

CERTIFICATION IN ALIGNING CROSS-FUNCTIONAL TEAMS

THE CONNECTOR PROGRAM

Certified Connectors are experts at aligning cross-functional colleagues to priorities. Upon certification, you'll increase your organization's speed of achievement by developing these disciplines with colleagues in the flow of work:



**DEEP ALIGNMENT
TO IMPERATIVES**



**ENERGIZED AROUND
A SHARED REALITY**



**EMPOWERED
DECISION MAKING**
AT THE EDGE OF THE ENTERPRISE

BENEFITS TO YOUR ORGANIZATION

- An increased flow of value to customers via a more seamless, collaborative organization.
- Stronger alignment literacy and scalable collaborative leadership capability development.
- Increased employee engagement and enhanced experience.

BENEFITS TO YOU



Connectors are recognized for enterprise thinking and leadership, with the ability to influence peers.



Skilled at rapidly aligning colleagues in the flow of work, your Connector Certification amplifies the value of technical certifications.



Expertly assess a team's alignment with the scientifically valid & reliable Alignment Calculator.



As part of the Connector Community, you'll have access to resources, live workshops and personalized coaching for continued development.

THE ROLES OF A CONNECTOR



MODEL

Connectors effectively and consistently apply their skills to align colleagues to priorities.



CONSULT

Connectors advise colleagues in diagnosing barriers and co-creating collaborative solutions.



PARTNER

Connectors develop the three daily disciplines in others by providing proven resources and applying new skills to work projects.

STEPS CONNECTORS TAKE IN THE FLOW OF WORK



Assess and strengthen **deep alignment to imperatives**.



Facilitate the safe discussions required for the team to **break interpersonal barriers**.



Support the team to collaboratively **elevate culture norms**.



Equip teams to execute with proven and practical methods, tools and frameworks.

TRAITS OF CONNECTOR CANDIDATES

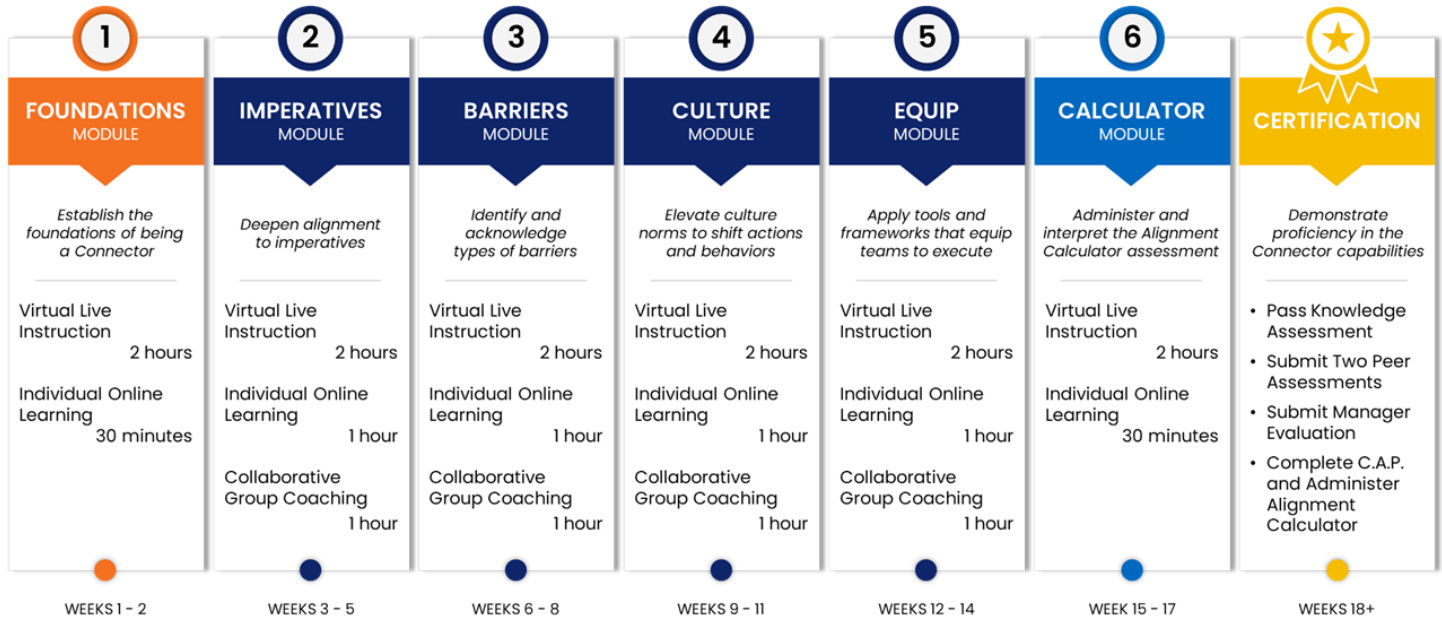
Connectors are best in positions where organizational structure, processes or systems intersect, requiring alignment and effective collaboration of cross-functional colleagues for the business to succeed.

THE BEST CANDIDATES:

- ✓ Are respected and credible with cross-functional colleagues.
- ✓ Model values and behaviors admired or desired by their organization.
- ✓ Think and act strategically; making decisions that strengthen the work of individuals/teams toward enterprise objectives.
- ✓ Are trustworthy and accountable.
- ✓ Build rapport and communicate well with cross-functional colleagues.
- ✓ Possess analytic skills, with the ability to provide actionable insights and solutions rather than metrics or rhetoric.

CERTIFICATION ROAD MAP

DESIGNED FOR BUSY PROFESSIONALS TO MAKE AN IMMEDIATE IMPACT



CERTIFICATION EXPERIENCE AND REQUIREMENTS

- A commitment of 25 hours of instructional learning spread over 4 months.
- Blended experience including virtual live instruction, individual online learning, collaborative group coaching, and assignments designed to occur in the flow of work.
- Certification requires proficiently demonstrating application of organizational disciplines by:
 - Completing all online learning (quizzes, videos and assignments).
 - Passing the final knowledge assessment.
 - Submitting two peer assessments from the collaborative group coaching.
 - Submitting a manager evaluation.
 - Proficiently completing a Connector Application Project and administering an Alignment Calculator assessment and debrief.

CERTIFICATION PROGRAM
\$3,950 PER PERSON

INTERESTED IN JOINING
THE CONNECTOR PROGRAM?

CONTACT US!

\$399 ANNUAL FEE

Due after the first year, includes:

- Distribution and utilization of proprietary Alignment Calculator with unlimited reports.
- Use of IP through resource hub.
- Booster sessions and workshops with the Connector Community.
- Two 30-minute coaching sessions with a Verus Global facilitator.