

Dialogue Mapping Certification Program

Overview

Dialogue Mapping is a powerful facilitation skill that can make a difference in the way people work together. The CogNexus Institute vision is that skillful Dialogue Mapping will be used throughout the world to create meaningful, lasting change within communities, companies and individual lives.

The Dialogue Mapping Certification Program is an intensive 4-month course that establishes participants as Advanced Dialogue Mappers, able to deal confidently and gracefully with any design or decision-making situation. The certifying body is CogNexus Institute (cognexus.org).

The Program is designed for working professionals. It combines practical experience with an understanding of Dialogue Mapping theory and methodology. It requires participation in advanced workshops, tele-classes, projects, readings, homework and research.

The benefits of participation in the Program are both personal and professional, developing profound qualities in all aspects of life:

- **deep listening**
- **compassion**
- **piercing neutrality**
- **leadership, and**
- **a rigorous commitment to results**

Program Logistics

Participation

- Two 2.5-day advanced workshops, location to be determined.
- Ten 1.5 hour long online/teleclass calls held on weekday evenings. Participants must attend all classes – 8 of the 10 must be attended “live.” All classes will be available for playback via the web.
- Regular homework assignments, approximately 2-4 hours of work per week.

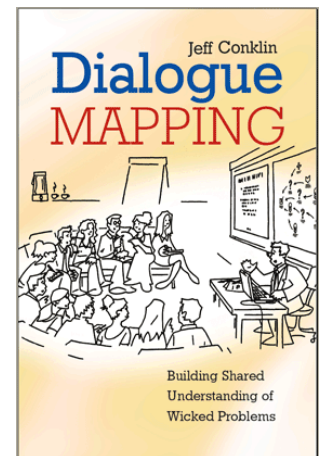
- 24 hours of “real life” logged Dialogue Mapping facilitation, including:
 - ♦ Working alone
 - ♦ Working with a “class buddy” or other individuals
 - ♦ Group situations
 - ♦ One or more full facilitation engagement cycles with clients (volunteer or paid); must involve at least 8 hours of mapping with Compendium. This assignment includes a final written report.
- A research project involving at least 8 hours of research and writing, including a final research report.

Dr. Jeff Conklin leads all classes and workshops for this program. He will hold office hours for Program participants to receive additional, one-on-one coaching. Participants will also have the opportunity to work with and learn from other Dialogue Mapping masters and other advanced students.

Class Schedule

The 2007 Program will begin on September 5, 2007 and be completed on December 14, 2007.

- Tele-classes are scheduled on Wednesdays from 5:00-6:30pm (PST):
9/5, 9/19, 9/26, 10/10, 10/17, 10/24, 11/7, 11/14, 11/28, 12/5
(note that 10/3, 10/31 & 11/21 are intentionally skipped)
- Advanced Workshop 1:
All day: Wed, 9/12 & Thurs, 9/13
Half day, until noon: Fri, 9/14
(location TBD)
- Advanced Workshop 2:
All day: Wed, 12/12 & Thurs 12/13
Half day, until noon: Fri 12/14
(location TBD)



To apply for the 2007 Certification Program please download the application form at <http://cognexus.org/certification.htm>

Applications are due by **July 20, 2007** with a \$200 non-refundable deposit (applies to Program fee).

Prerequisites

- Admission to the program is dependent upon a combination of:
 - ♦ Completion of the 2-day basic Dialogue Mapping workshop
 - ♦ Practical Dialogue Mapping experience (participants must have had at least 20 hours of practical dialogue mapping experience within the past year)
 - ♦ Level of Compendium skill
- Participants must complete the Program Application Form to describe their current level of Dialogue Mapping and Compendium experience. Since this will be the pilot offering of the Certification Program there is some latitude concerning prerequisites and participation.

Miscellaneous

Participants must have a laptop with high speed Internet access and must be able to attend tele-class simultaneously via a landline (NOT a cell phone). Tele-classes will involve simultaneous use of the Internet and the phone.

Cost

- The cost of the Certification Program is \$4,650.00. A nonrefundable deposit of \$200 is due with the Application Form and goes toward the total program fee. At least half the balance (\$2,325.00) must be paid by September 1, 2007. There are several payment plan options available for payment of the remaining balance – contact us to discuss the options.
- Certification Fee: There is no additional cost for the first year of certification. However, there will be an annual certification renewal fee of \$300.00 every subsequent year.

+ Program Outcomes

The Certification Program provides:

- Fluency in IBIS (Issue Based Information System)
- Ease and grace in building shared understanding and shared commitment among stakeholders
- Advanced Compendium software skills
- Deep understanding of Dialogue Mapping theory and the ability to articulate the underlying principles
- Understanding of the meta-patterns of Dialogue Maps
- Connection to the network of Dialogue Mapping professionals and experts

Graduates of the Program will receive:

- A Certificate valid for one year

- Your name and contact information on the official CogNexus website as a certified Dialogue Mapper

? Program Syllabus

Here are the topics that will be covered in the Program classes and workshops, using a combination of interactive presentations and exercises:

Collaborative display and facilitation: selling dialogue mapping; designing collaborative sessions; introducing dialogue mapping to a group; the delicate art of map validation; co-facilitation with mapper and facilitator; creating relationship, integrity, shared understanding and memory; map management; convergence and decision making; attribution; dialogue mapping at a distance.

Compendium and Technology: turning maps into report documents; sharing maps with clients; asynchronous Compendium interaction; tagging; staying organized during extended sessions.

IBIS and Argumentation: elements of IBIS fluency; hearing hidden questions; question and idea status; the logic of options.

History and Theory: argumentation principles and history; the legacy of Horst Rittel; forms of shared display; how to identify a Wicked Problem; non-linear problem solving and how to support it.

Research Project: The topic of the research project will be agreed upon by the participant and Dr. Conklin. The purpose of the research project is to provide the participant with a strong foundation for life-long learning and development of their craft. The project will require at least eight hours of research and writing.

Facilitation Project: Each participant will work with one or more client organizations to facilitate a real working group session using dialogue mapping, either as a volunteer or as a paid facilitator. The engagement may include contracting with the client, interviews, session design, facilitation, and



preparation of a session notes document, most of which will be done using Compendium. Participants will log their time and write a report on what they did and what they learned.

About Dr. Jeff Conklin

Jeff Conklin has over two decades of experience and an international reputation in the fields of hypertext and collaborative technology research, and years of professional experience as a facilitator, consultant, and teacher. He is fascinated with the interplay between technology and social systems. Dr. Conklin is perhaps best known for his work with the Issue Based Information System (IBIS) method and extensions of it, such as research tools ("gIBIS") and commercial products ("CM/1™", "QuestMap™") that support IBIS. He is advisor to the Compendium Institute, which distributes the open source Compendium mapping tool, and Director of CogNexus Institute (cognexus.org).

Dr. Conklin also developed the *Dialogue Mapping* facilitation technique, a radically inclusive approach to knowledge management that allows groups to capture and make sense of unstructured knowledge during project meetings. Dr. Conklin has taught *Dialogue Mapping* to hundreds and hundreds of people all over the world. He has facilitated thousands of meetings, with such clients as the World Bank, the United Nations, the US House of Representatives, the City of Washington DC, NASA, FAA, the General Services Administration (GSA), as well as Southern California Edison, AOL, Verizon, AOPA, Doug Engelbart's Bootstrap Alliance, BP, the California Public Utilities Commission, and other organizations.

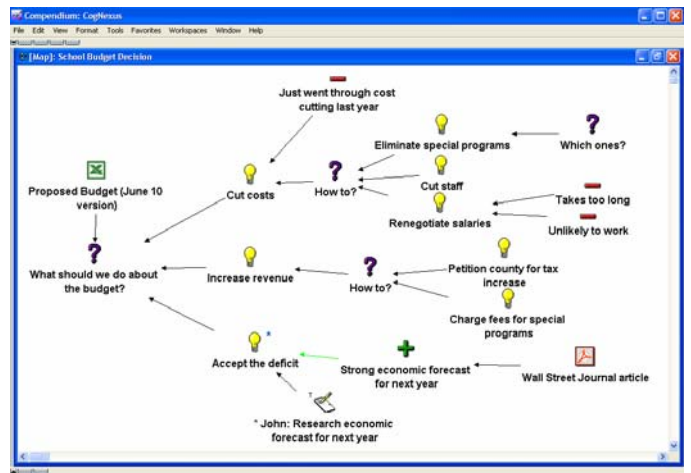


Dr. Conklin's research on collaborative and facilitation technologies has been published in numerous academic journals and conferences. His book about this work, *Dialogue Mapping: Creating Shared Understanding of Wicked Problems*, was published in 2006 by John Wiley and Sons (http://cognexus.org/dm_book.htm).

What is Dialogue Mapping?

At the heart of Dialogue Mapping is IBIS, a simple language for mapping the structure of any conversation, no matter how complex or contentious. In IBIS there are just three basic elements: questions, ideas, and arguments (e.g. pros and cons). The ideas respond to the questions, offering possible solutions; the arguments argue for and against the various ideas. Questions can expand on or challenge other questions, ideas, or arguments.

Dialogue Mapping requires the use of a shared display, ideally using the free software tool "Compendium" which can be used by groups or individuals to create and manage electronic Dialogue Mapping maps of any scale and complexity. Facilitating a group using the software and a bright computer display screen is an especially effective way of helping a group work through a wicked problem.



The goal of Dialogue Mapping is building maximum possible shared understanding among the participants ... about the problem and about possible solutions. The process is not linear. Typically a group starts with several related questions of the sort "What should we do about X?", "How should we do Y?", and "What are our criteria for success?" Group memory is powerful byproduct of the process: as decisions are made, their full context and rationale is implicitly recorded in the Dialogue Map.

Dialogue mappers allow the intelligence and learning of the group to emerge organically. Instead of agendas and control, the group's energy is reflected and channeled in a self-correcting way by each person's ability to see, in the structure of the Dialogue Map, how their own comments contribute to the coherence and order of the group's thinking. Dialogue Mapping represents a new paradigm of deliberation, facilitation, and meeting process.



How to apply

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