

GAIN YOUR  
CERTIFICATION  
IN 12 WEEKS

JULIAN STODD'S  
**STORYTELLING  
CERTIFICATION**

GUIDED ONLINE LEARNING  
FOR THE SOCIAL AGE



# OVERVIEW



## THE CERTIFICATION RUNS ACROSS THREE ELEMENTS

In the Social Age, Storytelling is key.

Social Leaders are great storytellers and story listeners: they understand that stories flow through organisations in many different forms.

This certification builds the skills and capabilities of the leader as a storyteller within their Organisation.

Participants develop core skills to surface new ideas, foster collaboration, and build social movements for change.

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

- Using different types of power to amplify stories
- Facilitating the co-creation of stories around innovation and change
- Learning how stories can hold, evolve and interconnect culture

1. WE EXPLORE THE IDEAS BEHIND STORYTELLING
2. WE BUILD CAPABILITY IN SPECIFIC TECHNIQUES
3. PARTICIPANTS RUN THEIR OWN THEMED EXPERIMENTS TO GAIN PRACTICAL EXPERIENCE IN STORYTELLING



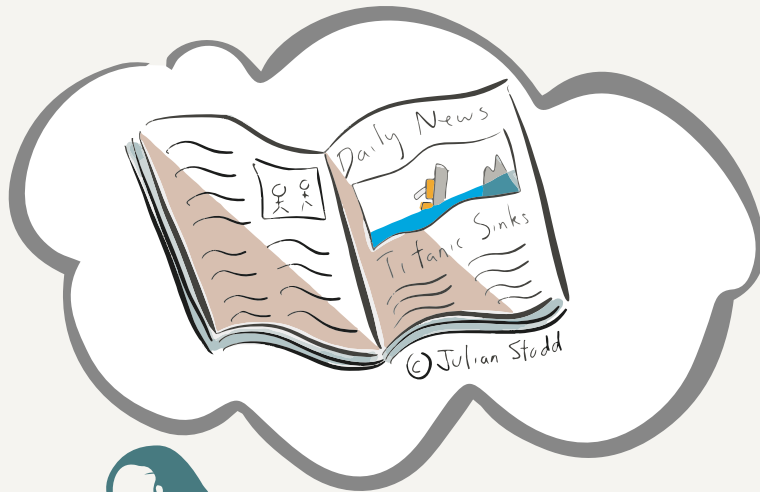
# THE LEARNING EXPERIENCE

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.



## SOCIAL LEARNING

The Storytelling 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 OF STORYTELLING

Exploring the foundations of storytelling:

- What are stories?
- How do they work?
- Where do they live?

### SOCIAL FILTERING AND SOCIAL MOVEMENTS

How stories are filtered, sorted and contribute to the building of social movements.

### RUNNING AN EXPERIMENT IN YOUR ORGANISATION

Shape and run a storytelling experiment within your own Organisation.

### SPACE, PERMISSION, AND DOMINANT NARRATIVES

The places where our communities reside, and the role of 'permission' in storytelling.

### SANCTIONED SUBVERSION AND CULTURAL GRAFFITI!

Explore stories that happen in the edge-lands, around the sides of formal systems.

### THE STORYTELLER I WILL BECOME

Mapping an onward journey.

### AMPLIFICATION

How stories are shared, amplified and spread.

### POWER AND VOICE

Using different types of power to create and amplify stories.

## 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.