



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING



FOUNDATIONAL ADVANTAGE

Certification Starter Track



FOUNDATIONAL ADVANTAGE

STEP INTO COACHING WHERE CHANGE IS **TRULY CREATED.**

Foundational Advantage is your entry into CMA's Transformative Edge™ — a proven, science-based way of 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 stand — preparing you to grow as a credible coach, trusted leader, and future ICF-credentialed professional.

Real change begins when someone understands the meaning behind their response. In many coaching conversations, the discussion centres on actions or decisions — yet beneath what is visible is the reasoning that informs interpretation, shaping how someone responds long before behaviour appears.

When the frame stays unchanged, the conversation can move forward without revealing what is guiding their interpretation. This programme teaches you to change that.

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. Your everyday interactions become more intentional and impactful.

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.

PROGRAM SNAPSHOT

70	Learning Hours	16	Weeks Duration
Live Sessions	Every Monday and Tuesday	Live Online	structured to support deep learning through spaced sessions, guided practice, and real-time feedback.

LAB COMPONENTS

LEARNING LAB	12 VIRTUAL CLASSES
PRACTICAL LAB	12 VIRTUAL CLASSES
MENTORING LAB	3 SESSIONS
ENRICHMENT LAB	3 SESSIONS
ENGAGEMENT LAB	2 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.

FOUNDATIONAL ADVANTAGE

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.



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.

To keep the programme accessible in different parts of the world, fees are set regionally and reflect local economic conditions. In most regions, the indicative fees are

EXPLORATORY TRACK

US\$700 to US\$900

CERTIFICATION TRACK

US\$2,700 to US\$3,500

If you begin with the Exploratory Track and later continue into the Certification Track, you pay the difference between the two fees plus a small administrative charge. This means the total investment is slightly higher than enrolling in the Certification Track from the outset.

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

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.

- Decide which timing (Monday and Tuesday sessions) best fits your schedule.
- Check the online calendar for the next cohort in that slot and enroll.

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.

- | | |
|---------------|----------------|
| ■ Argentina | ■ New Zealand |
| ■ Australia | ■ Nigeria |
| ■ Germany | ■ Romania |
| ■ Hong Kong | ■ Saudi Arabia |
| ■ Japan | ■ Singapore |
| ■ Kenya | ■ Sri Lanka |
| ■ Lebanon | ■ UAE |
| ■ Los Angeles | |

WHAT MAKES COACH MASTERS ACADEMY **YOU** 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.

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 along with the regionally appropriate course fee.

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

You can find the schedule at:

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

