

Notes from the Chair: What Happens After the Certificate?



At some point, every facilitator notices a shift.

The tools are familiar. The techniques are second nature. The sessions run smoothly.

But something deeper begins to emerge.

Not just confidence.

Craft.

It's the difference between someone who has learned facilitation and someone who has truly grown into the role.

And that difference isn't measured by the number of workshops attended or certificates collected.

The Checklist Trap

We live in a world that rewards completion:

- Finish the course
- Pass the assessment
- Earn the credential
- Move on

But facilitation doesn't work that way.

The most meaningful growth often comes from the difficult moments—the session that went sideways, the feedback that stung, or the group that challenged everything you planned.

Those moments aren't obstacles to growth.

They're where growth actually happens.

A Different Way to Think About Certification

What if the greatest value of certification isn't the credential itself?

What if it's the reflection, discipline, and development that happen while you're pursuing it?

Certification, done right, isn't a finish line.

It's a milestone on a much longer journey.

In this month's message, I share why that distinction matters more than ever—and why the facilitators who play the long game are often the ones who make the greatest impact.

Wishing you a wonderful start to summer.

Warmly,

Diana Mastel Gurwicz
Chair of the Board
INIFAC – Institute for International Facilitation



The Long Game: Why Certification is a Journey, Not a Checkbox

Somewhere between their first workshop and their hundredth, many facilitators realize that something has changed. The techniques are still there, the tools are still very much in hand, but something deeper has taken root. Confidence, yes. But more than that: *craft*.

[Read Blog](#)

FOLLOW US ON SOCIAL:

Want to lead meetings that inspire action and get results? Follow INIFAC on social media for insider tips, expert advice, and practical tools to elevate your facilitation game.





Copyright (C) 2026 International Institute for Facilitation. All rights reserved.
You are receiving this email because you opted in via our website.

Our mailing address is:
International Institute for Facilitation 215 S Paddock Loop Fayetteville, AR 72701-4548 USA

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe](#)