

GAIN YOUR  
CERTIFICATION  
IN 12 WEEKS

JULIAN STODD'S

# COMMUNITY BUILDER CERTIFICATION

GUIDED ONLINE LEARNING  
FOR THE SOCIAL AGE



SEA SALT LEARNING  CERTIFICATIONS

# OVERVIEW

## Communities sit at the heart of the Social Age:

We are effective within, and alongside, our key 'sense making' communities. To be an effective Social Leader, we need to build our capability in founding, nurturing, and supporting these social structures. We need to create the Conditions for Community to thrive.

This certification builds the skills and capabilities of the community builder.

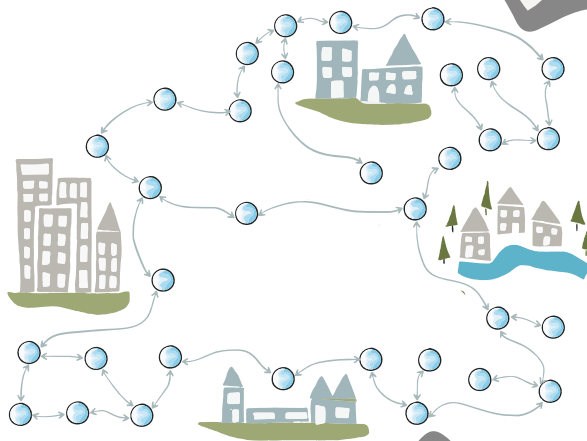
Participants develop core skills to create a culture of learning, foster effective Communities of Practice and develop broader communities for co-creating change

During this 12 week journey participants gain core capabilities such as:

- Creating mechanisms for joining a community and rituals of inclusion
- Identifying how behaviour is moderated through formal, and social, means within their communities
- Using different roles to nurture and build communities

# THE CERTIFICATION RUNS ACROSS THREE ELEMENTS

1. WE EXPLORE THE IDEAS BEHIND COMMUNITY BUILDING
2. WE BUILD CAPABILITY THROUGH SPECIFIC TECHNIQUES FOR NURTURING AND SUPPORTING COMMUNITIES
3. PARTICIPANTS RUN THEIR OWN THEMED EXPERIMENTS TO GAIN PRACTICAL EXPERIENCE IN 'CREATING THE CONDITIONS FOR COMMUNITIES'.



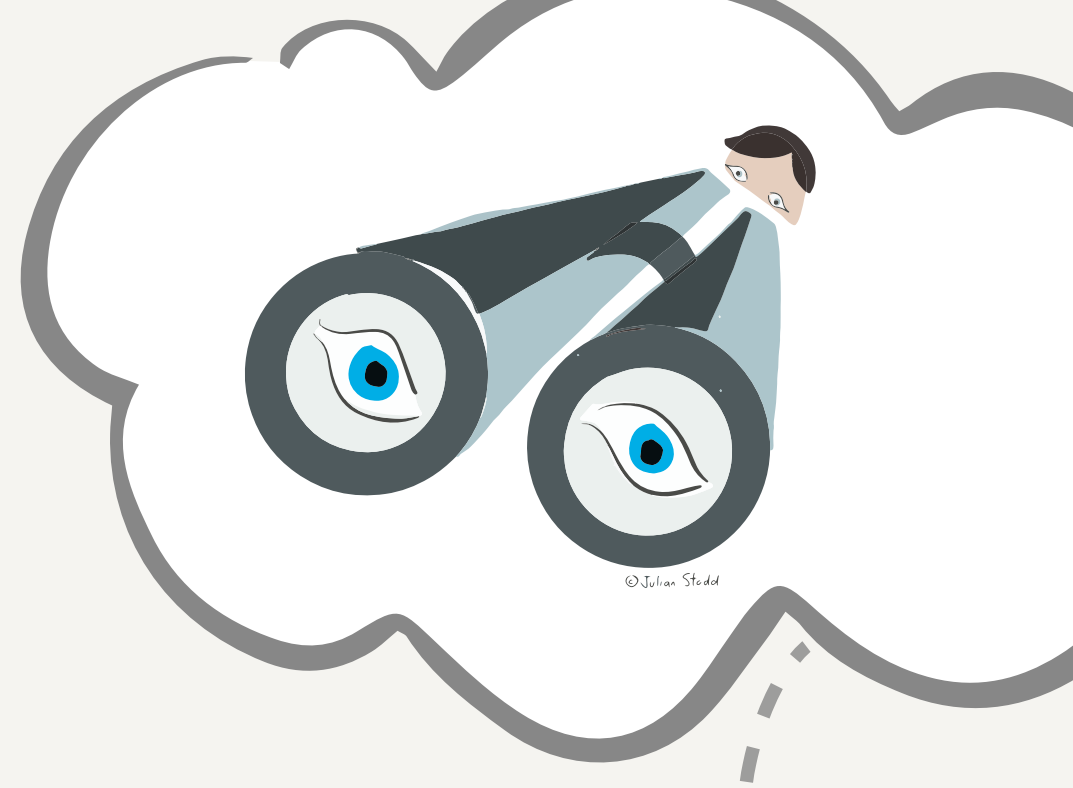
# THE LEARNING EXPERIENCE

This is a 12 week, guided online journey.

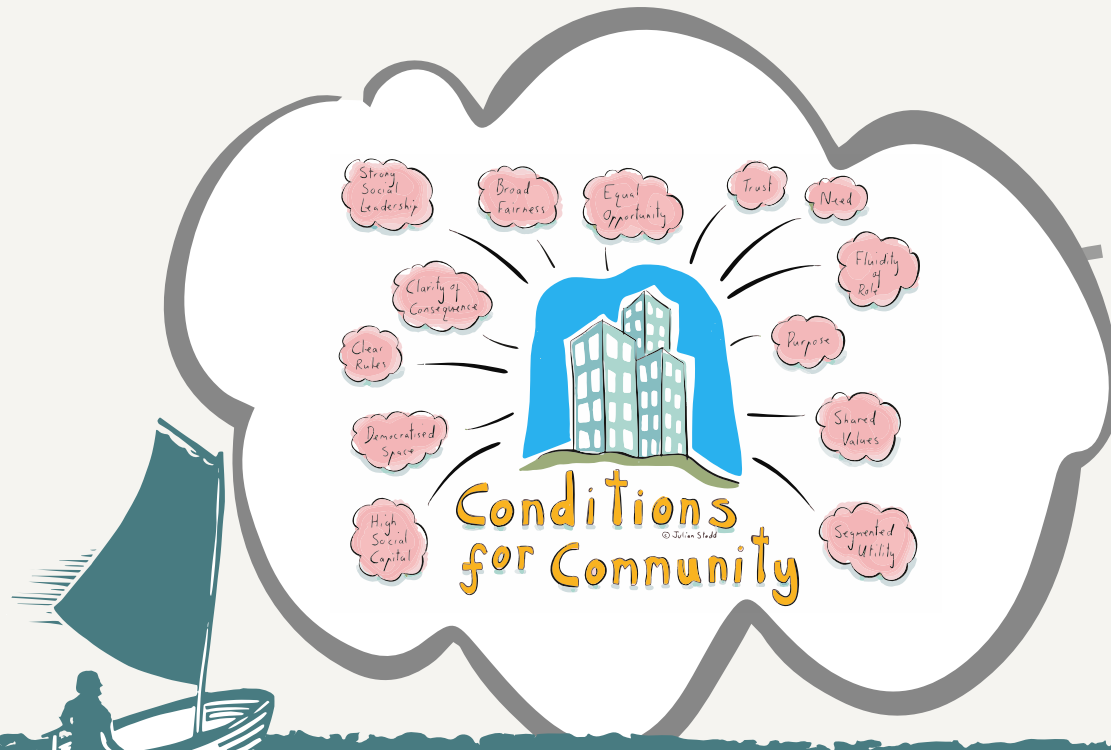
Participants navigate the journey as part of a learning community. They have access to online spaces for co-creation, collaboration and sharing. A Community Guide provides contextual coaching and feedback throughout.

The programme is structured around live, weekly webinars and sense-making sessions. A series of short tailored activities help embed practice and participants are supported to design and run an experiment within their organisation.

The time commitment is between 1 to 2 hours per week.



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## SOCIAL LEARNING

The Community Builder Certification is founded on Julian's Scaffolded Social Learning Methodology. Balancing formal elements of learning with socially co-created ones.

## OPEN DIGITAL BADGES

Earn badges that are validated both formally, and through your community. Take these badges with you as you progress through your career.



# THE JOURNEY



## ORIENTATION

### FOUNDATIONS

The purpose of communities in the Social Age and how we map the communities we belong to.

### MODES OF SOCIAL ORGANISATIONS

A taxonomy of collectives and the relationship between them.

### MEMBERSHIP, IDENTITY AND CONFORMITY

The mechanisms of joining a community, what it means to belong and the consequences of membership.

### ROLES, VALUES AND PURPOSE

Community mechanisms and the interconnect between our intentions, our actions and our impact within our communities.

### CREATING CONDITIONS FOR COMMUNITY

What kind of Community Builder will you be?

### STORYTELLING IN COMMUNITIES

The power of stories, exploring ownership and opposition.

### RUNNING AN EXPERIMENT

Shape and run a community building experiment within your own Organisation.

### THE COMMUNITY BUILDER I WILL BECOME

Mapping an onward journey.

## GRADUATION





# 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 EXPLORER COMMUNITY

When you join one of our certifications you join a global group of Social Age Explorers, with unique access to open events and networking opportunities.



## CONTACT

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