

Appreciative Engagement Certification Program



- **Understand Appreciative Inquiry (AI)** at a deep level to apply it in new and unique ways.
- Walk away with a “**professional toolbox**” of practical appreciative exercises, models, and interventions you can use or sell in organizations
- Contribute to a new **book on Appreciative Engagement**
- **Connect globally** to like-minded others in one of the most open, collaborative, and supportive communities you’ve ever experienced
- Be on the **cutting edge** of the latest thinking in Appreciative Inquiry
- **Become happier** in your personal life by developing an appreciative outlook
- Get in touch with your **personal and professional dreams** & begin to move towards them

The Program Includes:

1. **Four Virtual Workshops** led by Jackie Kelm with no more than 10 people in a class
2. **Practical tools and models** for applying the principles to organizations, with opportunities to co-create new models and applications
3. **Membership site** to foster collaboration and information sharing
4. **Appreciative Engagement book submission** consideration, & contact info in appendix
5. **Special-topic calls**, such as best practices on **building a successful business**
6. **Networking and collaboration** with people committed to this way of working & being

What is Appreciative Engagement? It’s a set of tools and practices for embedding the principles of Appreciative Inquiry into the day-to-day tasks and relationships of an organization. The result is fully engaged employees. In relation to Appreciative Inquiry, it’s like the “Final D” in the 4-D cycle. It’s what an individual person does Monday morning back on the job when the Appreciative Inquiry Summit is over and it’s time to make it all happen.

The Four Workshops:

1. **The Foundations of Appreciative Engagement:** How to develop and work from an appreciative paradigm using the principles of Appreciative Inquiry.
2. **Appreciative Coaching:** A structured approach for workplace or coaching conversations that encourages cooperation, inspires change, and accelerates results. (Works great with kids too)
3. **Appreciative Leadership & Team Building:** An exploration into current appreciative leadership & team building theories, and co-creation of innovative tools & approaches.
4. **Appreciative Culture Change:** Theories and practical interventions for introducing, growing, and embedding the appreciative paradigm into the fabric of an organization.

Class Design. The entire program will be done virtually using best practices for distance learning. Weekly classes will be supplemented with online videos and audio tutorials, so class time will be focused on answering questions, and building off the material to co-create new ideas and models. All classes will be recorded and posted to the membership site.

Technology: Weekly tele-classes will be the primary format for the workshops, which require a phone. Handouts are emailed ahead of time that can be printed and put into a binder. Links to online video & audio clips will be given between classes that can easily be played on your computer.

We are also looking into several technologies for hosting a possible virtual kick-off celebration, and perhaps occasional virtual cocktail parties. Having a camera on your computer screen may be helpful at these events depending on the technology selected.

Intimate, small classes with Jackie. Class sizes will be limited to 10 people to optimize learning and allow for plenty of personal interaction with Jackie. If you miss a class you can attend one of the others (as long as the total does not exceed 12 people), or watch/listen to the recording.

Led by Jackie Kelm. [Jackie Kelm](#) is uniquely suited to teach and develop this approach. She learned about Appreciative Inquiry from David Cooperrider at Case Western Reserve University, and several additional workshops and AI conferences since that time. She used AI for several initiatives as a manager in the Leadership & Organization Change group of a large consulting firm. During that time she also worked on several projects including a firm-wide leadership development program, change management center, and culture change program for mergers and acquisitions.

She then devoted over 10 years to Appreciative Inquiry at the personal level, founded [Appreciative Living, LLC](#), and wrote two books: [Appreciative Living](#), and [The Joy of Appreciative Living](#). She is currently extending the Appreciative Living brand by developing new models and novel ways to integrate the appreciative paradigm to organizations.

Emphasis on skill building. The workshops will be interactive and highly experiential, with emphasis on building skills as a practitioner. While relevant theory and information will be presented, the focus will be on directly applying the learning to build competence and confidence in using the tools successfully.

Real-world application. As part of their weekly exercises, participants will be invited to apply simple techniques they learn to an organization of their choosing. If you are an employee, this will be a good way to integrate the appreciative principles into your work environment. If you are a consultant, it is a good way to enter a client system and begin to build a relationship. In either case, it is a great way to build your skills and confidence in using the tools effectively.

Business Networking at it's best. One of the first activities presented in the foundations class, is dissecting the culturally pervasive story of competition. Learning to reframe competition can maximize personal and professional success and help develop true, open collaboration. This supports one of the primary goals of the certification program, which is to create close, enduring business relationships that maximize learning and generate future business opportunities.

Special Membership Site. Technology will be the backbone of the community, and a membership site is being constructed to support collaboration and connection as well as information sharing. Planned capabilities include community forums and a searchable database for support materials and other things deemed important to the community.

Contribute to New Book. A book will be written on Appreciative Engagement, including stories and examples from certification participants. Jackie Kelm will be the primary author, and each participant will have an opportunity to submit a story, example, or case study to be considered for the book. Every person completing certification will have their name and contact information listed in the appendix.

Time Investment: We realize people are very busy, so every effort is being made to maximize time usage and offer the greatest flexibility possible. The classes will run for 1 hour and 15 minutes each week, and between-class exercises and tutorials and will generally be no more than one hour with a few exceptions. Additional between-class reading and resources will be provided for those who have the time and interest to go deeper.

Daily Exercises: There will be a five-minute daily exercise given each week that will help you “build your appreciative muscle.” This daily practice is key to developing a natural appreciative mindset that will make you more effective in using this work, while also creating greater happiness and joy in your personal life.

Transform Your Life at the Same Time – While the classes teach you how to develop the appreciative paradigm for work applications, you must adopt it on a personal level first. You will learn to see the good in your life right now, and time will be spent thinking through your personal dreams and aspirations. You will be working on a personal and professional level throughout the program, which will transform your life as much as your work.

New Appreciative Engagement Assessment. We're currently exploring the development of an objective, scientifically-based Appreciative Engagement Assessment with a third party. If this continues to move forward, it will be an integral part of certification training as well as a product for you to use with clients.

Build Your Business. Based on interest, special-topic calls will be held to discuss successful business best practices. While no promises are being made, limited opportunities may be available after certification to collaborate with Jackie on special projects or training programs.

Program Timing. The certification program will begin the last week of October 2011, and run for approximately 18 months. We will set specific days and times for classes based on participant preferences. Here is the preliminary class timing:

Week of Oct. 24, 2011 – Jan. 2012: The Foundations of Appreciative Engagement: 12 weeks
(Class breaks over holidays)

Feb. – May. 2012: Appreciative Coaching: 12 weeks

June –August 2012: Summer break.

Sept . – Dec. 2012: Appreciative Leadership & Team Building: 12 weeks

Jan. – Apr. 2013: Appreciative Culture Change: 12 weeks.

April/May 2013: Graduation!!!!

Requirements for Completion:

In order to receive certification, you must meet the following:

- Attend all 4 workshops, including a minimum of 9 out of 12 live weekly sessions.
- Do the daily 5 minute exercises and between-class assignments in good faith.
- Submit at least one story or example for possible inclusion in the book
- Complete workshop evaluations, including what you learned and intend to apply going forward

Here's what you'll need to participate:

- Phone (landline, VoIP, cell) or Skype to call-in. The conference number is long-distance.
- Computer with internet access and email.
- Electronic picture of yourself
- 1 copy of the book Appreciative Living and The Joy of Appreciative Living
- Phone Headset: Recommended but not mandatory. It frees your hands to take notes during calls.
- Computer camera: Optional. May be handy for a few things we are considering. More on this as the program develops.

Appreciative Engagement is Different from Appreciative Inquiry. Appreciative Inquiry tends to focus on large scale approaches to change involving the whole system, while Appreciative Engagement focuses on smaller scale change at the level of the individual and teams. While both result in system-wide culture change, Appreciative Engagement is more of a “grass-roots” or “bottom-up” approach. It uses new models and tools that are different from the AI 5-D cycle. If you have taken Appreciative Inquiry workshops in the past, you will find very little overlap with what is presented in this program.

100% Money-Back Guarantee

If after the first two weeks you are dissatisfied with the program for any reason, simply contact us and we will refund 100% of your registration and class fee. We include this guarantee on every tele-class and workshop offered and have never had anyone ask for it.

Price: Sign up now and save big!

Pricing	Description	Registration ¹	Individual Workshop ²	Program Total
Special Bonus	First 20 people to register	\$270	\$1180	\$4990
Early Bird	Sept. 30, 2011 & earlier	\$296	\$1295	\$5476
Regular	Oct. 1, 2011 & later	\$342	\$1495	\$6322

1. The registration fee is due immediately upon registering.
2. The individual workshop price is for each of the four 12-week classes, and is due 30 days before the start of the workshop. (See below for monthly payment option)

Monthly Payment Option:

You may also set up a monthly payment plan for an additional 3%. After paying the registration fee, your credit card will automatically be billed each month beginning 30 days prior to the start of the first class as follows:

- First 20 people: (4-Class total: \$5067) Monthly payment of \$270 USD for 18 months.
- Sept. 30 and earlier: (4-Class total: \$5491) Monthly payment of \$ 296 for 18 months.
- Oct. 1 and later: (4-Class total: \$6339) Monthly payment of \$342 for 18 months.

Cancellation Policy

In the event you need to cancel, we are reasonable people. Here is our standard cancellation policy, and we've been known to do it differently in extenuating circumstances:

If you cancel:	We will refund:
Sept. 30, 2011 or earlier	100% of the workshop & registration costs
Oct. 1, 2011 or later	100% of the workshop cost & 0% of the registration fee
After start of workshop	0% of the registration costs. With request for cancellation deemed reasonable by us, we will apply pro-rated workshop fee to next workshop or other Appreciative Living or Appreciative Engagement products, coaching, or services.

Unique Opportunity!

There are several things that will be unique to this certification program from others going forward. The most significant is that Jackie Kelm will be teaching the workshops, and class sizes are small. This will be very time intensive for her, a great value for you, and is being done for several reasons. First is to facilitate the development of the program, second to capture stories for the book, and finally to co-create new models and concepts. It is likely other certified people will teach the classes in addition to Jackie in the future, and class sizes will probably be larger.

Register now and save big!

With our 100% guarantee your success is “insured.”

For more information on Appreciative Engagement Certification

Email: Admin@AppreciativeLiving.com

Call toll free (800) 214-0959 or local (843) 881-1106

To register visit:

www.AppreciativeInquiry.com/certification