CoachMastersacademy
Inspires Positive Change, Develops World-Class Coaches

PEOPLE
POTENTIAL
PURPOSE
A BRIGHTER
TOMORROW

BETTER
LEADERS
BRIGHTER
PEOPLE
STRONGER
TOMORROWS



TRANSFORMATIVE EDGE™

FOUNDATIONAL ADVANTAGE:
Certification Starter Track

REAL COACHES. BRIGHTER PEOPLE. BOLDER TOMORROWS.

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Accelerated Learning Track

Designed for professionals who want to make meaningful progress in a focused timeframe, this track 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.

PROGRAMME SNAPSHOT

70 HOURS
Learning Hours

16 WEEKS
Duration

Live sessions every Monday and Tuesday

Delivered 100% Online — structured to support deep learning through spaced sessions, guided practice, and real-time feedback.

LEARNING ARCHITECTURE

Learning Lab	**14 Virtual Classes**
Practical Lab	**12 Virtual Classes**
Mentoring Lab	**3 Sessions**
Enrichment Lab	**3 Sessions**

If meeting in person matters to you, a hybrid option includes a three-day in-person Lab in selected locations, adding face-to-face practice and connection to your online learning.

Requirement for Completion

To complete the Learning Lab, 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 conversation** (up to 40 minutes) demonstrating your understanding

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

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.

> **"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."



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Inside the Learning Experience

Building your capacity to enable real change

Phase 1 Learning the Science of Change

It begins with the Learning Lab. Here, you see what makes coaching transformational: how people make sense of their situation, how thinking patterns shape what they say and do, and how everyday exchanges can become reflective dialogue that changes how they see what is happening. With our proprietary **Awareness–Clarity–Choice Conversation,** you gain a practical framework to help people reach a clearer, more constructive perspective on their situation.

In this phase, you learn to:

- Distinguish coaching from advising or mentoring and create the conditions for reflective thinking.
- Observe how thinking patterns steer a conversation and shape what feels possible.
- Hear beyond the surface story to the meaning behind a person's reactions, concerns, and aspirations.
- Engage people in reflective thinking so their responses are calmer and their decisions more intentional.

As you apply this, you notice difficult conversations becoming more constructive.

You choose how far to take this learning:

For Your Own Growth:

The Learning Lab stands as a complete experience. You understand how change works and gain a practical conversational framework you can rely on in complex, emotionally charged moments.

For Supporting Others:

You continue into the next phase, where you develop the competency to coach others at the professional level.



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Phase 2 Practising for Real Impact

In the Practical, Mentoring, and Enrichment Labs, you work with real situations, receive expert guidance, and see the approach demonstrated at a high standard. This reflects our rigorous learning design, with focused practice, precise feedback, and clear demonstrations of mastery.

As you progress through these Labs, you will:

- Apply the framework in live conversations and see it bring focus, surface what matters, and support more thoughtful responses.
- Receive tailored feedback that highlights strengths, reveals blind spots, and shows you how to deepen your impact.
- Witness high-calibre coaching in action and gain a clear picture of the standard you are growing toward.

These Labs consolidate your capability to work at the level where people make sense of what is happening and decide what to do next. Together, they form the Foundational Advantage—the foundation of your professional pathway in coaching.

"Understand how change really works and create reflective space that draws out insight and decisions people can stand behind."



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what makes Coach Masters Academy

Your Preferred Choice

1

Comprehensive Suite of ICF Coaching Education

Our program offers a complete certification pathway with Levels 1, 2, and 3, along with Continuing Coach Education (CCE). You will have a clear and progressive path to achieving coaching mastery through a unified framework.

2

Certification that Meets Academic Standards & Excellence

Alexandra University in Romania endorses our program for its Master's in Organizational Coaching. Our accolades, including "Best Coaching Impact" by the ICF and "Best Coach Training Provider" in APAC, highlight our commitment to high standards.

3

Get Real Results, Real Change

Take your coaching skills to the next level with our proprietary framework, backed by decades of research and fieldwork. This is where science meets coaching—the perfect combination for successful change transformations.

4

Learning from the Expert in the field

CMA features a global faculty of 60 members, with 40% holding Master Certified Coaches (MCC) credentials. Learning from top professionals ensures significant returns on your investment, improving and accelerating your coaching skill and competency.

5

Unwavering Dedication to Continual Professional Development

Becoming a skilful practitioner is more than just obtaining a certification. We prioritize your ongoing development and support your professional development even after you have completed the formal training in our weekly enrichment learning.

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 (Monday and Tuesday sessions) 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.

