



Understanding Culture Facilitation© and Diversity-to-Belonging Facilitation© Certification

Introducing the Facilitation Certifier: Chris Armstrong, Owner of ArmstrongCulture, LLC, is the foremost expert in facilitating Culture and Diversity-to-Belonging-focused dialogue. He has been a by-name request to co-facilitate in response to national level incidents such as the George Floyd murder, the Kavanaugh Confirmation, and the Charlottesville Race Riots. Additionally, he has co-performed over 250 culture and diversity-to-belonging assessments across private sector, non-profit, and government entities. Additionally, Chris is a Certified Master Facilitator, Certified Diversity Executive, former Director of Inclusion, former Culture Executive, and former Diversity Executive for two 10,000-plus size organizations.

Introducing the Certification Process: Chris has taken his experiences and co-created a transformative program that combines facets of traditional facilitation with modern and human-centered approaches to facilitation. This program contains two distinct certifications and associated courses titled: Culture Facilitation and Diversity-to-Belonging Facilitation. These certification course have been approved by the International Institute for Facilitation (INIFAC), the oversight body and standard bearers for world-class facilitation.

Of note, applicants for Culture Facilitation Certification and/or Diversity-to-Belonging Facilitation Certification are not required to take a pre-requisite training course. Instead, applicants are required to demonstrate proficiency against Culture Facilitation and Diversity-to-Belonging Facilitation competencies and tenets. This can be demonstrated in two of three ways:

1. (Option 1) Participate in an ArmstrongCulture, LLC facilitation training course in which all students are required to facilitate on multiple occasions throughout the course. Chris will score each facilitation opportunity on a scale of 1-to-30, and use the highest score towards the certification process.
2. (Option 2) Participate in an ArmstrongCulture, LLC coaching session; this in lieu of a facilitation training course. This session will enable applications to facilitate for a 15-minute, scored, scenario-based session, worth up to 30 points. More specifically, Chris will be scoring the applicants overall facilitation capability on a scale of 1-to-30.
3. (Mandatory) Take an ArmstrongCulture, LLC proctored verbal exam. This exam will be inclusive of (10) scenario-based questions that test an applicants' ability to a) facilitate

difficult and nuanced discussions and b) respond to difficult and nuanced situations. Each question is worth up to 17 points. More specifically, Chris will be scoring the applicants responses to each question on a scale of 1-to-17. This means that applicants can get a maximum of 170 points for the verbal exam.

Across these two settings, applicants can receive up to 200 total points and must score at least 170 out of 200 points to be (85%) certified. Applicants who do not receive the necessary 85% will be required to retest. The first retest is free, while additional retests are \$575.

Frequently Asked Questions

What is the difference between Culture Facilitation Certification and Diversity-to-Belonging Facilitation Certification?

Culture Facilitation Certification tests an individual's ability to facilitate in broad culture focused settings while Diversity-to-Belonging Facilitation focuses specifically on facilitating diversity, equity, inclusion and belonging (DEI&B) focused settings.

How long is the certification valid, and what is the re-certification process?

The certification is valid for an industry standard 3-years. Re-certification requires a re-testing of certification principles using a scenario-based exam approach—very similar to the initial certification approach.

Why should I apply for facilitation certification?

Organizations are increasing their demand for facilitators who are certified, this given the increase in sensitivities, divisiveness, and litigation that come into play when tackling culture and DEI&B related matters. They are less likely to take chances on people who identify as skilled facilitators but don't have the credentials to back it up.

"I have facilitated for 20-years, certification should be a walk in the park. Right?"

The two traditional facilitation types are strategic (think: offsites, visioning, etc.) and team building. Each of these involve lots of pre-session planning, agendas, engagement strategies, and ground rules. These help bound conversations and simplify the process. Culture and Diversity-to-Belonging facilitation do not utilize these techniques and thus traditional facilitators can struggle getting certified in these areas.

"I know you said that people applying for certification are not required to take a pre-requisite training course, but do you recommend it?"

If you are confident in your ability to facilitate culture and DEI&B related dialogue and you have direct experience doing these within the last 3 years, the course may not be necessary for you. This is especially true if you are comfortable facilitating on the fly. This means facilitating without agenda, without ground rules, and without pre-session planning. If you are not comfortable or experienced with this, we recommend you take a Veritas course first.

How do I apply for certification?

Chris Armstrong can be reached at chris@armstrongculture.com, this to initiate a facilitation certification exam. Chris applies this hands-on approach because he wants to engage with and understand the goals of potential applicants.