



**information for
prospective facilitators**

VIDL WORK CULTUREJOURNEY® FACILITATOR CERTIFICATION COURSE



What is it?

The CultureJourney® Facilitator, CJF, Certification is an intensive facilitator development journey designed to prepare experienced professionals to confidently and competently lead CultureJourney® content in organizational settings.

CJF prepares facilitators to create extraordinary learning experiences rooted in Energy, Connection, and Courage that lead to measurable shifts in people and culture. Drawing on years of practical experience from the Vidl Work team, the certification translates hard-earned insight into a clear and comprehensive facilitation model. It shortens the learning curve, reduces avoidable mistakes, and equips facilitators to navigate complexity, group dynamics, and room energy with greater confidence and impact. CJF extends the ideas of the *Leading the Culture Journey* book into lived facilitation practice and provides a clear pathway for those who want to understand the book and lead it.

Successful completion results in designation as a Certified CultureJourney® Facilitator with access to associated seals, licensing, resources, and community, as outlined in the licensing section on page 6.



Who is eligible?

The CJF Certification is designed for professionals who already facilitate and want to elevate their craft while integrating CultureJourney® into their work. You are a good fit for this certification course and the facilitator designation if you:

- ✓ Have at least one year of experience facilitating groups in professional settings
- ✓ Intend to incorporate CultureJourney® content within your organization or training practice
- ✓ Want to intentionally strengthen your facilitation skills in organizational environments
- ✓ Are committed to deep personal growth and professional standards
- ✓ Are willing to fully engage in an intensive certification journey and earn your professional designation as a *Certified CultureJourney® Facilitator*



What will you learn in this certification course?

Over the course of the four-month certification journey, you will learn through live, in-person immersion, structured virtual calls, applied practice, peer feedback, coaching, reflection, and a final, real-world facilitation project.

Below is a high-level overview of the curriculum focus.

CultureJourney® core content	Develop deep familiarity with CultureJourney® content. Experience the content as a participant and analyze it as a facilitator.
Before the session preparation	Learn how to prepare intentionally before stepping into a room. Clarify objectives, align with organizational objectives, review materials strategically, and ground yourself so you arrive focused, steady, and credible.
Opening the session	Design powerful arrivals, set clear expectations, create an environment for meaningful engagement and contribution, and establish credibility and presence from the first moment.
Coaching mindset	Differentiate coaching mindset from expert or facilitator mindset. Review and practice common coaching principles.
Facilitation presence and energy management	Strengthen your awareness of group energy, pacing, tone, and physical presence. Practice navigating resistance, disengagement, and complexity with steadiness.
Leading content with clarity	Deliver selected CultureJourney® content with precision, authenticity, and alignment to the methodology.
Facilitating discussion and inquiry	Guide meaningful dialogue, hold silence, draw out participation, and respond to questions in real time without losing structure or intention.
Giving and receiving feedback	Engage in structured peer feedback using defined competency markers to sharpen facilitation skill and accelerate growth.
Closing the session intentionally	Design closes that reinforce learning, anchor commitments, and create forward momentum.
After the session integration	Support reflection, follow up, and continued growth beyond the live experience. Understand how learning sustains over time.
Virtual facilitation distinctions	Identify key differences between in-person and virtual delivery and adapt your approach accordingly.
Marketing and representing the work	Clarify how to position yourself as a Certified CultureJourney® Facilitator and develop a clear, confident approach to communicating your value, promoting your programs, and articulating the impact of your facilitation.
Final project implementation	Prepare, deliver, record, and reflect on a 30-minute CultureJourney® training using provided content and defined competency standards.
Other	Revisit previous topics for deeper dives. Address new topics that arise. Engage in the CultureJourney® community.
Graduation	Celebrate success.



What is the time commitment for this certification course?

Completing the CJF certification requires a four-month commitment and includes the following:

In-Person Intensive

- Two-and-a-half-day in-person experience
 - Day 1, 8:30am to 5:00pm
 - Day 2, 8:30am to 5:00pm
 - Day 3, 8:30am to 1:30pm
- Total of 20 hours of live learning and facilitation practice

Virtual Calls

- Seven 90-minute live virtual cohort calls
- Total of 10 hours of live virtual learning
- Through a series of live calls, participants will:
 - Explore the CultureJourney® Facilitator Certification experience, align expectations, and deepen their understanding of the certification materials
 - Prepare for the in-person intensive through guided reflection, discussion, and practical preparation
 - Reflect on and integrate learning from the intensive while deepening key distinctions and concepts that support facilitation
 - Examine the unique opportunities and challenges of virtual facilitation, including presence, pacing, and participant engagement
 - Clarify how to position, communicate, and apply the certification and support professional goals

Final Project Window

- A 45-day implementation period to prepare and deliver a 30-minute recorded training using assigned CultureJourney® content.

Total live session time across the certification is approximately 30 hours, plus preparation, reflection, and final project implementation time.



What is the financial investment?

The investment for the CJF Certification Program, including the associated designation and resources, is \$6,250 per person. As part of this inaugural pilot cohort, all participants will receive a reduced pilot rate of \$5,000.

This investment includes:

- ✓ Two and a half days of in-person intensive training and facilitation practice
- ✓ Seven live virtual cohort calls
- ✓ Structured peer feedback and competency evaluation
- ✓ Final project review and assessment
- ✓ Certification as a Certified CultureJourney® Facilitator upon successful completion, including the right to publicly use the designation and associated badges and logos
- ✓ A license to utilize all CultureJourney® intellectual property and materials, including detailed facilitator guides, slide decks, and related intellectual property, as well as access to Vidl Work's complete CultureJourney® resource library, which includes:
 - A variety of turnkey trainings with PowerPoint slides, workbooks, and facilitator guides
 - A wide array of tools and resources, including CultureJourney® videos, podcast episodes, books, and more
 - Resources to freely share with your organization or clients
- ✓ Access to the CultureJourney® Community: a growing community of like-minded professionals with whom to learn, grow, and give and receive support
- ✓ Ongoing professional development that empowers you to sustainably facilitate 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 initial certification 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 can renew your license by:

- Attending at least four of the previous year's CultureJourney® Community Continued Learning Sessions (live virtual 60-minute session offered by Vidl Work).
- Paying a licensing fee of \$1,500 billed every two years, with monthly payment options 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® Facilitator, 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

We'll be asking for regular feedback during the certification 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 certification experience.

To schedule a conversation to learn more, email Hali Grantham:

hgrantham@vidlwork.com