

SEA SALT LEARNING  CERTIFICATIONS

CERTIFICATION PROGRAMMES FOR 2020



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Websites:

seasaltlearning.com

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SOCIAL AGE CERTIFICATION PROGRAMMES

We are currently offering five Social Age Certification Programmes:

- **THE LANDSCAPE OF STORIES**

Understanding how stories work for effective Social Leadership

- **LEADING WITH TRUST**

Practical approaches to building trust throughout an Organisation

- **COMMUNITY BUILDER**

Practical skills for building & supporting Learning Communities

- **FOUNDATIONS OF SOCIAL LEADERSHIP**

Flagship action based Social Leadership programme

- **MODERN LEARNING CAPABILITY PROGRAMME**

A new programme acting as a 'primer' for L&D professionals. It builds a broad overview of trends in the 3-5 year window



All these programmes are built out of our original, creative, global research initiatives.

They are built around three key elements:

- A foundation of **IDEAS** from our research, and broader writing
- Specific **TECHNIQUES**, which are mastered through a range of activities
- Structured **EXPERIMENTS**, which you define, and carry out, within your own Organisation

Value For Delegates

Delegates are awarded a Certification on successful completion of the programme in the form of a Digital Badge. The assessment is partly formal, based upon attendance, and successful completion of an Experiment. The second part is socially moderated, by your community itself, based upon your engagement, support, challenge, and contribution to helping others build their social capital.

AT A GLANCE

All of our Certification Programmes include regular Webinars, structured Social Learning activities, and an engaged Learning Community.

Certification

Overview

LANDSCAPE OF STORIES



For Leaders wishing to understand how stories work, craft compelling stories that fly, and build social movements behind their ideas. We explore amplification, and the power structures behind stories, then experiment with it.

LEADING WITH TRUST



Drawing upon the Landscape of Trust global research project, this is for Leaders who wish to understand more about how trust works, and consider their role in creating spaces for it to grow.

COMMUNITY BUILDING



Research based, building the core skills of the Community Builder: how you create conditions for community to thrive, nurture weak voices, read cultural graffiti, and deal with dissent.

FOUNDATIONS OF SOCIAL LEADERSHIP



This 100 day journey provides a structured, guided, and reflective, journey into Social Leadership. Every 10th day is an 'Action Day', grounded in your everyday reality.

MODERN LEARNING CAPABILITY PROGRAMME



Flagship programme exploring 12 core aspects of how learning is changing, and what Organisations need to do about it. It's an exploration of learning science, emerging technology, and a keen understanding of learning as 'experience'.

HOW TO JOIN A PROGRAMME

Our Certification Programmes can be run at small or large scale and are available in the following formats:

- **Individual enrolment** onto Open Public Programmes (cohorts of 20 - 30, drawn from across Organisations)
- **Closed Cohorts** (cohorts drawn from within one Organisation, allowing for 'internal' conversations during the discussion, and can be run under NDAs)

We also offer dedicated face to face workshops on site with teams if required. Pricing per event.

Facilitation is by qualified and expert associates of Sea Salt Learning, with regular interventions by Julian Stodd.



**CERTIFICATION:
THE
LANDSCAPE
OF STORIES**

CERTIFICATION: THE LANDSCAPE OF STORIES

12
WEEKS
(2-3 HOURS
PER WEEK)

Key Information

Logistics	25 delegates per cohort, facilitated webinars, structured Social Learning activities
Duration	<ul style="list-style-type: none"> • 12 Weeks (2-3 hours per week) • 1 hour virtual session, plus Social Learning activities
Who is it for	Aspiring Social Leaders
Core business challenges addressed	<ul style="list-style-type: none"> • Leadership • Innovation • Trust • Cultural Transformation • Leading Through Change
Key outcomes for your organisation	Delegates build a stronger understanding of the Landscape of Stories within their own Organisation. They also run a dedicated experiment, and share the results internally.

This 12 week programme forms a guided, reflective, journey through the Landscape of Stories, building capability around effective Storytelling. We learn how stories work, how they flow, and the forces that block, amplify, or evolve them.

The programme covers the following core elements:

- **Foundations of Storytelling:** understanding the location, and purpose, of our various communities, and the ways that both formal, and social, stories flow through them.
- **Amplification:** mechanisms by which some stories fly, and others just die. Introduces the 'Organisation as a system of belief', and importance of understanding 'Dominant Narratives'.
- **Tribes and Trust:** learning how Organisations are made up of multiple 'Trusted Tribes', and the ways that this blocks stories, through opposition and dissent.
- **Social filtering:** exploring how stories tend to flow 'within' certain communities.
- **Sanctioned subversion:** a detailed exploration of the ways that graffiti gains its power, and how we can hear weak and hidden voices.
- **Power and Voice:** identifying how gangs find their power. 'Types of Power', and why 'consensus' may be overpowered by 'Opposition'. Finding a voice to interconnect the tribes.
- **Space vs Conversation:** how stories flow around and outside of the system, and how Social Storytellers use appropriate 'Story Handles' to let people become invested in the narrative.

In the second six weeks, delegates identify an Experiment to run in their own Organisation. To do this, we use the following structure:

- Produce a **Research Statement:** in the first six weeks, we identify an aspect of the Landscape of Storytelling within your own Organisation to explore further.
- **Design an Experiment:** research or survey based. Build out your research tools.
- **Gather data** for two weeks: build a narrative about the challenges of running Experiments.
- **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.

Get in touch with us at ahoy@seasaltlearning.com to discover how to get started today!



**CERTIFICATION:
LEADING
WITH TRUST**



CERTIFICATION: LEADING WITH TRUST

12
WEEKS
(2-3 HOURS
PER WEEK)

Key Information

Logistics	25 delegates per cohort, facilitated webinars, structured Social Learning activities
Duration	<ul style="list-style-type: none"> • 12 Weeks (2-3 hours per week) • 1 hour virtual session, plus Social Learning activities
Who is it for	Leaders & Leaders of Leaders
Core business challenges addressed	<ul style="list-style-type: none"> • Leadership • Trust • Diversity and Inclusion • Collaboration and Community
Key outcomes for your organisation	Understanding 'how trust works', and embedding capability in individuals, and teams.

This 12 week programme is a guided, reflective journey through the Landscape of Trust. It builds detailed understanding and practical capability to create conditions where trust can emerge. It helps us to lead with authenticity and humility as an effective and fair Social Leader.

The programme covers the following core elements:

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

- *The Subjective Nature of Trust: why not all trust is equal*
- *The Landscape of Trust: locally, and globally*
- *Trust and Mistrust: why convenient opposites may not exist*

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

- *Tribes: the strongest trust bonded structures*
- *Communities: meta tribal structures, and how they are connected*
- *Organisations: formal entities that host trusted tribes*

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

- *Implicit Rules: the hidden side of failure*
- *Mechanisms of failure: and how we can inoculate ourselves*
- *Integrity and Authenticity: the counterpoints to failure*

The Flow of Trust - forces that block or amplify it:

- *Induction: mechanisms of membership*
- *Cultural Alignment: primary and secondary culture*
- *Consequence: applied Formally, or Socially*

Technology and Trust - how ownership of technology impacts trust:

- *Ownership: how ownership impacts trust*
- *Identity: the link between concrete identity and consequence in trust*
- *Virtual vs Physical trust: does it vary, and how*

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

- *Projection and Flow: how trust forms and flows*
- *Bias in trust: why we may not be as discerning in trust as we would like to think*
- *Monoculture vs multi-culture in trust: how trust works in global organisations*

The Diversification of Trust - interconnectivity in Socially Dynamic Organisations:

- *Interconnectivity: the growth and interconnectivity of tribes*
- *Confirmation Bias: the limitation of monoculture*
- *Structural and contextual barriers to trust, and how to overcome them*

Leading with Trust - linking Trust into Social Leadership:

- *Managing Pollution: reconciling the formal and social space*
- *Forces for good: exploring the role of authenticity, fairness, & leading with humility*

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CERTIFICATION: COMMUNITY BUILDER



CERTIFICATION: COMMUNITY BUILDER

Key Information

Logistics	25 delegates per cohort, facilitated webinars, structured Social Learning activities
Duration	<ul style="list-style-type: none"> • 12 Weeks (2-3 hours per week) • 1 hour virtual session, plus Social Learning activities
Who is it for	Leaders & Leaders of Leaders
Core business challenges addressed	<ul style="list-style-type: none"> • Leadership • Innovation • Trust • Diversity and Inclusion • Collaboration and Community • Agility
Key outcomes for your organisation	Engaged Communities of Practice, Social Learning communities, higher engagement, fairness and trust.

Within this practical and applied 12 week Certification Programme, we draw upon extensive global research and experience to outline and master the core capabilities of Community Building, be that to create a culture of learning, to foster effective Communities of Practice, or to develop broader Change Communities.

The programme covers the following core elements:

- **Modes of Social Organisation** - understanding 'Tribes', 'Communities' and 'Organisations', and the relationship between all three
- **Membership and Conformity** - the mechanisms of joining a community, and the consequences of doing so
- **The Sphere of Consequence** - impositions and perceptions of consequence, and the function of an 'insulation gap'
- **Mechanisms of Exclusion** - the forces that divide and exclude, and impacts of this
- **Role and Purpose** - different types of community, and the roles we serve in each
- **Coherence** - the difference between 'Structural' communities, and 'Coherent' ones
- **Rules and Sanction** - how behaviour is moderated through formal, and social, means
- **The Cost of Control** - exploring how oversight can limit exploration
- **Unheard Wisdom** - how to hear the stories that you need to hear
- **Recognition and Reward** - social mechanisms of recognition and reward
- **Conditions for Community** - a unifying set of skills and capabilities to create, nurture, and build, communities

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CERTIFICATION: FOUNDATIONS OF SOCIAL LEADERSHIP

20
WEEKS
(2-3 HOURS
PER WEEK)

CERTIFICATION: FOUNDATIONS OF SOCIAL LEADERSHIP

Key Information

Logistics	25 delegates per cohort, facilitated webinars, structured Social Learning activities
Duration	<ul style="list-style-type: none"> • 20 Weeks (2-3 hours per week) • 1 hour virtual session every other week • Dedicated 'Action Days' every other week • Social Learning activities
Who is it for	Everyone in your organisation
Core business challenges addressed	<ul style="list-style-type: none"> • Leadership • Trust • Collaboration and Community • Agility
Key outcomes for your organisation	Social Leaders help an organisation to thrive, by connecting the power of the community to the everyday challenges of work.

This 20 week programme will help you to explore the foundations, and build practical capability, to lead with authenticity and humility as an effective and fair Social Leader.

The programme will cover the core elements of the NET Model for Social Leadership:

- **Curation** - choosing your space, setting your rules and shaping your leadership
- **Storytelling** - considering the power behind stories, exploring narrative, ownership, amplification
- **Sharing** - how Social Leaders share stories wisely, not just widely
- **Community** - understanding their purpose, our role, and forces that bond or fragment them
- **Reputation** - the heart of Social Leadership, how it is formed, earned, bestowed, eroded Social Authority - community moderated power, the contextual nature of leadership
- **Co-Creation** - the power of communities, maintaining ambiguity, understanding risk
- **Social Capital** - our responsibility to others, holding communities safe, inequality & exclusion
- **Collaboration** - complex collaboration for constant change, engaging across boundaries and creating meaning, beyond that which we can do alone

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CERTIFICATION:

**MODERN LEARNING
CAPABILITY
PROGRAMME**



CERTIFICATION: MODERN LEARNING CAPABILITY PROGRAMME

12
MONTHS
(90 MIN
PER WEEK)

Key Information

Logistics	25 delegates, facilitated webinars, structured Social Learning, with two optional residential workshops.
Duration	<ul style="list-style-type: none"> • 12 Months (90 mins per week) • 2 x 60 minute live virtual sessions per month • Research project/Experiment each month • Structured Social Learning activity in the community
Who is it for	Learning and Development leaders, and their wider teams
Core business challenges addressed	<ul style="list-style-type: none"> • Learning Design • Learning Strategy • Learning Transformation • Innovation
Key outcomes for your organisation	A programme for anyone working in modern Learning and Development who wishes to explore how our field is evolving, and specifically the areas of focus for the next 3-5 years.

This 12 month Certification builds out of Julian's previous books on Learning approaches and design, and is positioned as a 'primer'. It is aimed at L&D professionals with a view to areas they need knowledge and mastery of in the 3-5 year window.

The programme will cover the following core elements:

- **Module 1: The evolution of learning** A modern context for learning: explores how learning has become increasingly contextual, distributed, collaborative & co-creative, and democratised.
- **Module 2: Social Learning and Collaboration** Introduces Julian Stodd's design methodology for Scaffolded Social Learning, and the core stages of learning. Fundamentally about the intersection of formal codified approaches, and scaffolded social ones.
- **Module 3: Learning Technologies** The role of technology in learning, both formal technology, but also social technology.
- **Module 4: Learning Science: Pedagogy and Learning Methodology** The core science of learning.
- **Module 5: Experience Design** Explores 'experience design' as a fundamental mindset of Modern Learning. It considers aspects of how we design, deliver, and assess, experiential design.
- **Module 6: Assessment and Analytics** Takes a hard look at mechanisms, and limitations of, assessment, as well as a broader, and more modern view, on big data, machine learning, and the perils and promise of analytics.
- **Module 7: Rehearsal and Performance** Explores the three spaces of 'learning', 'rehearsal', & 'performance', and encourages delegates to understand the full contexts, & impacts of each. It's used alongside the core learning methodology to help shape experience, & build diversified strength (a core aspect of the Socially Dynamic Organisation).
- **Module 8: Virtual reality, augmentation, and simulation** Considers some of the most advanced, emergent, and complex aspects of modern learning (building on the exploration of Machine Learning, and AI). It considers what each adds to modern learning, design approaches, limitations, current research, and constraints.
- **Module 9: Consequence and Adaptability** Considers the role of consequence in learning, and how varying consequence supports adaptation.
- **Module 10: Learning Communities** Explores Learning Communities in detail, how they form, the purpose they serve, the roles we play, and the conditions we need to create for them to thrive.
- **Module 11: Learning Games** This module unpacks games, game dynamics, gamification techniques, badges, and bad science.
- **Module 12: Recognition and Reward** Looks at core aspects of how we recognise achievement (both formally, and within the community), and reward (both financial, and in the other currencies of engagement).

Explore this syllabus in more detail here: <https://julianstodd.wordpress.com/2018/11/28/workingoutloud-on-the-modern-learning-capabilities-programme/>

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ABOUT SEA SALT LEARNING

We are a dynamic **Social Age startup**: five years old, living the values we speak. We are virtualised, global, inclusive, and agile. We are a core team of around twenty Crew Mates.

We are surrounded by a much larger layer of Social Age **'Explorers'**, people who are heavily involved in **'sense making'** around our core topics of Social Learning, Social Leadership, Change, Culture, and the Socially Dynamic Organisation.

Sea Salt Learning builds upon the work by Julian Stodd, author and explorer of the Social Age, recognised for his pioneering work in helping organisations to adapt to the new reality of the Social Age.

The **Sea Salt Research Hub** carries out original, creative, and large scale research, providing an evidence base for our work.

Sea Salt Publishing provides a curated body of books and online publications, exploring all aspects of the Social Age.

Sea Salt Digital provides our technical capability and build capacity for eLearning, mobile, video, and other forms of online learning.



THE EXPLORER COMMUNITY

All alumni of Sea Salt Learning programmes join our global community of Explorers. This gives access to all of our Open Sessions, as well as dedicated Explorer events, webinars, and networking.

It's an open community, dedicated to exploring all aspects of the Social Age: membership is free, based on foundations of respect and sharing, celebrating diversified views.



CONTACT US

Find out more about how our Certification Programmes can help you and your Organisation.

If you want to discuss any of the products in this brochure, or discuss your particular requirements, you can reach us here.

Talk to us: ahoy@seasaltlearning.com

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