



CTAC™: The Certified True Alignment Coach Program

The purpose of this unique program is to enable consultants, coaches, Human Resource executives and practitioners, and executive strategists help leaders, teams, and organizations design and lead system-wide alignment to deliver greater levels of innovation and success.

Dates: September 11 (8:30am start) to September 15, 2023 (12:00pm close)

Location: Innovation Center, Anderson College of Business and Computing, Regis University, Denver, CO (located 12-15 minutes from downtown)

Program Size: Limited to 16 Participants

Cost: \$4,500 per participant

Registration: Please contact Heather Kuhar – heather@truealignment.com

Sharing over thirty years of research and practical application, True Alignment® (TA) Creator, Business Psychologist and Author, Edgar Papke, will guide you through the TA system and your direct application of knowledge, tools, and skills for creating customer, team, organizational, and personal alignment and achieving greater levels of success.

High performing teams and organizations are aligned groups of individuals committed to creating extraordinary results for themselves and one another.

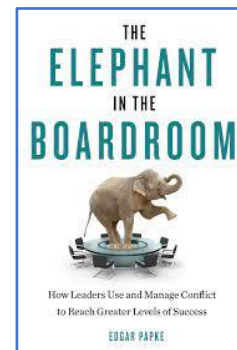
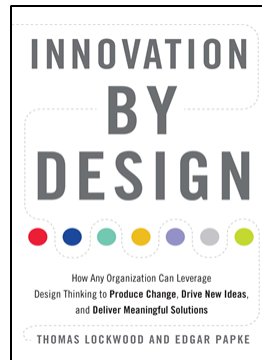
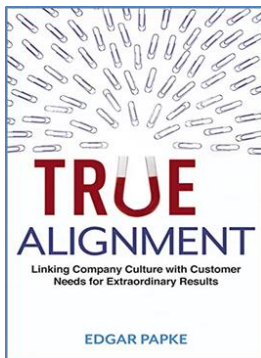
“The greatest predictor of success is alignment.”

Every conflict is the result of a misalignment. The key is to have the ability to effectively confront and manage disagreement and differing points of view. Having a framework and shared approach to alignment is a critical ingredient for leaders and their organizations to use conflict to innovate, create change, and constructively manage conflict to achieve greater levels of success.

True Alignment provides this necessary framework. It is the first comprehensive framework for organizational design and alignment that provides a system thinking approach for aligning your organization’s culture and leadership to the creative and successful delivery of the customer experience.

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To date, worldwide over 40,000 participants have attended TA programs, realizing the benefits of alignment. As part of that experience, hundreds of leadership coaches and organizational development practitioners, consultants, and HR professionals have learned how to apply the TA system and its tools, helping leaders and organizations align to deliver to their unique customer experience.



The CTAC™ Program delivers seven valuable and immediate applications:

- A system thinking approach for visioning and strategic planning, and execution that incorporates the essential ingredients of customer focus and experience, brand and market development, culture, and leadership.
- Research-based methodology and change leadership approaches to designing and leading aligned cultures of innovation.
- A proven, shared approach and terminology to confront and effectively manage and resolve the conflicts and dysfunctions of misalignment.
- An effective means to the creation and development of aligned, high performing teams.
- A comprehensive approach to leadership development, teamwork, and succession.
- An understanding of the role of personal alignment in creating greater individual engagement and performance, and the design of employee success strategies.
- An increased ability and skill to coach leaders, executives, and individuals toward greater alignment and achievement of professional and personal success and fulfillment.
- And more!

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Why CTAC™? Why now?

More than ever, there is a need to provide professional change leaders, guides, consultants, and coaches with the essential knowledge and competencies of alignment and increase their ability to influence and support others to succeed. This includes the means to help others create the alignment necessary to lead innovation and create change.

Let's face it, most change and innovation efforts and strategies falter or fail not because they are poor ideas or are ill conceived. They do so because most leaders, and their teams and organizations, fail to respond to the conflicts and dysfunctions of misalignment and the need for a shared framework for creating and leveraging innovation and collaboration. They struggle because they fail to consider the systemic characteristics and influence of human motivation and its role in the customer experience, team and organizational cultures, and the underlying elements of human behavior.

As the result of over three decades of research and experience, including the findings published in the books *True Alignment* and *Innovation By Design*, we recognize that for organizations to sustain innovation and high performance, they need more than just the skill development of leaders and traditional methods for teambuilding. They require that leaders take a systemic approach and, through conscious intention, pursue strategies to design and develop cultures that are in alignment to the customer experience. It is through this alignment that organizations, and their people, attain higher levels of creativity and performance in delivering their intended value and brand intention to the marketplace.

The unique framework for the True Alignment® model is the result of bringing together advanced work in the fields of psychology, organizational development, leadership, and market strategy.

- Over 60 years of study and research in human behavior and motivation – FIRO Theory; The Innovation By Design Study Group.
- Over 30 years of focus on the research and understanding of human motivation and its role in the customer (CX) and employee (EX) experiences, organizational and team cultures, and leadership, and the development of the Total Experience: TX™.
- Research on the advancement of our expanding marketplace and how to create and sustain high performance through alignment to competitive advantage and brand offering. A systemic approach to leading innovation and increased organizational performance.

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The CTAC™ Program and Certification provides proven methods and tools for helping leaders, teams, organizations, and individuals align.

The CTAC™ program provides the increased knowledge, tools, methods, and skills to deliver an improved capability for sustained change and growth, the realization of choice, and greater levels of collaboration and innovation throughout organizations and their teams.

FAQs

Who will benefit from attending?

The CTAC™ Program is a Professional Certification for those interested in gaining the expertise and skills to help leaders, teams, and organizations better align to achieve greater levels of performance. And to increase their personal alignment to their own purpose and professional and personal pursuits. This includes:

- Executive and leadership coaches
- HR and OD practitioners and consultants
- Chief Strategy Executives
- Chief Customer and Employee Experience Officers
- Strategy consultants
- Design leaders
- Team facilitators
- Educators

The Program will help anyone better understand the key elements of business and organizations through the lens of human design and motivation and apply a system thinking approach to any team, organization, and community program.

What are the key components of the program?

- The True Alignment® System
- Context: Our Business Society and The Age of Awareness
- Research and Understanding Human Behavior: FIRO Theory, True Alignment, The Innovation By Design Study Group
- The 4 Phases of Alignment: Awareness, Assessment, Alignment, Action
- Professional and Personal Alignment: The ME Model, My Role As...
- The Customer Experience: Designing Customer Success Strategy
- Brand Intention: Definition and Design
- Culture By Design: The 15 Culture Keys, Alignment Strategies
- Team Alignment: Culture and Development of Trust, Alignment Cadence
- Managing Misalignment and Curious Confrontation
- Innovation Methods: Design Thinking and Dialogue
- Designing and Developing Aligned Leadership
- Key Coaching Skills; Confronting Misalignment
- Personal Planning and Ongoing Development: Quarterly CTAC™ Meetings, Annual Gathering

Is there additional support? Coaching? Learning opportunity?

In addition to the professional certification, there are additional resources associated with the CTAC™. This is in recognition of the fact that all successful professionals require ongoing learning and coaching support. Participants are provided with access to coaching, engagement in alignment cohorts, and ongoing True Alignment® updates informing them of new research and application discoveries, designs and improvements to the TA system, methodology, and assessment and application tools. Furthermore, they are invited to participate in quarterly Alignment Meetings.

Who is Edgar Papke?

Edgar's purpose is to help create alignment. As a globally recognized business and leadership psychologist, and Master Corporate Executive Coach, he works with organizations, teams, communities, and leaders to improve their alignment and achieve greater levels of success and fulfillment. His accomplishments and recognitions include:

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- He has delivered over 3,000 keynote speeches and talks.
- Worldwide, over 40,000 CEOs, executives, and leaders have attended Edgar’s workshops and programs.
- He is the bestselling author of the books *True Alignment* and *The Elephant in The Boardroom* and coauthor of the Amazon bestseller and Soundview Business Book of the Year, *Innovation By Design*.
- Edgar is an ACEC Certified Master Corporate Executive Coach.
- An award-winning speaker, Edgar consistently ranks worldwide by over 45,000 CEOs as one of the most impactful speakers, providing unique views on business innovation, leadership, and constructive conflict: Recognized as Vistage Worldwide Impact Speaker of The Year, International Speaker of The Year, and inaugural recipient of the Top Performer Award.
- He is Executive-In-Residence in the Innovation Center at Regis University’s Anderson College of Business and Computing in Denver, Colorado.
- His ideas and writing have been featured by a number of publications, blogs, and outlets, among them: Fast Company, Huffington Post, FOX News, *Forbes*, TED, AMA’s Playbook, *Success Magazine*, *CIO*, *Investor’s Business Daily*.
- He has served as a host for public television and radio and serves as co-host of the [True Alignment Podcast](#).
- He is the Founder of [The Global Dialogue Project](#), a non-profit organization focused on helping people solve wicked problems.
- He holds a Bachelors Degree in International Business Management and a Masters Degree in Leadership Psychology from Regis University.
- He is a Co-Founder of the nationally recognized and award-winning [Horizons Alternative K-8 School](#) in Boulder, CO.
- Edgar holds a degree from The Culinary Institute of America, has received numerous awards including receiving the CIA’s prestigious Frances Roth Award and named as “The new breed of American Chef” by the *NY Times*.
- As a singer-songwriter, he has released three albums, performed worldwide, and was named to the Save The Music Foundation’s Honor Roll.
- As an elite-level soccer coach, in the span of 15 years he guided teams to over 30 tournament championships and league titles.