

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 current CultureJourney® Certified Facilitator or have deep familiarity with the CultureJourney framework, or extensive experience in workplace culture consulting.
- ✓ 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*



vīdl work
energy, connection & courage at work

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 5-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 – 5: 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

The total time commitment for the 5-month certificate program is approximately 40 hours of live session time plus an estimated 20 hours of practical application.

What does my investment include?

The investment for the CultureJourney® Practitioner Certification is $6,250 per participant and includes:

- ✓ All certification program sessions and learning experiences
- ✓ Individual coaching and support throughout the program
- ✓ CultureJourney® Practitioner certification upon successful completion of all program requirements
- ✓ Your first year of CultureJourney® Practitioner licensing at no additional cost

During your included first year of licensing, you receive:

- ✓ Access to Vidl Work's complete core content and practitioner resource libraries, including:
    - Turnkey trainings with PowerPoint slides, workbooks, and facilitator guides
    - A wide array of tools and resources for discovery, facilitation, coaching, and evaluation
    - Resources approved for sharing with your organization or clients, including CultureJourney® videos, podcast episodes, books, and other materials
    - Additional resources to support your continued learning
- ✓ Access to the CultureJourney® Community — a growing community of like-minded professionals with whom to learn, grow, and give and receive support
- ✓ Authorization to use CultureJourney® intellectual property and licensed materials in culture work you conduct within your organization or with clients, in accordance with the CultureJourney® Licensing Agreement and Brand Standards
- ✓ Authorization to publicly use the Certified CultureJourney® Practitioner designation and associated badges and logos

Following the included first year, continued access to the CJP resource library and community, use of CultureJourney® intellectual property and licensed materials, and use of the Certified CultureJourney® Practitioner designation, badges, and logos require an active individual or organizational CultureJourney® license.

What else do I need to know?

Licensing:

The cost of the certificate program *includes* a full year of licensing 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.

Following the initial included year, continued use requires renewal under either an individual or organizational license:

- Individual CJP License: $3,000 for a two-year term.
- Organizational License: Organizations employing certified CultureJourney® Practitioners may elect an organizational license based on total organizational FTE. An organizational CJP license covers all certified CultureJourney® Practitioners and Facilitators within the organization.

If a license is *not* renewed, access to licensed CultureJourney® intellectual property, materials, resources, community, certification designation, badges, and logos will end in accordance with the CultureJourney® Licensing Agreement.

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 Luca Richards:

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