

# Facilitator Certification Process

## *Preparing Facilitators to Deliver Our Programs*

### WHAT IS IT?

The Zenger Folkman *Facilitator Certification Process* is an intensive training and feedback process that provides skilled facilitators with the knowledge and tools to confidently deliver standard or customized versions of the *Extraordinary Leader*, *Extraordinary Performer*, or *Extraordinary Coach* programs within their client organizations.

### WHY?

A rigorous certification process ensures the quality (and accuracy) of the delivery of our programs. Because our programs feature a variety of intertwined concepts, skills, and techniques, our facilitators need a unique blend of knowledge and tools to deliver them effectively.

### WHO IS ELIGIBLE?

- Facilitators within client organizations (employees or independent contractors)
- Zenger Folkman distributors/partners and their facilitators (employees or independent contractors)
- Zenger Folkman employees or independent contractors

### REQUIREMENTS

The *Facilitator Certification Process* consists of four key components:

- 1) Content Session:** Candidates must participate in a full-length content session.
- 2) Pre-work:** Candidates must prepare by:
  - scheduling to complete the *Facilitator Certification Training Session* within three months of participating in the content session.
  - reading the companion text packaged with the course (e.g., *The Extraordinary Leader* by Jack Zenger and Joe Folkman).

- reading the Facilitator Guide and preparing a list of questions.
- completing the pre-work study plan and forwarding it to the designated Zenger Folkman Master Facilitator.

- 3) Facilitator Certification Training Session:** Each candidate must attend a *Facilitator Certification Training Session* conducted by a certified Master Facilitator program. Candidates receive further grounding and explanation of the content, the research, and the overall program. They have an opportunity to ask specific questions regarding the program and materials before delivering one or more sections of the program in front of their peers. This “teach-back” allows candidates to practice delivering part of the program in a safe environment. The Master Facilitator offers feedback and coaching, and then suggests further areas of development, as needed.

- 4) Observation and Coaching:** Candidates are required to schedule an observation/coaching workshop must be scheduled with the Master Facilitator. During the candidate’s first delivery of the workshop, the Master Facilitator observes, coaches, and provides feedback, acting as a “safety net” and offers additional feedback and guidance for future sessions. *Note: for the Extraordinary Coach 2-day delivery, two facilitator candidates may co-teach the workshop to complete their certification requirements.*

The Master Facilitator completes a written critique of every module taught by the candidate. At the end of the day, the Master Facilitator and candidate review the feedback and discuss any further developmental areas.

If the candidate demonstrates grounding in the content and effectively facilitates the program with minor assistance from the Master Facilitator, he or she will be considered fully certified. From that point forward, the newly certified facilitator may deliver the Zenger Folkman (or customized) program independently within his or her client organization(s).

