



FOR IMMEDIATE RELEASE

Major New Opportunity for Cynefin™ Practitioners

May 5, 2018

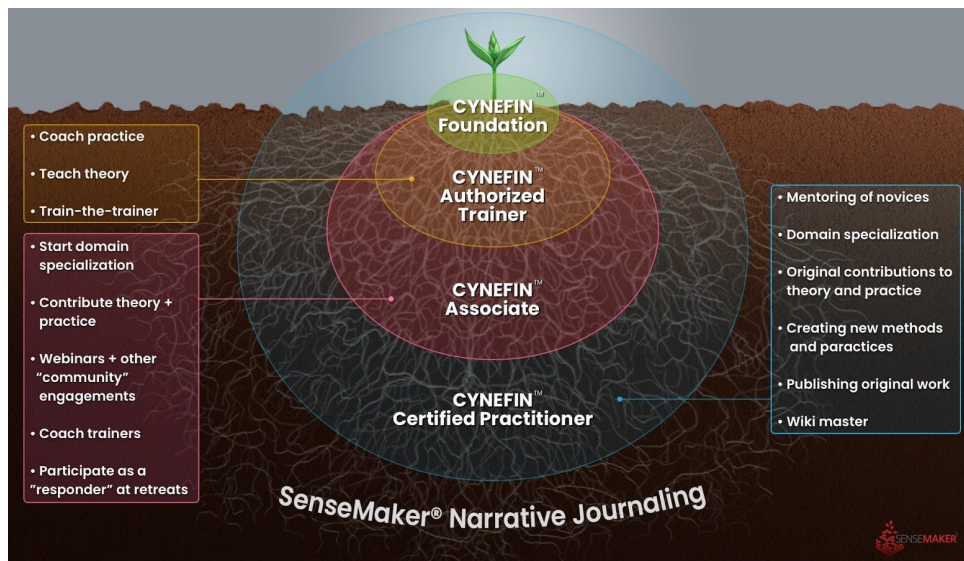
Cognitive Edge is pleased to announce the first of several initiatives designed to significantly enhance and strengthen support for Cynefin™ and its practitioners around the world. As Cognitive Edge begins working with key partners in developing industry-specific applications and tools, the demand for qualified Cynefin™ practitioners will be substantial. Today, Cognitive Edge is initiating the Cynefin™ Practitioner Certification program to both build and sustain the credibility and quality of practitioners in order to support this growth.

The Certification Program is designed to give participants a deep immersion into the theory and practices of Cognitive Edge’s core methods while simultaneously introducing a mentorship feedback loop to boost individual learning and skills progression. The certification program is unique in that it deeply integrates practice, reflection, and mentorship using a narrative learning journal powered by SenseMaker®.

I’m particularly excited by two key aspects of this new program. First, it recognizes the necessary marriage of theory and practice. Without theory we have no framework for asking the right questions and learning from our experiences. Without actual experience, theory is of little value. Second, the incorporation of Sensemaker® capabilities for governing feedback means participants get meaningful feedback on the actual impact of their efforts, with particular insights around “weak signals” that would otherwise go unnoticed or be overlooked.

We are looking forward to welcoming our first participants at the inaugural Cynefin™ Practitioner Certification Program in Whistler, Canada, and to the first delivery of the Cynefin™ Foundations online course.

Ajay Reddy - CEO Cognitive Edge



The Cynefin™ Practitioner Certification program will have four primary elements that define the journey that participants will navigate as they engage in joining the cohort of Cynefin™ Certified practitioners. The diagram shows the four primary elements: (i) Cynefin™ Foundations, (ii) Cynefin™ Authorized trainer, (iii) Cynefin™ Associates, and, (iv) Cynefin™ Certified Practitioner.

I've long argued against the certification industry and its tendency to give certificates for just turning up and attempts to define a whole field based on proprietary methods or a lowest common denominator approach to curriculum definition. But the need for qualification and quality control means that people needed some proof of capability. So we've created a programme that includes both formal training and reflective learning over time, with multi-faceted feedback loops.

The programme will combine theory with practice and will use a modern version of the medieval apprentice-journey(wo)man-master approach. Participants will use our ground breaking 360° feedback tool to record the views of peers, subjects and clients in near real time. That coupled with a narrative based learning journal will give us something which goes beyond mere attendance or post event completion of a multi-choice open book exam. Participation in the retreats will put practitioners on the cutting edge of theory development, the learning journal will make their experience a matter of record, the opportunity to specialise in one or more applications areas will allow participants to bring their prior knowledge, and third party material to bear with Cognitive Edge's theory, methods & tools.

Dave Snowden - Chief Scientific Officer Cognitive Edge

Overview of the Cynefin™ Practitioner Certification Program

CYNEFIN™ FOUNDATIONS

Cynefin™ Foundations training has been at the core of Cognitive Edge's training program for many years. New for the second half of 2018 and as part of Cognitive Edge's certification program will be a migration of the current in-person foundations training to a fully online version. This transition will make this content more accessible to a wider audience and will feature video instruction of the most current complexity and Cynefin™ content by Dave Snowden.

This 10-week online course provides the basic scaffolds and key components of your sense-making toolkit for working in complex environments and provides individuals with a starting point for their journey towards becoming a certified Cynefin™ practitioner. Practitioner learning will involve weekly activities and reflections, and self-assessments. Participants will be required to commit three to five hours per week for working through the content and completing the assignments.

People currently registered for an in-person foundations course will have the added benefit of also having early access to the online Cynefin™ Foundations course. Individuals who have recently attended a Cognitive Edge foundations or other course will also be eligible for an introductory discount to the new online foundations training.

[Click here](#) to register before 31 May 2018 for the online Cynefin™ Foundations course and benefit from the Early Bird rate (limited number of seats available). We are aiming to enroll the first cohort during July 2018.

Launch language will be English with more languages being added in response to local market demand.

CYNEFIN™ TRAIN-THE-TRAINER

The Cynefin™ Train-the-Trainer course is the second core element in a practitioner's learning journey. A Cynefin™ practitioner's ability to build capacity in other individuals and organisations in the application of Cynefin™ principles and practices is reinforced by the requirement for practitioners to achieve certification. All Cynefin™ practitioners are expected to be able to teach Cynefin™ practices whether they intend on being a certified trainer or not.

This is an in-person training program for practitioners who have completed the Cynefin™ Foundations course or an approved Cognitive Edge training course in the past. The program is tutor intensive, so if you already have strengths in one area, we can focus on others.

The benefits of Cynefin™ Train-the-Trainer include:

- Learn to teach Cynefin™ and related methods within organisations
- Deepen learning by developing teaching capabilities with relevant theory and methods

- Understand how to build capacity in individuals and teams to balance engagements with sense-making, analysis, and limited best practice approaches.

Cynefin™ practitioners who attend a Train-the-Trainer course will have the option of becoming certified to deliver commercial in-person Cynefin™ Foundations training. Certification process will include recorded instruction / facilitation assessments, SenseMaker® narrative feedback, online testing, and attendance to supplementary training as required. Certified trainers will be able to exclusively offer local Cynefin™ Foundations training as part of a soon to be announced global Cognitive Consulting Group.

The overall certification program is fundamentally about creating a network of Cynefin™ practitioner “chefs” versus “recipe-book” followers. Hence teaching others how to practice is fundamentally core to service delivery in Cognitive Edge.

Cognitive Edge’s first [Cynefin Train-the-Trainer course](#) is being offered alongside our [Cynefin™ Retreat](#) in Whistler, BC, Canada from 24-29 June 2018. This creates a unique high-value learning opportunity for anyone interested in Cynefin™ Practitioner Certification and joining the first cohort of Cynefin™ Associates.

The first cohort of Cynefin™ Certified Practitioners will have early opportunities working with Cognitive Edge’s next generation software tools and engage in the Cognitive Edge services business models under development.

CYNEFIN™ ASSOCIATE PRACTITIONERS

On completion of the Cynefin™ Foundations course, practitioners are eligible for Associate Practitioner status. During this phase the foundations and Train-the-trainer learning are put into practice, combined with context specific and application focused knowledge. Practitioners engage in the actual application of the Cynefin™ practice, and are also expected to actively participate in the co-development of the practice and ongoing learning in forums, clinics, retreats and master classes.

NARRATIVE JOURNALING & FEEDBACK

Feedback and self-reflection on applying Cognitive Edge’s methods forms the most critical component of the Cynefin™ practitioner certification program. SenseMaker® will provide narrative-enhanced feedback and learning in the form of an online practice journal.

The practice journal in SenseMaker® consists of two parts:

Self-reflection on practices by maintaining a learning journal.

360° narrative feedback by peers, subjects and clients in near real time.

PRACTICE DEVELOPMENT & CONTINUED LEARNING

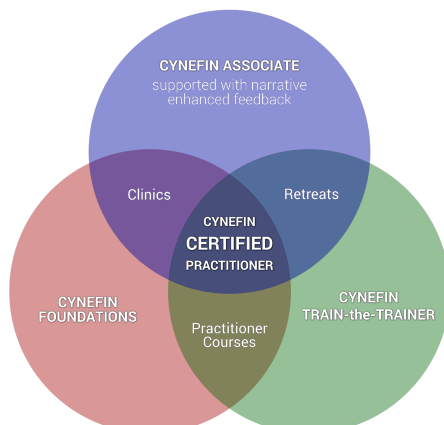
Application focused and advanced learning opportunities and forums will be available for Cynefin™ Associate Practitioners to focus and enhance their practices. Certification will require the attendance of at least one of the retreats and also some of the pending masterclasses being organised.

MENTORSHIP, COHORT LEARNING & FEEDBACK

Regular online practice clinics and webinars with with Dave Snowden and other Certified Cynefin™ Practitioners will be hosted and supplemented by 1:1 mentorship and coaching.

CYNEFIN™ PRACTITIONER CERTIFICATION

Cynefin™ Practitioners who complete the above requirements will be eligible for certification status. Certification status will be linked to annual professional development requirements which will include the attendance of one Cognitive Edge sanctioned training event or a Cynefin™ practitioner conference every 2 years and annual renewal of Cynefin™ Community membership.



The certification journey can follow a different pathway for each practitioner. It will, however, always start with the Cynefin™ Foundations course that provides the basic scaffolding and essential toolbox.

Rich development comes from mixing, virtual self paced learning, apprenticeship models, and helping others learn in domain specific environments. With the addition of review clinics, learning is

validated and opportunities are made available to collaborate with others who are on their own journey.

Ajay Reddy - CEO Cognitive Edge

BENEFITS FOR CERTIFIED CYNEFIN PRACTITIONERS

Being a Cognitive Edge Certified Practitioner comes with the following benefits:

1. Demonstrate your experience to customers and employers of your Cynefin™ knowledge and expertise;
2. Full engagement with a cohort of experienced practitioners with the intent to advance the field;
3. Opportunity to earn training revenue by delivering in-person Cynefin™ Foundations training;
4. Create application specific training courses collaboratively with Cognitive Edge. Developments are already active in the following domains: *Agile, Public Sector, Safety*, and others;
5. Earn training revenue with the delivery of Cynefin™ Application specific training courses
6. Exclusive access to enhanced Cognitive Edge material, methods and tools for delivery of Cognitive Edge services and training (in-house or practitioner level courses within areas of specialisation);
7. Early and in some cases exclusive access the next generation SenseMaker® tool suite.

For more information about the Cynefin™ Practitioner Certification program please contact members@cognitive-edge.com.

[Click here](#) to register for the Cynefin™ Train-the-trainer and/or Cynefin™ Retreat coming to Whistler, BC, Canada during from 24-29 June 2018.

[Click here](#) to register for the Cynefin™ Foundations online course, starting mid-July.

[Subscribe](#) to our newsletter to receive the latest news and announcements.