



CoachMastersacademy
Inspires Positive Change, Develops World-Class Coaches



TRANSFORMATIVE EDGE™

**FOUNDATIONAL
ADVANTAGE:**
Certification Starter Track
Learn to lead conversations that create real change

Step into coaching where change is truly created


Foundational Advantage is your entry into CMA's **Transformative Edge™**—a proven, science-based approach to working with how people think, decide, and change. If you've ever sensed there's more going on in a conversation than what's being said, this training is for you.

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.

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.



“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:

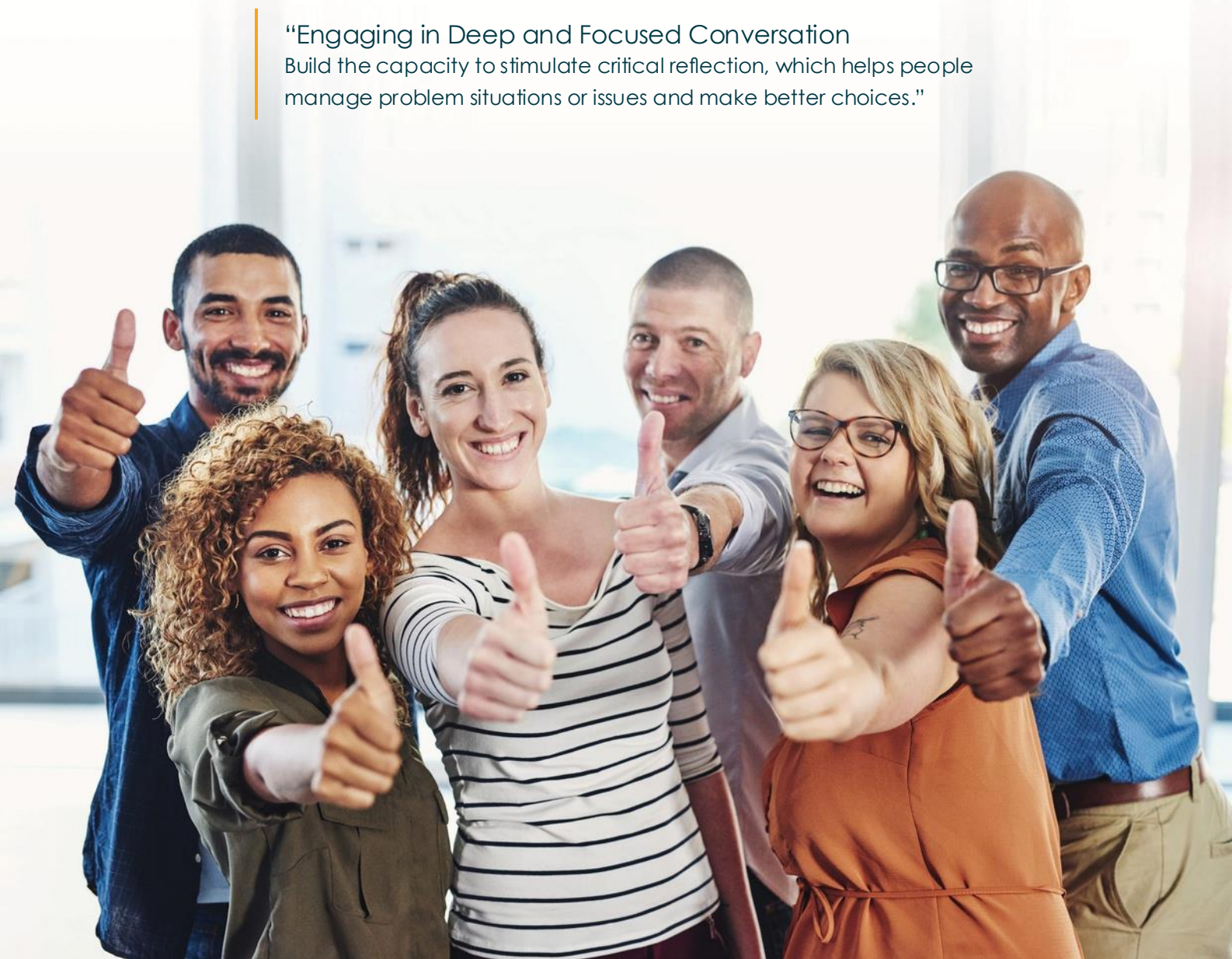
- Develop a coaching mindset that deepens reflection and decision-making.
- See how someone is making sense of their situation, and bring clarity to what's shaping it.
- Apply the Awareness–Clarity–Choice Conversation in everyday interactions, offering a practical method for guiding thinking in coaching 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 your **pathway to your ICF credential**.

Foundational Advantage is for you if you are a:

- HR/Corporate/Government leader
- Aspiring coach
- Team leader/manager leading with a coaching style

“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.

Choose the format that fits you:

Hybrid: Best if you value in-person connection

100% Online: Best if you prefer spaced learning and want maximum flexibility from anywhere in NZ

PROGRAM SNAPSHOT

LEARNING
HOURS
70 HOURS

Programme Format

HYBRID FORMAT

- 8 week duration
- 3 days of in-person
- 6 weeks of virtual learning: 2-hour live virtual sessions, twice per week

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

1. Learning Labs

Build the foundation

12 live online sessions or 3 full in-person days, with everything recorded so you can revisit it. Covers Coaching Mindset, Making Observations, and the Awareness–Clarity–Choice Framework.

2. Practical Labs

Turn theory into skill

12 live, supervised practice sessions where you rotate as coach, client, and observer. Real-time feedback helps the learning become craft.

3. Mentoring Sessions

Personalised guidance

3 one-on-one sessions with an ICF-qualified mentor. You submit a recorded session and transcript beforehand, and your mentor gives you focused feedback at times that suit you.

4. Enrichment Sessions

See the framework come alive

3 Faculty coaching demonstrations. Choose from multiple session times, then submit a short reflection through the LMS.

ICF Credentialing Pathway

This ICF Level 1 program includes all required coach training hours and mentoring for the ICF ACC credential. After completing the program, you simply need to:

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

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

- Competency Advantage Training (ICF Level 2, toward PCC)
- Mastery Advantage Training (ICF Level 3, toward MCC)
- Graduate Diploma

The Foundational Advantage gives you 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:

Curious about coaching but not ready to commit to certification? Begin with the 12 classes in Learning Lab. It works beautifully on its own and gives you the same solid foundation as our professional training, so if you later decide to certify, you can simply continue on 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/HYBRID

NZD 4900 ex GST (Early Bird)

NZD 5995 ex GST (Regular)

100% ONLINE

NZD 3900 ex GST (Early Bird)

NZD 4995 ex GST (Regular)

What's included in your investment

- 70 hours of live, expert-led training across 16 weeks
- 12 Learning Labs (or 3 full days in-person) and 12 supervised Practical Labs
- 3 one-on-one sessions with an ICF-qualified mentor
- Faculty coaching demonstrations
- All required training hours and mentoring for the ICF ACC credential
- Access to recordings, materials, and our LMS
- Personal support throughout, plus access to our NZ alumni community and ongoing complimentary coaching demonstrations and webinars after your training finishes

Theory in the Learning Labs, skill in the Practical Labs, personalised feedback in Mentoring, and coaching demonstration and inspiration in Enrichment. Each piece supports the others, so by the end your coaching feels grounded, fluid, and your own.

"I've become a better listener and help people develop their own solutions, rather than dive in with my fixes too early. I would highly recommend the CMA course to anyone in a leadership role, as well as those wanting to move into professional coaching."

Nicky S., Senior Leader and CMA Graduate, NZ

Upcoming Intakes

Option 1: 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 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: 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

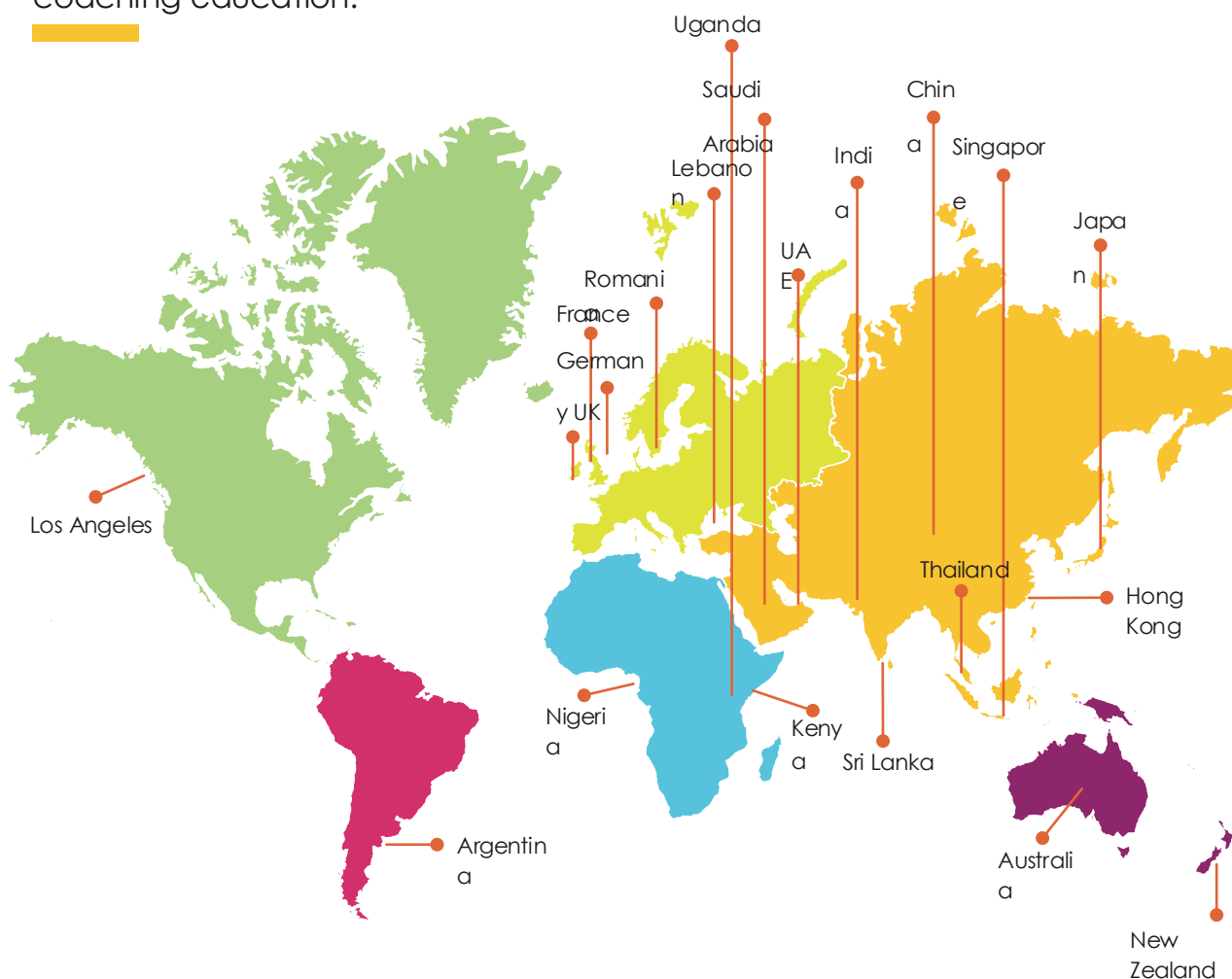
New cohorts open throughout the month across regions and time zones, so you can select an intake that fits your existing commitments. You can view all current options above and at:

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

How to choose your intake

- Decide which timing best fits your schedule.
- Email your Country Director Annekarien at annekarien@coachmastersacademy.com, or fill out the interest form below.
- Annekarien will personally be in touch, and will explore with you whether this programme is the right fit for you, confirm the fee and help you choose the intake and pathway that best fits your timing and professional plans.

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

We'd love to walk this journey with you. Take the first step when you're ready by emailing Annekarien (annekarien@coachmastersacademy.com), or 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.

FAQ

Do I need any prior coaching experience?

We welcome both new and experienced coaches. The training meets all levels.

Will I be ready to coach paying clients?

Yes, you will learn the skills and framework to conduct full coaching conversations

Can my employer fund this?

Many of our students from the corporate environment receive funding through their employer. We can provide an invoice.

What if I miss a session?

All Learning Lab sessions are recorded and available on our Learning Management System (LMS). You can miss up to 3 live sessions for the learning labs and 2 for the Practical Labs. Live make up sessions are available with other cohorts.

How much practice time per week should I expect?

Practice with peers outside of class is encouraged, but not required.

"The CMA approach to listening and questioning elevates what is relevant and important, expanding thinking and the dialogue in what matters. CMA's commitment to my development felt personal. I'd recommend this course to any team leader thinking about extending their capability."

Cheryl G., Leadership Coach and CMA Graduate, NZ