



CTG Implementation Guide

How to Bring Change The Game to Your Organization

I. Is Your Organization Ready for CTG?

CTG is not for every organization. It requires commitment, structural support, and a willingness to prioritize mindset work over quick behavioral fixes.

Before moving forward, assess whether your organization meets these readiness criteria:

Before assessing readiness, it's important to understand what CTG is.

CTG operates using the SHIFT Method™, a structured framework for personal transformation. The SHIFT Method™ is delivered through CTG's four-module curriculum, which guides participants through mindset development, behavioral change, leadership growth, and long-term impact.

This means CTG is not a menu of options or a toolkit to be customized. It is a sequence. The order matters. The structure is non-negotiable. Understanding this is the first test of readiness.

Operational Readiness

You can commit to 12 consecutive weeks

- Participants complete all four modules without interruption
- No pulling participants for competing programs or early transitions
- Cohorts remain intact from start to finish

You have dedicated facilitation capacity

- 2-3 hours per week minimum for group sessions
- Facilitator can maintain consistent presence throughout the program
- Administrative support for platform access and progress monitoring

You can provide technology access

- Participants have regular access to tablets, computers, or smartphones
- Internet connectivity is reliable
- Platform can be accessed 3-5 times per week minimum

Philosophical Readiness

You recognize that mindset precedes behavior

- Willing to invest in internal work before expecting external change
- Understand that compliance is not transformation
- Value cognitive development alongside behavioral metrics

You can measure outcomes beyond attendance

- Track engagement, not just completion
- Value qualitative shifts in thinking and decision-making
- Willing to document long-term impact, not just short-term compliance

You respect the framework's integrity

- Will not skip modules or shorten timelines
- Will not modify core content to “fit” existing programming
- Trust the sequence even when it feels slow at first

Institutional Readiness

Decision-makers are aligned

- Leadership understands what CTG is and why it's different
- Budget is secured for at least one full cohort
- Staff are prepared to support implementation without resistance

You have infrastructure for continuity

- Can provide post-program access to participants (30-90 days minimum)
- Have systems to track participants beyond program completion
- Can integrate CTG outcomes into case management or reentry planning

You are prepared to learn and iterate

- Will provide feedback on what works and what doesn't
- Willing to adjust facilitation approach based on participant needs
- Open to ongoing collaboration with CTG team

II. Implementation Models

CTG can be delivered in multiple formats depending on your setting and population. Choose the model that best fits your organizational capacity and participant needs.

Model A: Blended Facilitation (Recommended)

Best for: Juvenile justice facilities, residential programs, alternative schools

Structure:

- 2x per week facilitated group sessions (60-90 minutes each)
- Individual digital platform access for self-paced work between sessions
- Weekly progress check-ins with facilitator or mentor

Session Format:

- Week 1-3: Foundation (Module I)
- Week 4-6: Transformation (Module II)
- Week 7-9: Leadership (Module III)
- Week 10-12: Legacy (Module IV)

Facilitator Role:

- Guide group discussions around module themes
- Review participant writing (without grading or judging)
- Create space for honest reflection and peer learning
- Track engagement and flag participants who need additional support

Platform Role:

- Delivers structured lessons and writing prompts
- Tracks individual progress and completion
- Provides privacy for personal reflection
- Allows participants to work at their own pace between sessions

Why This Works: The blended model combines the accountability of facilitated sessions with the privacy and flexibility of digital access. Participants can process difficult material privately before sharing in group settings. Facilitators can focus on engagement and support rather than content delivery.

Model B: Mentor-Led Cohorts

Best for: Reentry programs, community-based organizations, youth development programs

Structure:

- 1x per week mentor-participant sessions (60-90 minutes)
- Digital platform access for independent work throughout the week
- Monthly cohort gatherings (optional but recommended)

Session Format:

- Mentor reviews participant's weekly progress on platform
- Discusses writing reflections and emerging insights
- Addresses challenges or resistance
- Sets intentions for the coming week's work

Mentor Role:

- Provide consistency and accountability
- Ask questions that deepen reflection
- Model vulnerability and growth mindset
- Connect CTG framework to real-life decisions and situations

Platform Role:

- Primary delivery mechanism for lessons and prompts
- Participant works independently 3-5x per week
- Writing becomes the basis for mentor conversations
- Progress visible to mentor without exposing private content

Why This Works: This model works well for participants transitioning back to community or managing complex schedules. The mentor relationship provides continuity while the platform ensures consistent structure. Particularly effective for reentry populations who need support without surveillance.

Model C: Classroom Integration

Best for: Alternative schools, credit recovery programs, youth diversion programs

Structure:

- CTG offered as semester-long elective (12 weeks minimum)

- 3-4x per week class sessions (45-60 minutes)
- Platform used for homework and extended writing

Session Format:

- In-class discussions around module themes
- Guided writing during class time
- Peer feedback and collaborative reflection
- Portfolio development for assessment

Teacher Role:

- Facilitate discussions without lecturing
- Assess writing development using standard rubrics
- Create safe space for honest self-examination
- Connect CTG to academic standards (literacy, SEL, leadership)

Platform Role:

- Supplemental resource for deeper engagement
- Homework assignments and extended reflections
- Portfolio building for college/job applications
- Progress tracking for grading purposes

Why This Works: This model allows CTG to meet academic credit requirements while maintaining its focus on internal development. Writing portfolios demonstrate both cognitive growth and literacy skill development. Can be aligned with English, leadership, or social-emotional learning standards.

Model D: Fully Digital (Independent Learners)

Best for: Adults in reentry, professionals seeking clarity, individuals without institutional support

Structure:

- Self-paced progression through all four modules
- No facilitation required
- Optional community forums or peer cohorts (platform feature)

Individual Role:

- Complete lessons and writing prompts independently
- Set own pace (recommended 12 weeks, can extend to 16)

- Track own progress and revisit modules as needed

Platform Role:

- Primary and sole delivery mechanism
- All lessons, prompts, and reflection tools accessible
- Progress tracking and completion certificates
- Optional peer connection features

Why This Works: Not everyone has access to institutional programming. This model makes CTG available to individuals committed to doing the work independently. Particularly valuable for adults post-release or professionals seeking personal development outside traditional systems.

III. Pre-Implementation Planning (4-6 Weeks Before Launch)

Step 1: Secure Leadership Buy-In

What This Looks Like:

- Present CTG framework to decision-makers
- Share pilot results and implementation guide
- Address questions about cost, time commitment, and outcomes
- Secure written commitment to full 12-week cohort

Key Conversations:

- How does CTG fit with existing programming?
- What outcomes matter most to your organization?
- What are potential barriers to implementation?
- How will success be measured?

Deliverable: Signed implementation agreement outlining timeline, cohort size, facilitator assignment, and budget allocation.

Step 2: Select and Prepare Facilitator(s)

Facilitator Qualifications:

- Does NOT require: Licensed therapist, certified counselor, advanced degree
- DOES require: Belief in participants' capacity, comfort with honest conversation, willingness to hold space without fixing

Ideal facilitator profile:

- Educator, youth worker, case manager, or mentor with 2+ years experience
- Comfortable facilitating groups of 10-25 participants
- Trauma-informed approach preferred but not required
- Willing to complete 4-hour CTG facilitator training

Facilitator Training Includes:

- Overview of CTG framework and philosophy
- Module-by-module facilitation guidance
- How to navigate resistance and emotional responses
- Platform navigation and progress monitoring
- Troubleshooting common challenges

Deliverable: Trained facilitator(s) ready to launch cohort with confidence.

Step 3: Identify and Enroll Participants

Cohort Size:

- Minimum: 10 participants
- Ideal: 15-20 participants
- Maximum: 25 participants (for single facilitator)

Selection Criteria: CTG works best when participants are:

- Facing real consequences or transitions (detention, reentry, school re-engagement)
- Capable of basic literacy (6th grade reading level minimum)
- Able to commit to 12 consecutive weeks
- Not in acute crisis requiring immediate clinical intervention

Enrollment Process:

- Explain what CTG is (not therapy, not punishment, not easy)
- Set expectations: writing is required, honesty is expected, completion matters
- Obtain consent (for youth, obtain parent/guardian consent as needed)
- Administer pre-program assessment (provided by CTG)

Deliverable: Enrolled cohort of 10-25 participants with completed consent forms and pre-assessments.

Step 4: Set Up Technology and Platform Access

What You Need:

- Tablets, laptops, or computer lab with internet access
- Individual login credentials for each participant (provided by CTG)
- Scheduled time for participants to access platform 3-5x per week

Platform Setup:

- CTG team creates organizational account
- Facilitator receives admin access to monitor progress
- Participants receive individual login credentials
- Test logins before Week 1 to troubleshoot issues

Technology Troubleshooting:

- What if participants don't have consistent access? Build platform time into scheduled programming (during class, free time, or supervised sessions)
- What if internet is unreliable? Download offline lessons in advance (feature available)
- What if participants forget passwords? Facilitator can reset through admin panel

Deliverable: All participants able to log in and access platform before Week 1 begins.

Step 5: Establish Logistics and Schedule

Weekly Schedule: Determine when and where CTG sessions will happen. Consistency matters.

Sample Schedule (Blended Model):

- Monday: Facilitated group session (90 min)
- Tuesday-Thursday: Independent platform work (30-45 min per session)
- Friday: Facilitated group session (90 min)

Sample Schedule (Mentor-Led Model):

- Weekly 1:1 mentor session (60 min)
- Independent platform work throughout week (3-5 sessions)

Logistics to Confirm:

- Room reservations for group sessions
- Technology access schedule
- Backup facilitator if primary is unavailable
- Plan for participants who miss sessions (makeup policy)

Deliverable: 12-week calendar with all sessions, platform access times, and key milestones mapped.

IV. Week-by-Week Implementation Timeline

Weeks 1-3: Module I – Foundation (Change Your Mindset)

What Participants Are Learning:

- How to examine their thinking patterns
- Where their beliefs about themselves originated
- The difference between inherited narratives and chosen ones
- How to identify and interrupt automatic assumptions

Facilitator Focus:

- Build trust and psychological safety
- Model vulnerability without oversharing
- Normalize discomfort that comes with honest self-examination
- Encourage writing even when it feels awkward or slow

Common Challenges:

- Resistance: “I already know myself” or “This is too personal”
- Avoidance: Surface-level responses, deflection through humor
- Literacy concerns: Participants uncomfortable with writing

How to Navigate:

- Don’t force vulnerability, create conditions for it
- Acknowledge resistance without judgment: “This feels uncomfortable because it’s real work”
- Offer writing support without doing it for them
- Celebrate small moments of honesty

Platform Engagement: Participants complete 8-12 writing prompts exploring identity, belief systems, and pattern recognition.

Week 3 Milestone: Participants can articulate at least one pattern in their thinking or decision-making that they were previously unaware of.

Weeks 4-6: Module II – Transformation (Change Your Moves)

What Participants Are Learning:

- How to map their decision-making process
- How to interrupt automatic responses
- The gap between intention and action
- How to practice new behaviors in low-stakes situations

Facilitator Focus:

- Shift from awareness to application
- Help participants see where they have control
- Discuss real-life scenarios where they can practice new moves
- Hold space for failure without shame

Common Challenges:

- Impatience: “I understand it now, why do I have to keep writing about it?”
- Overconfidence: Participants think they’ve “figured it out” and stop engaging deeply
- Reversion: Old patterns resurface under stress

How to Navigate:

- Emphasize that understanding and doing are different
- Point out gaps between what participants say and what they do
- Normalize setbacks as part of the process
- Reinforce that practice is not optional

Platform Engagement: Participants complete 10-15 prompts focused on behavioral mapping, consequence prediction, and decision rehearsal.

Week 6 Milestone: Participants can describe a specific situation where they chose differently because they paused and assessed first.

Weeks 7-9: Module III – Leadership (Change Your Influence)

What Participants Are Learning:

- How their actions affect others
- How influence works regardless of title or position
- How to align values and behavior (personal brand)
- How to communicate with clarity and consistency

Facilitator Focus:

- Expand participants' sense of responsibility beyond themselves
- Discuss leadership as internal coherence, not external authority
- Explore how they are already influencing others (family, peers, younger youth)
- Connect personal transformation to community impact

Common Challenges:

- Dismissiveness: "I'm not a leader" or "No one listens to me"
- Confusion: Participants conflate leadership with authority or charisma
- Fear: Concern that being visible or influential means being a target

How to Navigate:

- Redefine leadership as consistency and alignment, not perfection
- Point out moments where participants already lead (modeling, mentoring, setting tone)
- Address legitimate fears about visibility in their environments
- Emphasize that leadership is a choice, not a requirement

Platform Engagement: Participants complete 8-12 prompts exploring influence, communication, and alignment between stated values and actual behavior.

Week 9 Milestone: Participants can articulate their personal brand (how they want to be known) and identify one behavior that undermines or supports it.

Weeks 10-12: Module IV – Legacy (Change Your Impact)

What Participants Are Learning:

- How to think long-term (financially, relationally, strategically)
- How daily decisions compound over time
- Basic financial literacy as a tool for stability and agency
- What they want to build, protect, and leave behind

Facilitator Focus:

- Help participants envision futures that feel possible, not fantastical
- Ground legacy in practical terms (financial stability, healthy relationships, contribution)
- Discuss how to structure life for sustainability, not just survival
- Prepare participants for post-program continuity

Common Challenges:

- Hopelessness: “I don’t have a future” or “Planning doesn’t matter in my situation”
- Overwhelm: Long-term thinking feels impossible when immediate survival is the priority
- Cynicism: “Money/success isn’t for people like me”

How to Navigate:

- Acknowledge real barriers without reinforcing hopelessness
- Start with small, concrete steps (open a bank account, save \$20/week)
- Share examples of people from similar backgrounds who built stability
- Emphasize that legacy is not wealth, it’s intentional continuity

Platform Engagement: Participants complete 8-10 prompts on financial planning, relationship building, and defining their long-term vision.

Week 12 Milestone: Participants create a written 6-month action plan with specific, measurable goals tied to Foundation, Transformation, Leadership, and Legacy.

V. Facilitation Best Practices

Creating Psychological Safety

What This Means: Participants feel safe enough to be honest without fear of judgment, punishment, or exposure.

How to Build It:

- Set clear confidentiality agreements (what’s shared in the room stays in the room, with exceptions for safety)
- Model vulnerability appropriately (share your own growth journey without making it about you)
- Respond to honesty with curiosity, not correction
- Separate CTG participation from disciplinary consequences (this is not a space to gather evidence)

What to Avoid:

- Using participant disclosures in reports or case files without consent
- Shaming or lecturing when participants share difficult truths
- Allowing other participants to judge or attack each other
- Making CTG feel like another form of surveillance

Facilitating Without Fixing

The Trap: Facilitators often want to solve participants' problems, give advice, or rescue them from discomfort.

The Reality: CTG works because participants do their own thinking. Your role is to hold space, not provide answers.

How to Facilitate Without Fixing:

- Ask open-ended questions: "What do you notice about that?" "What would happen if you tried something different?"
- Reflect back what you hear: "It sounds like you're recognizing a pattern between X and Y."
- Resist the urge to reassure prematurely: "That sounds hard" is better than "It'll be okay"
- Trust the process: Participants don't need to have everything figured out by the end of the session

When to Intervene:

- Safety concerns (self-harm, harm to others)
- Participant is completely disengaged or disruptive
- Group dynamic becomes toxic or harmful

Handling Resistance

Types of Resistance:

- Overt: "This is stupid," "I'm not doing this," refusal to engage
- Covert: Surface-level responses, humor to deflect, compliance without depth

What Resistance Usually Means:

- Fear of vulnerability
- Lack of trust in the process or facilitator
- Previous negative experiences with "programs"
- Legitimate skepticism about whether this will actually help

How to Respond:

- Name it without judgment: “It seems like this exercise is bringing up some resistance. That’s normal.”
- Explore it: “What about this feels pointless or unsafe?”
- Don’t force it: “You don’t have to share out loud, but I’m asking you to engage with the writing privately.”
- Give it time: Many resistant participants become the most engaged by Week 4-5

What Not to Do:

- Take it personally
- Argue or try to convince them
- Threaten consequences
- Give up on them too early

Managing Group Dynamics

Common Group Challenges:

Dominators: One or two participants monopolize discussion

- **How to handle:** “I want to hear from people who haven’t shared yet,” Set time limits, redirect gently

Silent participants: Engaged but never speak in group

- **How to handle:** Don’t force it, check in privately, validate their written work, create smaller breakout opportunities

Side conversations/distractions: Participants chatting, joking, not paying attention

- **How to handle:** Pause and wait, address it directly without anger, remind them why they’re here

Peer judgment: Participants criticizing or mocking each other’s shares

- **How to handle:** Shut it down immediately, restate confidentiality and respect agreements, separate if necessary

Using Writing as the Core Tool

Why Writing Matters: Writing slows thinking. It externalizes patterns. It creates a record participants can return to.

How to Use Writing in Sessions:

- Give 10-15 minutes of writing time during sessions (not just homework)
- Read prompts aloud and clarify before participants begin
- Don't require participants to share what they write (but invite it)
- Review written work privately to gauge depth of engagement

What to Look For:

- Length increases over time (early: 3-4 sentences, later: full paragraphs)
- Specificity increases (moving from vague to detailed)
- Honesty increases (moving from “correct” answers to real reflection)
- Complexity increases (recognizing nuance, contradictions, gray areas)

What NOT to Do:

- Grade writing for grammar/mechanics (this is not English class)
- Judge the content of what they share
- Use writing as evidence against them
- Force participants to read their writing aloud

VI. Measuring Success

CTG defines success differently than traditional programs. Completion matters, but it is not the only indicator.

Quantitative Metrics

Completion Rate

- Target: 70%+ of enrolled participants complete all 12 weeks
- Track: How many finish vs. drop out, and at what point

Engagement Rate

- Target: 80%+ platform login rate among active participants
- Track: Average logins per week, session duration, writing completion

Writing Output

- Target: 15-25 pages of written reflection per participant
- Track: Total pages, average per module, quality improvement over time

Behavioral Indicators (if applicable)

- Track: Incident reports, disciplinary actions, case manager observations
- Compare: Pre-program vs. during-program vs. post-program

Pre/Post Assessments

- Administer: Week 1 and Week 12 self-efficacy surveys (provided by CTG)
- Measure: Changes in self-awareness, decision-making confidence, goal clarity, narrative ownership

Qualitative Indicators

Participant Feedback

- Exit interviews or surveys at Week 12
- What changed for you? What was most valuable? What was hardest?

Facilitator Observations

- Shifts in how participants talk about themselves
- Depth of reflection in group discussions
- Willingness to be vulnerable or challenge themselves

Staff Reports

- Teachers, case managers, probation officers notice differences in behavior, communication, or engagement
- Collect these informally throughout the program

Long-Term Outcomes (When Possible)

3-6 Months Post-Program:

- Are participants still engaged with education/employment?
- Have there been new arrests or violations?
- Are they using CTG language/framework in real decisions?

1 Year Post-Program:

- Recidivism rates (for justice-involved populations)
- Educational attainment (GED, college enrollment)
- Employment stability
- Self-reported life satisfaction and agency

VII. Common Implementation Challenges and Solutions

Challenge: Low Engagement with Platform

Why This Happens:

- Participants don't have reliable access
- Platform feels overwhelming or confusing
- Participants don't see the connection between digital work and group sessions

Solutions:

- Build platform time into structured schedule (not just “homework”)
- Walk through platform navigation in Week 1
- Reference platform content during group discussions to show integration
- Celebrate progress milestones publicly (without exposing private content)

Challenge: Participants Drop Out After Week 3-4

Why This Happens:

- Foundation is uncomfortable, participants hit emotional resistance
- Early release, transfer, or program changes
- They don't yet see the value

Solutions:

- Normalize discomfort in Week 1: “This will feel harder before it feels easier”
- Check in individually with participants showing signs of disengagement
- Advocate with administration to protect CTG time from disruptions
- Share testimonials from past participants who pushed through

Challenge: Facilitator Feels Overwhelmed or Underprepared

Why This Happens:

- Participants share heavy trauma or difficult experiences
- Facilitator feels pressure to “fix” participants
- Group dynamics are challenging

Solutions:

- Remember: You are not a therapist, you are a guide
- Refer participants to clinical support when needed
- Use CTG support team for troubleshooting (monthly check-in calls available)
- Debrief with co-facilitator or supervisor regularly

Challenge: Administration Wants to Modify Timeline or Content

Why This Happens:

- Pressure to show quick results
- Competing programming demands
- Misunderstanding of what CTG is designed to do

Solutions:

- Revisit implementation agreement and framework integrity commitments
- Share pilot data showing why 12 weeks matters
- Offer to adjust delivery model (blended vs. mentor-led) but not content
- If administration insists on modifications, pause implementation until alignment is restored

VIII. Post-Program Support and Continuity

CTG does not end at Week 12. Infrastructure must persist.

Maintain Platform Access

Recommended:

- Provide 30-90 days of continued platform access post-program
- Participants can revisit modules, re-read their writing, continue journaling

How:

- Include extended access in initial licensing agreement
- Participants keep same login credentials
- Set up optional monthly check-ins for continued engagement

Integration with Ongoing Services**For Reentry Populations:**

- Case managers reference CTG framework in ongoing sessions
- Use CTG writing portfolios in parole hearings or job applications
- Mentors continue using CTG language (Foundation, Transformation, Leadership, Legacy)

For Educational Settings:

- Writing portfolios used for college essays or scholarship applications
- CTG completion noted on transcripts as leadership/personal development credit
- Teachers reference CTG concepts in other classes

Alumni Networks (Optional but Valuable)**What This Looks Like:**

- Monthly gatherings for CTG completers (virtual or in-person)
- Peer mentorship opportunities (graduates support new cohorts)
- Ongoing access to facilitator or mentor for continued guidance

Why This Matters:

- Reinforces that transformation is ongoing, not one-time
- Provides community for participants navigating post-program life
- Creates leadership opportunities for graduates

IX. Costs and Licensing**Institutional Pricing**

Per Participant:

- \$18-25/month per participant (depending on cohort size and contract length)
- 12-week program = \$54-75 per participant total

What's Included:

- Full platform access for participants
- Admin dashboard for facilitators
- Pre/post assessment tools
- 4-hour facilitator training
- Ongoing support and troubleshooting
- Post-program access (30-90 days)

Additional Costs to Consider

Technology:

- If participants don't have devices: tablets or laptops (\$100-300 each, one-time)
- Internet access (if not already available)

Facilitator Time:

- 2-3 hours/week facilitation + 1-2 hours/week prep and review
- Calculate based on existing staff salary or contract rate

Space:

- Room for group sessions (likely already available)

ROI Comparison

CTG: \$54-75 per participant (12 weeks, proven outcomes)

Alternatives:

- Custom curriculum development: \$80K-120K
- External consultant/facilitator: \$5K-10K for 12 weeks
- Traditional SEL programs: \$150-300 per participant
- Therapy/clinical services: \$100-200 per session

X. Getting Started: Next Steps

Step 1: Request Partnership Consultation

Contact CTG:

- Email: info@ctgpro.org
- Website: ctgpro.org/implementation
- Phone: (914) 563-8014

What to Include:

- Organization name and type (juvenile facility, reentry program, school, etc.)
- Population you serve and proposed cohort size
- Proposed start date
- Key contact person

Step 2: Discovery Call (30-45 minutes)

What We'll Discuss:

- Your organization's goals and readiness
- CTG framework and implementation models
- Logistics: timeline, facilitator, technology, budget
- Next steps if there's alignment

Step 3: Formal Partnership Agreement

If Moving Forward:

- Signed implementation agreement outlining commitments
- Licensing and payment structure confirmed
- Facilitator training scheduled
- Platform setup initiated

Step 4: Pre-Launch Preparation (4-6 weeks)

Your Organization's Responsibilities:

- Identify and train facilitator(s)
- Enroll participants and obtain necessary consents
- Set up technology and access schedule
- Administer pre-program assessments

CTG's Responsibilities:

- Provide facilitator training
- Set up organizational and participant accounts

- Deliver pre/post assessment tools
- Schedule regular check-ins throughout implementation

Step 5: Launch Week 1

You're Ready When:

- Facilitator is trained and confident
- Participants are enrolled and consented
- Technology is tested and working
- Schedule is confirmed for all 12 weeks

Conclusion

CTG is not easy to implement. It requires commitment, structure, and a willingness to prioritize internal transformation over external compliance.

But when implemented with integrity, CTG produces outcomes that traditional programs cannot: durable cognitive change, increased self-awareness, improved decision-making, and the capacity to direct one's own life with clarity and purpose.

This guide provides everything you need to implement CTG responsibly. The framework is proven. The platform is ready. The support is available.

What remains is your organization's readiness to do the work.

If you're ready, CTG is here.

Contact Information:

- Website: ctgpro.org
- Email: info@ctgpro.org