, and the investment reflects the depth of training, the calibre of faculty and the structured support you receive across the full Professional Track.

IN-PERSON/BLENDED

NZD 4900 (Early Bird)

NZD 5900 (Regular)

100% ONLINE

NZD 3900 (Early Bird)

NZD 4900 (Regular)

Your next step is to contact your regional programme representative, who will confirm the fee and help you choose the intake and pathway that best fit your timing and professional plans.



Upcoming Intakes

Option 1: Evening 100% Online

Learning Labs: Mondays & Tuesdays, 7-9 PM NZT

Dates - Learning Labs

- Module A: 4, 5 May
- Module B: 11, 12, 18, 19, 25, 26 May
- Module C: 1, 2, 8, 9 June

Practical Labs: 22 June - 28 July 2026 (same days & times)

Programme completion: Mid-August 2026

Option 2: Daytime 100% Online

Learning Labs: Tuesdays & Wednesdays, 11:30 AM - 1:30 PM NZT

Dates - Learning Labs

- Module A: 29, 30 September 2026
- Module B: 6, 7, 13, 14, 20, 21 October
- Module C: 27, 28 October, 3, 4 November

Practical Labs: 10 November - 16 December 2026 (same days & times)

Programme completion: December 2026

Option 3: Evening 100% Online

Learning Labs: Mondays & Tuesdays, 7-9 PM NZT

Dates - Learning Labs

- Module A: 28, 29 September 2026
- Module B: 5, 6, 12, 13, 19, 20 October
- Module C: 26, 27 October, 2, 3 November

Practical Labs: 9 November - 15 December 2026 (same days & times)

Programme completion: December 2026

Option 4: In-Person Auckland CBD

Learning Labs (in-person): Wednesday 4- Friday 6 November 2026, 9:00 AM - 5:30 PM

Practical Labs (online): 9 November - 15 December 2026

Choose any 10 Practical Lab Sessions from the labs on:

- Mondays & Tuesdays, 7 - 9 PM NZT
- Tuesdays & Wednesdays, 11:30 AM - 1:30 PM NZT

Programme completion: December 2026

Choosing Your Intake

New cohorts open throughout the month across regions and time zones, so you can select an intake that fits your existing commitments.

How to choose your intake

- ☒ Decide which timing best fits your schedule.
- ☒ Check the online calendar for the next cohort in that slot and enrol.

You can view all current options at:

<https://www.coachmastersacademy.com/events/calendar>

With presence across **5 CONTINENTS** and **14 LOCAL OFFICES**, **COACH MASTERS ACADEMY** offers you not just a program but a trusted global school for professional coaching education.



Ready to Take the Next Step

If this program aligns with where you want to grow, we invite you to complete the **Interest Form** to begin the process. It helps us understand your intention, assess the best fit, and ensure the learning pathway supports the capability you want to develop.
<https://cma.coachmastersacademy.com/Interest-Form>



What Happens Next

Once the form is submitted, our team will arrange a brief conversation with you. This allows us to confirm alignment, clarify expectations, and provide the full program details.

