



**information for
prospective practitioners**

VIDL WORK CULTUREJOURNEY® PRACTITIONER CERTIFICATION COURSE



What is it?

The CultureJourney® Practitioner (CJP) certification course is designed to equip you to effectively lead and support workplace culture transformation in your organization. It is an intensive course with recurring live learning, practical application work, and regular engagement with a community of like-minded professionals. Successful completion of the course results in becoming a *Certified CultureJourney® Practitioner* with access to associated seals, resources, and community.



Who is eligible?

You are a good fit for this certification course and the practitioner designation if you:

- ✓ Are a professional with responsibility for leading culture work or interested in supporting culture work led by someone else
- ✓ Are interested in understanding and improving workplace culture
- ✓ Are willing and able to commit nine months to completing the program and earning your professional designation as a *Certified CultureJourney® Practitioner*





What will you learn in this certification course?

Over the course of the 9-month certification, you'll learn in many formats including: live full cohort sessions, small group work, reading, watching videos, independent reflection, and practical application. The following is a high level overview of curriculum topics.

CultureJourney framework	Learn the fundamentals of this proprietary framework for understanding and improving workplace culture, including essential language, key skillsets, and primary services.
Defining desired culture	Learn a framework for defining desired culture through organizational values, preferred behaviors, and desired experiences.
Discovery	Learn about the process of discovery: purpose, formats, considerations, and tools. Practice.
Group training	Learn how to facilitate impactful training sessions with core CultureJourney training content. Learn to assess when to focus on what content and how to access updated content when you need it. Practice.
Coaching mindset	Differentiate coaching mindset from expert or facilitator mindset. Review common coaching principles. Identify common scenarios during culture work that will be best served with the coaching mindset. Practice.
Facilitated conversations	Learn about facilitated conversations: purpose, formats, preparation, tools. Differentiate between this service and group training. Practice.
Consulting mindset	Differentiate consulting mindset from coaching or facilitator mindset. Identify common scenarios during culture work that will be best served with consulting mindset. Practice.
Working with senior leadership teams	Discuss specific considerations for senior leadership teams such as C-Suite expectations, the need to blend business knowledge with culture work, common issues, confidence/imposter syndrome, etc.
Progression of culture work over time	Learn a framework for evaluating where intensive culture efforts should start and how to implement over time through multiple levels of employees and unit-specific work.
Assessing culture	Explore historical efforts to measure culture and the industry's latest thinking. Learn Vidl Work's recommendations for evaluating baseline culture and measuring progress over time.
Communication	Learn how to keep your organization informed and included as culture work progresses.
Sustainability over time	Once the intensive upfront effort is behind us, how do we nurture and sustain our desired culture over time? Discuss challenges such as onboarding new employees, integrating initiatives into the org broadly, refresher trainings, and addressing "pop up" issues.
Other	Revisit previous topics for deeper dives. Address new topics that arise.
Graduation	Celebrate success.



What is the time commitment for this certification course?

Completing the CJP certificate program will require a 9-month commitment with the following specifics:

In-Person Two-Day Kickoff

- Two full days of in-person learning and connection with the entire cohort together
- Total of 14 hours of learning

Months 1 – 4: Intensive Learning

- Bi-weekly live, virtual 2.5-hour sessions facilitated by Vidl Work team members and including the entire cohort
- 1 to 2 hours of practical application work you do independently between sessions
- Total of 20 hours of virtual meeting time plus an estimated 20 – 25 hours of independent practical application time between sessions

Months 5 – 9: Community Building and Targeted Learning

- One monthly live, virtual session per month with the entire cohort,
- One additional live, virtual session each month with your facilitator to use as you/your organizational team needs to (dig into specific issues related to your organization, receive individual or group coaching, etc.)
- Total of 15 hours of live, virtual time plus an estimated 20 – 25 hours of independent practical application time between sessions

The total time commitment for the 9-month certificate program is approximately 50 hours of live session time plus an estimate 40 to 50 hours of practical application.



What is the financial investment?

The investment for this certificate program and its associated designations and resources is \$9,500 per person. .

This investment includes:

- ✓ Two days of in-person learning and connection with your cohort and the Vidl Work team
- ✓ 18 live, virtual facilitated sessions over nine months
- ✓ 5 additional personalized live, virtual coaching/consulting sessions only including *you* or *your organization's* team members
- ✓ Access to Vidl Work's complete CJP resource library which includes:
 - more than 20 turnkey trainings with PowerPoint slides, workbooks, and facilitator guides;
 - a wide array of tools and resources for discovery, facilitation, coaching, and evaluation;
 - resources to freely share with your organization or clients (CultureJourney® videos, podcast episodes, books, etc)
 - additional resources to continue your learning
- ✓ Access to the CultureJourney® Community: a growing community of like-minded professionals with whom to learn, grow, give and receive support
- ✓ A license to utilize all CultureJourney® intellectual property and all materials from the resource library in culture work you do within your organization
- ✓ A license to publicly use the designation *Certified CultureJourney® Practitioner* and all associated badges and logos
- ✓ Significant and meaningful professional development that will empower you to sustainably lead culture work and engage with other professionals who are on a similar journey.



What else do I need to know?

Licensing:

The cost of the certificate program *includes* a full year of licensure which grants you access to the CultureJourney resource library, all CultureJourney intellectual property, and the active CultureJourney community. The first annual licensing period begins upon course completion.

For continued access after the first year, you will need to renew your license by:

- Having attended at least four of the previous year's CultureJourney Community continued learning sessions (live, virtual 60-minute sessions offered once monthly by Vidl Work)
- Paying a licensing fee of \$3,000 for a 2-year renewal (monthly payments available)

If you choose *not* to renew your license after the first year or at any point:

- You may still use the title *Certified CultureJourney® Practitioner*, but
- Your access to the resource library, intellectual property, and active community will be discontinued

You can choose to re-join the network and renew your license at any time within the next two years without additional re-training by attending the required community sessions and paying the licensing fee.

Your feedback:

As a participant, we'll be looking for regular feedback during the course and at the end. This feedback may come in the form of periodic evaluations and reflection forms, discussions during course time, and/or a final evaluation of the certificate course.

We're excited about this and hope you'll join us!

To schedule a conversation to learn more, email Rebecca:

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