

# TRAIN-THE-TRAINER CERTIFICATION



## Becoming a Certified Fierce Facilitator



Becoming a certified Fierce Facilitator is no small task. The way our programs are delivered directly impacts results. Our process requires preparation, dedication, and commitment in order to obtain certification. You'll get everything you need to facilitate Fierce Conversations workshops virtually and in-person within your organization.

### ELEMENTS OF FIERCE CERTIFICATION



Three, 4-hour master classes, where you'll dive into Fierce content with a Fierce Master Facilitator, and two 3-hour teach-back sessions.



Networking with your cohort of up to 20 learning and development professionals.



Comprehensive content to study in advance in order to prepare for teach-back presentations, discuss in master classes and deeply integrate into professional and personal contexts.



Live virtual instruction, mentoring, and support.



Unlimited access to resources, videos, and tools, including the Fierce digital platform that features core content in action in both a virtual learning environment and an in-person classroom audience.

**94%**

of employees say a continual investment in leadership training would keep them at their current organization

## PROGRAM OUTCOMES

### Maximize Training Impact

Strengthen your facilitation skills by exploring the learning design of our Fierce Conversation Models and expert techniques of bringing the content to life.

### Engage Employees

Demonstrate the company's investment in skill building, career growth and increasing value within the organization contributes to a healthier workplace culture.

### Long-term Impact

Take advantage of increased internal accountability when you learn how to tie Fierce training concepts to real-world challenges your employees face. You'll also have complete access to our comprehensive Implementation Playbook to ensure sustainability of learning continues throughout the year.

## PROCESS

You will receive access to the digital platform and course materials 2 weeks before the certification starts. Teachbacks will be announced after the first week of the TTT program.

The certification takes place over the course of **one month**.



### Weeks 1 - 3:

Attend three 4-hour prep sessions with your certification cohort, led by a Fierce Master Facilitator.

### Week 4:

In the 2-day certification event, you'll present your assigned Fierce content to the cohort, receive peer feedback and coaching from the Fierce Master Facilitator.




## EXPECTATIONS

TTT Candidates who are mostly likely to succeed have experienced Fierce Conversations workshops as participants. They are seasoned and skilled facilitators who know how to engage an audience in person and virtually. They also have training program implementation and sustainment experience and demonstrate enthusiasm for bringing Fierce to their organization.

### What we expect from TTT Candidates

- **30 hours of dedicated time throughout the program**
  - 12 hours of self study time (3 hrs each week spent reading the Fierce Conversations book, studying the recordings, facilitator guide, slide deck, and participant guide in preparation for weekly sessions, and rehearsing for the teachbacks)
  - 12 hours of live sessions (block out work schedule to be fully present for each live session)
  - 6 hours of teachbacks
- **Show up ready to be fully engaged in the live sessions**
  - Be here prepared to be nowhere else – let colleagues and family know the TTT program is a priority.
  - Show up to share stories, examples, questions in relation to the content. Be respectful, curious and open to connecting with other learners.



**Here's what you will experience if you are well prepared and engaged throughout the TTT program.**

- Personal growth as an individual, facilitator, and leader.
- Wonderful new connections with outstanding facilitators from around the world.
- Enriched learning - shifted perspectives, powerful feedback from peers, and Fierce Master Facilitators.
- Confidence and competence in skillfully delivering Fierce workshops and creating change in your organization.

## MEASURING SUCCESS

Program success depends on your dedication and active participation in the above process as well your performance in the 2-day teachback event. The ultimate goal is full Leaf Level certification, which is the ability to train Fierce independently within your organization. Successful TTT participants spend about 30 hours of study time throughout the month outside of live prep sessions.

## CERTIFICATION LEVELS



### LEAF LEVEL

At this level, you are a fully certified Fierce Conversations Facilitator, ready to deliver content within your organization.



### BRANCH LEVEL

At this level, more time is necessary to internalize the materials. To achieve full certification, you'll need to co-lead the content with a certified Fierce Conversations Facilitator.



### TRUNK LEVEL

At this level, you'll need to spend more time understanding and internalizing the content and sharpening facilitation skills. Further training will be at the discretion of a Master Fierce Facilitator.

## MAINTAINING CERTIFICATION



### To keep your certification current, you'll need to:

- Facilitate Fierce Conversations within your organization at least two times per year using Fierce toolkits.
- Join quarterly client facilitator calls hosted by the Fierce learning team.
- Pay the annual recertification fee.