



## Conscious Social Change Practitioner Certification Program

Global Grassroots is a 501(c)(3) international non-profit organization. Our purpose is to catalyze the development of conscious communities of change agents who will work independently, collectively and systemically to advance the rights and wellbeing of women.

### Theory of Change

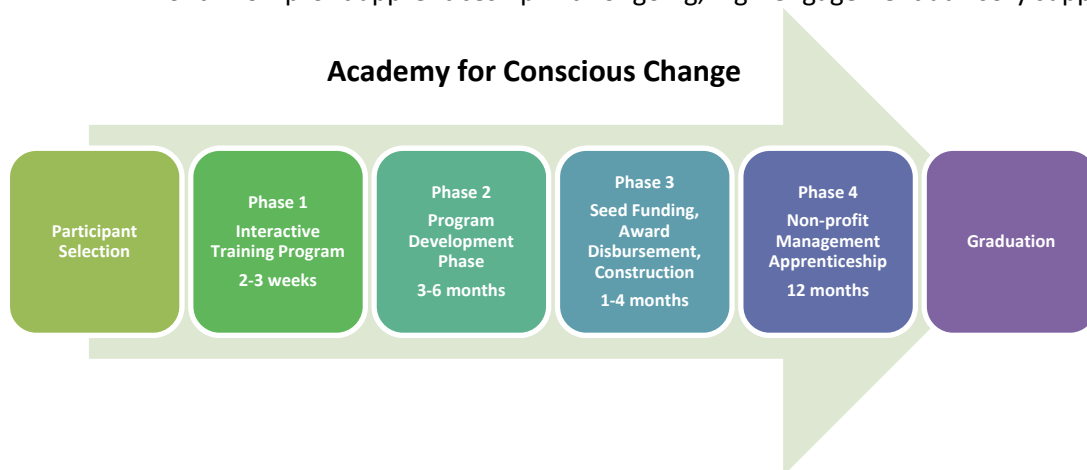
Global Grassroots' work is guided by four core values:

1. Deepening personal consciousness and contributing towards the common good are both essential to social change.
2. One of the most effective levers of social change is a woman with the capability, resources, power, courage and inner commitment to initiate positive change for herself and others.
3. Sustaining and accelerating conscious social change requires investment in supporting, civil society architecture.
4. Mind-body trauma healing plus the opportunity for women to form groups and create community-based organizations to advance social change represents the most effective and holistic approach towards individual and community healing during post-conflict reconstruction.

### Academy for Conscious Change

Global Grassroots' Academy for Conscious Change is a social venture incubator that enables vulnerable women change agents to launch their own grassroots solutions benefiting women and girls. Our approach embraces a participatory development paradigm and integrates a holistic balance of personal and social transformation. The Academy program lasts an average of 18 months, the pace of which is driven by the team's participation, and offers high-engagement support services in four phases:

1. Intensive, interactive 40-hour training program, incorporating:
  - a. conscious leadership and personal growth practices
  - b. mind-body trauma healing for post-traumatic stress
  - c. social entrepreneurship and non-profit management skills
2. 3- 6 months of hands-on non-profit venture development facilitation
3. 1-4 month process of seed grants and construction and implementation support
4. 12 month non-profit apprenticeship with ongoing, high-engagement advisory support



### **Conscious Social Change (CSC) Certification Program**

The Conscious Social Change (CSC) Certification Program provides an intensive and experience-based training in the methods, philosophy, skills and frameworks of Conscious Social Change, preparing new CSC Practitioners to integrate Global Grassroots' approaches into their own professional work and/or lead or provide technical support for Global Grassroots' core programs. The CSC Certification Program is a three-part training program delivered over 15 months:

**Part 1: Personal Transformation for Change Agents:** A series of five 3-month correspondence courses, conducted weekly by email plus one in-person 2-day retreat. The series focuses on the personal transformation process for each individual through the Five Principles of Conscious Social Change, and involves an exploration of consciousness as embodied in social change work. Course fee: \$200 for each of the five courses. The 2-day retreat is priced separately based on its location.

**Part 2: Academy for Conscious Change Curriculum Training:** This 12-day intensive training provides all the tools, practical skills, methodology, philosophy and other resources needed to carry out a training program in mind-body trauma healing, conscious leadership practices and social entrepreneurship skills with a group within Global Grassroots' target population of women in post-conflict, post-disaster or developing countries. Course participation is determined by application. Course fee: \$3000.

**Part 3: Supervised Pilot Training:** The final and third part of the certification program consists of a volunteer, supervised, trial training program with a preselected group, which may be a disadvantaged group in the US or internationally.

**Certification:** Certification requires completion of Parts 1-3 above and any individual requirements resulting from a final assessment of performance. A code of conduct and ethics agreement will be required as well as a certain level of continuing education to remain certified as new material is developed. Once certified, CSC Practitioners are eligible to serve as paid consultants working as representatives of Global Grassroots for a client organization under short-term engagements:

#### **eAcademy Advisory Support**

Global Grassroots is developing an online interactive learning program to disseminate our curriculum to the 167 women's groups in 45 countries that have requested our programs to date. Certain women's groups or international NGOs may be interested in making the resource available to their beneficiaries, but may need some technical assistance and a demonstration training to be able to understand how best to introduce and support the tool. On a fee-for-service basis, clients will be able to engage Global Grassroots CSC Practitioners to demonstrate the program, serve as technical consultants to the NGO in using the eAcademy with their beneficiaries, and provide ongoing support to the partner NGO and/or their beneficiaries during their use of the eAcademy curriculum.

#### **Partnership**

Where values and interests align, Global Grassroots will form partnerships with specific NGOs operating in developing countries, serving a similar target population and who are interested in enhancing their current programming with our curriculum. Clients will hire Global Grassroots CSC Practitioners to offer the core Academy for Conscious Change curriculum over a mutually agreed time period, and then the partner organization will manage the subsequent venture development, funding and non-profit management apprenticeship phases. Global Grassroots will provide technical assistance to the partner NGO as needed.

### **Global Grassroots Expansion**

CSC Practitioners may be engaged to establish a new Academy for Conscious Change program in a brand new location as part of Global Grassroots' expansion. This may include an exploratory feasibility study, recruiting and selecting participants, identifying local collaborating partners, implementing local NGO registration and permitting procedures, managing logistics and program planning, training site selection, program budgeting and financial due diligence, recruiting of local staff and translators, conducting the curriculum training and providing early stage venture development support while training local staff to transition into responsibility. Not only will the CSC Practitioner represent Global Grassroots on the ground, but will serve as a core staff member during the start-up of the program in the new location.

### **CSC Certification Program Leadership**

The CSC Certification Program was designed by and is led by Gretchen Wallace, Founder and President of Global Grassroots. Gretchen believes that cultivating inner awareness and contributing to the common good are both necessary to advance the greatest level of positive social change. She holds an MBA from the Tuck School of Business at Dartmouth College and a BA in Foreign Affairs from the University of Virginia. She is a certified Integrative Breathwork Practitioner and trained in Coherent Breathwork, which she utilizes in her work in Haiti and Rwanda to help women and children heal trauma from war, disaster and sexual violence. She has taught and lectured about Conscious Social Change at wellness institutions including the Omega Institute and Kripalu, for client organizations such as Partners In Health, Presidential Classrooms and the Wisconsin Council for the Social Studies, and at high schools and universities nationally including Yale, Harvard, Dartmouth, Naropa University, and the University of Virginia, among others. In 2007, Gretchen was honored by World Business Magazine and Shell as one of the top International 35 Women Under 35. In 2010 she was chosen with her husband as CNN Heroes volunteering in Haiti after the earthquake. In the same year she was awarded the inaugural Susan J. Herman Award for Leadership in Holocaust and Genocide Awareness by the Cohen Center for Holocaust and Genocide Studies at Keene State College. In 2011 she was chosen one of seven Remarkable Women of the World by New Hampshire Magazine.