

COA Level 3 Master

Goal: Teach It: Teach the Walk!

Objectives:

1. Certify other practitioners in virtual or face-to-face programs in the Cultural Orientations Approach (Level 1 and Level 2)
2. Gain key insights in achieving the objectives for Level 1 and Level 2 certification (challenges, opportunities, observations, best practices)
3. Conduct the COA certification according to the expectations of TMC
4. Teach others through knowledge of adult learner methodology

5 Reasons Why You Should Become COA Certified

As a COA-Certified Practitioner, you will enjoy an array of benefits to help you improve cultural competence within your organization to reduce risk, enhance innovation and maximize effectiveness:

1. Leverage the industry-leading cultural assessment (COI®) in your own or company practice
2. License to the Cultural Navigator (1 year)
3. Access to the COA Practitioner website and Practitioner store
4. Lifetime membership in the COA Practitioner Community
5. Administrative access to COI tools and results for your users

Qualifications for a COA Practitioner Certification

Profile of candidates for COA practitioner certification:

- Cultural experience transferrable to a learning environment
- Passion for communication and collaboration across cultures
- Solid organizational and individual growth and development skills

- Experience in developing the capabilities of others
- Knowledge of team management and dynamics
- Committed to investing 13.5 hours to become a certified COA Practitioner

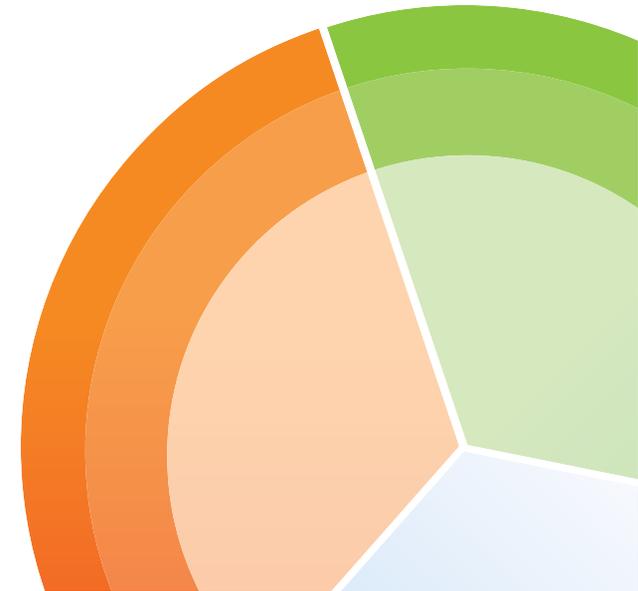
APPLY FOR COA CERTIFICATION TODAY!

To find out how you can become COA certified, simply call TMC TODAY at **1.800.380.8508** or log onto culturalorientations.com.



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Cultural Orientations Approach™ Certification Program



Connect Cultures. Maximize Performance.

LEVERAGE THE DIVERSITY IN YOUR ORGANIZATION

Certification in the COA, encompassing both TMC's Cultural Navigator® and Cultural Orientations Indicator® Assessment, helps improve cultural competence within your organization to reduce risk, enhance innovation and maximize effectiveness.



TMC's certification in the Cultural Orientations Approach™ (COA)

COA Certification enables business and government professionals, educators and independent consultants to learn, integrate and leverage TMC's industry-leading assessment and approach to cultural competency in their work. The COA enhances the global work of consultants, coaches, and talent managers in a meaningful and memorable dialogic, non-judgmental approach to workstyle diversity.

Once certified, Practitioners are able to conveniently purchase licenses for our Cultural Orientations Indicator® (COI) Assessment and other relevant products for use with clients and stakeholders. In addition, as a certified practitioner, you will have access to the COA Practitioner Community on LinkedIn, joining a sophisticated group of peers with whom you can interact, pose questions, share your thoughts and continue developing additional insights through collaboration with fellow practitioners.

THE COA CERTIFICATION PROCESS

The COA certification process engages candidate practitioners in a dynamic experience that blends multiple learning methods to hone cultural competence in themselves first, then prepare them to develop cultural competence in others. Candidates will join a cohort led by a highly experienced facilitator in an engaging learning journey of self-paced pre-, mid- and post-work, synchronous formal training including both written and video case studies, research projects, peer-to-peer practice, action planning for on-the-job application, and advancement of their insights into the importance of cultural competence to achieve business objectives.

A Cultural Orientations Approach certification includes:

- Starter kit of job aids and supporting materials
- Access to the COA Practitioner Website
- Membership in the LinkedIn COA Practitioners Group
- The Cultural Orientations Guide book
- Professional COA Practitioner Certificate
- Continuing education credits are currently only for face-to-face programs: In accordance with the standards of the National Registry of CPE Sponsor

COA VIRTUAL CERTIFICATION AT A GLANCE

COA Level 1

Goal: Know it: Talk the Talk!

Objectives

1. Describe culture using accurate examples from today's business environment
2. Articulate the Cultural Orientations Model with theory and example
3. Recognize the four key cultural skills when used in a COI assessment conversation
4. Interpret an individual's COI assessment results
5. Demonstrate and explain the use of the Cultural Navigator

Target Audience: Interest in operating in other cultures, proven platform trainer skills

COA Level 2

Goal: Do It: Walk the Talk!

Objectives

1. Demonstrate the program objectives as described for level one practitioners
2. Conduct a debriefing^[1] session based on an individual's COI results
3. Analyze the diversity of a group by facilitating a discussion on the results of that group's COI aggregate report
4. Use the COI gap analysis report to diagnose and activate the effective application of the four key cultural skills
5. Strategically leverage the knowledge base contained in the Cultural Navigator®

Target Audience: Interest and experience operating in other cultures, highly developed platform trainer skills

[1] Defined as process of questioning to gain information, assess individual results, interview, question, gather intelligence, examine, probe, quiz.