

GAIN YOUR  
CERTIFICATION  
IN 12 WEEKS

# JULIAN STODD'S LEADING WITH TRUST CERTIFICATION

GUIDED ONLINE LEARNING  
FOR THE SOCIAL AGE



SEA SALT LEARNING  CERTIFICATIONS

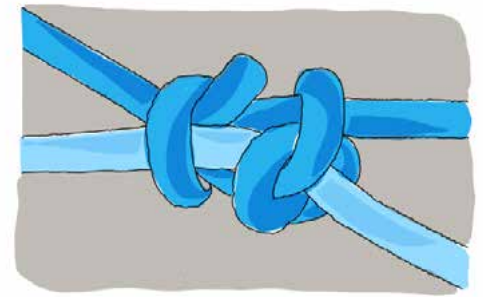
# OVERVIEW

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 the skills and capabilities of leaders to embed fairness and equity at the heart of their practice.

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

- Creating the conditions where trust can emerge and grow
- Understanding different types of trust, how it is held and projected, how it is eroded and fractured
- Overcoming barriers to trust, to lead with authenticity and humility



## 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.



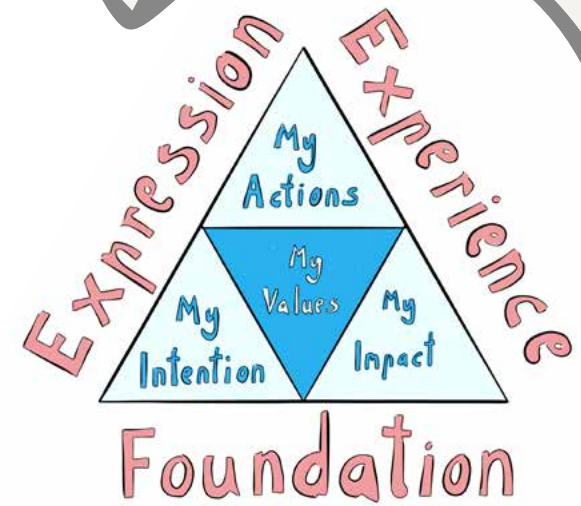
# THE LEARNING EXPERIENCE

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.

# 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.

### 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:

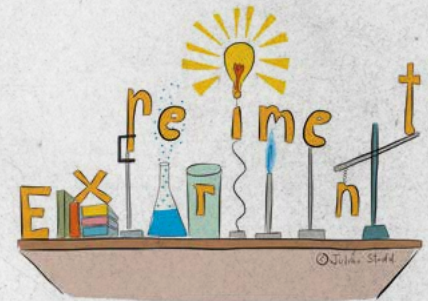
**Producing brief Research Statements** - identifying aspects of Trust within your own Organisation to explore further.

**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 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.