

Wki Certification Program – Online

Program Requirements

Overview

The online certification program provides a flexible, high value option for people to be certified in the Wki So what? who cares? why you?(R) methodology at a schedule and location convenient to them. Participants can enrol at any time, with the expectation that the program will be completed within 60-90 days from their start date. This maximizes the learning outcomes from each element and ensures integration of the program principles. The program offers a blend of self-paced learning modules in an online environment with live, online coaching meetings and discussion with Wendy Kennedy, founder of Wki.

Program Materials:

Participants registered in the online program will receive a certification binder, complete with printed documentation for each element of the certification program. They will also receive a reference copy of the So what? who cares? why you? Commercialization Toolkit and a coaches toolkit reference guide book. Access to the online certification resource area as well as the Certified Coach online resource library will also be provided.

Program Elements:

The program has four main elements:

1. So what? who cares? why you? Tool Training – 9 online, self-paced tutorial modules
2. Tool Talk Sessions – live discussions with Wendy and other participants (as available).
3. Course Modules – Three 75 minute webinars, pre-recorded
4. 1:1 Working Sessions With Wendy – Live meetings to integrate your knowledge into your program and coaching style.

1. **Tool Training:**

- Participants work through the Wki online toolkit, drafting the tools and noting their coach approach to using each tool.
- There are nine modules in the online toolkit, representing the complete So what? who cares? why you? methodology.
- Participants work through the online toolkit using a science or technology idea “pre-approved” by Wki.
- As drafts of tools are completed, they are submitted (no more than 3 tools at a time), to Wki. Wki does an initial review of the tool drafts and assesses their “readiness” for discussion in a live “tool talk” session.
- Participants are invited to participate in the “tool talk” sessions (see below).

2. Tool Talk Sessions:

- A key part of the Wki Certification Training Program is the live “Tool Talk” sessions. In these online conference meetings, participants lead the conversation by presenting their completed drafts of the So what? who cares? why you? tools.
- To be “ready” to engage in these sessions, Wki needs to review your tool drafts in advance.
- Participants present their tools at the session and engage with Wendy to describe the coaching approach and style they would use with each tool.

3. Online Course Modules:

- Three, 75 minute pre-recorded courses:
 1. Developing a Coach Approach
 2. Pre-incubation Programs
 3. Marketing Your Program
- These classes can be completed at your convenience, but ideally should be completed after the tool training.

- The knowledge and skills acquired in these courses should be integrated into the integrative sessions described below.

4. 1:1 with Wendy Integrative Sessions

– Two live online meeting sessions will be held with Wendy Kennedy. The objective of these meetings will be for the participant to demonstrate their knowledge and capabilities to deploy the So what? who cares? why you?® methodology and the Wki Pre-incubation program in a coaching environment. Participants will be required to prepare and present two separate sessions to complete the requirements for certification.

- The topics for the 1:1 sessions are as follows:
 - Session 1: Presentation of the So what? who cares? why you toolkit. In this session, you pitch the tools back to Wendy showing your knowledge of the tools and your coaching tips/techniques. You are required to present each tool using the example you used in your tool training exercise.
 - Session 2: Launching Your Pre-incubation Program: in this meeting, you will draw from the online courses to present your pre-incubation program, including providing a multi-media presentation of your pre-incubation room, dry erase boards mounted on walls, etc. This session should also devote time to discussing your target clients, coaching style, and program marketing.