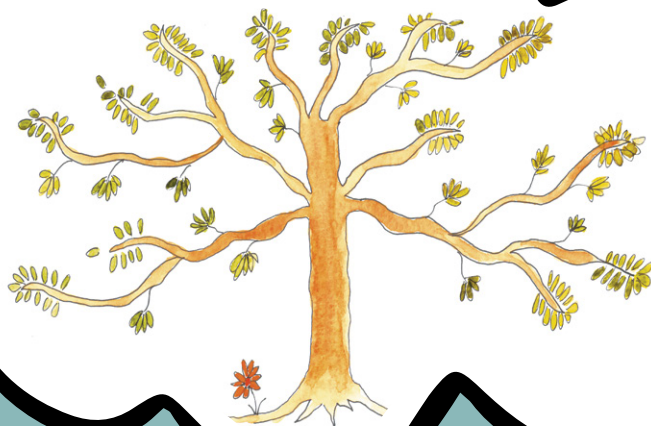


# JULIAN STODD'S LEADING WITH TRUST

A SOCIAL LEADERSHIP  
CERTIFICATION PROGRAMME

GAIN YOUR  
CERTIFICATION  
IN 12 WEEKS



SEA SALT LEARNING  CERTIFICATIONS

# OVERVIEW

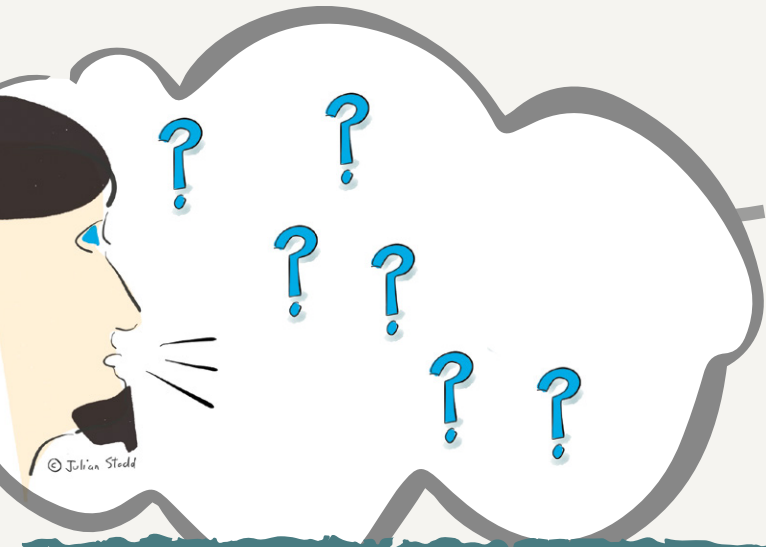
Leadership takes place within complex social systems, held within the formal structure of the Organisation. To fully understand how these systems work, we must explore how trust is held, between individuals, within communities and teams, and flowing through the Organisation itself.

Based upon our global research programme, this Certification explores the '*Landscape of Trust*'. It builds an understanding of different types of trust, how it is held and projected, how it is eroded and fractured.

The Social Leader is a humble leader, willing to hear new voices, sharing stories of difference and dissent, finding ways to embed fairness and equity at the heart of their practice: to do so requires us to understand the Landscape of Trust, and our own unique role within it.

During the 12-week journey, you will explore the foundations, and build practical capability to create the conditions where trust can emerge, and grow, to overcome barriers to trust, to lead with authenticity and humility as an effective and fair Social Leader.

The Certification journey is practical and applied: we take ideas, learn techniques, and run experiments, to build out individual capability, and do so within the arms of a coaching community.



## THE CERTIFICATION RUNS ACROSS THREE ELEMENTS

1. WE EXPLORE THE IDEAS BEHIND TRUST
2. WE BUILD CAPABILITY IN SPECIFIC TECHNIQUES FOR VISUALISING, AND NURTURING, TRUST
3. PARTICIPANTS RUN THEIR OWN THEMED EXPERIMENTS TO GAIN PRACTICAL EXPERIENCE IN UNDERSTANDING HOW TRUST WORKS.



# THE LEARNING EXPERIENCE

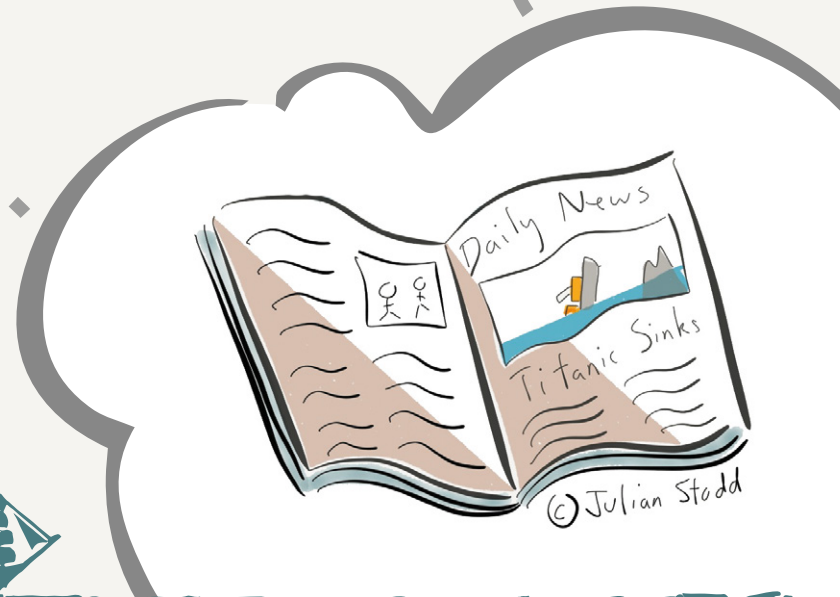
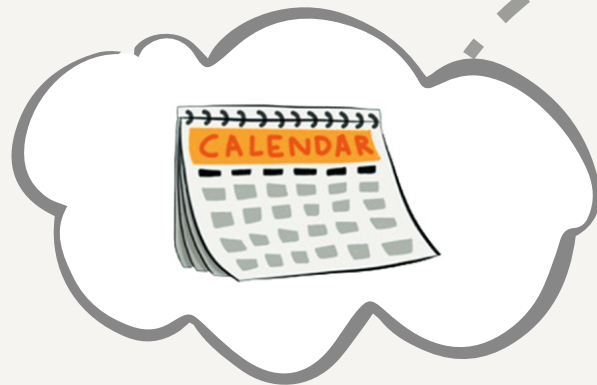
Participants make a 12-week journey through ideas, techniques and running experiments around Trust.

At the end of the journey, participants submit a report, and can earn a Certification and an open digital badge.

**The journey is supported:** individuals are part of a cohort, and are supported by a Community Leader, who provides contextual coaching and feedback on their individual performance.

Participants cover ideas and techniques then run a six-week experiment in their own organisation. These experiments are themed, and participants can choose their focus, from some of the following areas:

- Trust in a Global Context
- Managing Organisational Pollution
- Maintaining Trust through Change
- Technology and Trust



# FOUNDATIONS OF TRUST

Each module lasts either one or two weeks, and includes a short experiment. Time required is 2-3 hours per week.



## FOUNDATIONS AND TECHNIQUES

### Module 1:

**Foundations of Trust** - foundational concepts, based firmly in the research work.

### Module 2:

**Tribes and Trust** - how trust is held, and the social structures of trust.

### Module 3:

**The Failure of Trust** - how trust is eroded, fractured, and broken.

### Module 4:

**The Flow of Trust** - how trust flows within the different structures, forces that block or amplify it.

### Module 5:

**Technology and Trust** - how ownership of technology impacts trust.

### Module 6:

**The Projection of Trust** - how trust is projected, the various biases and barriers.

### Module 7:

**The Diversification of Trust** - understanding interconnectivity in the Socially Dynamic Organisation.

### Module 8:

**Leading with Trust** - linking Trust into the wider work around Social Leadership.

### Module 9: Research Report

## RESEARCH AND EXPERIMENTS

Throughout the modules, participants identify specific research, and short Experiments to run in their own Organisation.

### To do this, we follow these steps:

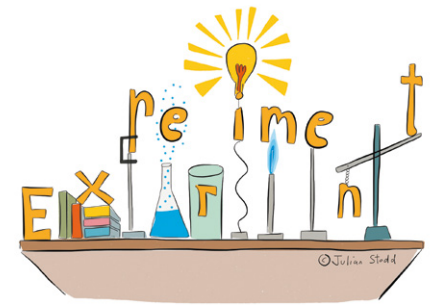
**Producing brief Research Statements** - identifying aspects of Trust within your own Organisation to explore further.

**Design Experiments** - research or survey based. Build research tools.

**Gather Data** - run experiments within identified communities.

**Analysis and Interpretation** - provide context and narrative on the results. Present your data and draw out the meaning.

**Sharing** - share your learning back into your own Organisation.





# JULIAN STODD THE CAPTAIN

Julian Stodd is a writer, artist, and explorer of the Social Age, with a deep interest in how things work. His work explores complex human systems, within organisations, and the wider social structures of society.

Julian founded Sea Salt Learning in 2014, to help organisations get fit for the Social Age. Sea Salt Learning effects transformation, at scale, in some of the most exciting organisations in the world. Our work ranges from Learning, to Leadership, Cultural Transformation, to Innovation, and Change.



## THE JOURNEY

### LEARNING AND EXPERIMENTING

Half of the time is spent designing, and running, an experiment in your own organisation: learning and doing.

### OPEN DIGITAL BADGES

Earn a badge that is validated both formally, and through your community. Take this badge with you as you progress through your career.

### THE EXPLORER COMMUNITY

Join a global group of Social Age Explorers, with unique access to open events and networking opportunities.

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### CONTACT

Contact [certifications@seasaltlearning.com](mailto:certifications@seasaltlearning.com) to book your place on this Certification course, or to discuss how we can run an in-house programme in your Organisation.