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# Our Clients

# CTI Client Example

## Automotive Fuel Cell Corporation (AFCC) Wins ICF 2017 Prism Award

The Prism Award program honors organizations that have achieved the highest standard of excellence in coaching programs that yield discernible and measurable positive impacts, fulfill rigorous professional standards, address key strategic goals, and shape organizational culture. (Learn more at [coachfederation.org/prism](http://coachfederation.org/prism).)

### **Committed to Professionalism**

AFCC has invested in CTI's The Coach Training Institutes, ICF Accredited, Accelerated Internal Co-Active Coach Training Program for 23 managers and leaders across the organization. This group included 80 percent of the senior management team and 50 percent of extended management.

### **Coaching, Everywhere**

Coaching is embedded in every aspect of AFCC's culture "Coaching takes place throughout the day; there's always a coaching conversation underway somewhere in the company."

In addition to formal coaching engagements, coach-like conversations take place regularly during one-on-one and team meetings.

### **A Strategic Imperative**

Coaching is a cornerstone of the organization's overarching strategic plan. The organization funds coach-specific training and continuous professional development opportunities and has made a commitment to strategically track and sustain AFCC's coaching culture.

AFCC has a dedicated budget in place for coaching and leadership development efforts.

"At AFCC, hydrogen is the element that powers our fuel cell technology and coaching is the human element that fuels our leaders and employees to be the best they can be," St. Onge says. "Coaching has changed our company's DNA."



# CTI Client Example

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One of the largest electric utility companies in Southern California, U.S.

## Project

Creating internal coaching cultures to enhance organizational effectiveness.

## Client Challenge

To develop leaders within the organization, by focusing on coaching as a key leadership competency.

## CTI's solution

Through a consultative collaborative approach, CTI set out to:

- Create effective coaches with the organization
- Improve Leadership capabilities
- Positively impact key business metrics
- Target and increase the organization's core values
- Help lower or cut the amount spent on external coaches

- Facilitate the establishment of an internal coaching culture

## Results

Based on quantitative reports and qualitative narratives, results indicated:

- Increased networking
- Alignment among leaders
- Greater effectiveness and efficiency in team deliverable
- Improved performance of individual employees



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