

PrinciplesUs Foundations Certification

Beta-pilot Program Brochure

TABLE OF CONTENTS:

About	2
Overview	2
Commitment	3
Benefits	3
Agenda	4
Schedule	5

About

PrinciplesUs was built to help people learn what they are really like. Its creators include Ray Dalio, entrepreneur and investor who grew Bridgewater Associates from his two bedroom apartment to the fifth most important private company in the US, and expert psychologists Dr. Adam Grant, Dr. Brian Little and Dr. John Golden. The PrinciplesUs assessments bring together their diverse expertise, combining best-in-class assessment frameworks, leading personality science, and practical and proven insights from decades of business experience.

Overview

PrinciplesUs Foundations Certification Beta-pilot program empowers professionals to administer individual & group assessments. The insights provided by this program will give your clients a deeper understanding of their people, their teams, and how to use that understanding to enable their organization to be most effective.

As part of the beta-pilot program you will:

- Be provided with a foundation for understanding the research, development, and structure of the PrinciplesUs Assessment, e.g. scale construction, technical aspects (reliability and validity)
- Learn how to interpret PrinciplesUs Assessment results with a deepdive into Traits and Archetypes
- Explore your own PrinciplesUs personality preferences --your Traits and Archetypes-- and gain practical insights to inform how you may lead self-discovery for others
- Learn how to debrief assessment takers to help individuals and teams reflect productively on their results
- Get on the field and practice delivering personality feedback and PrinciplesUs insights with real-life examples
- Gain expertise in facilitating exploration of interpersonal relationships and team dynamics using PrinciplesUs

Program will be delivered by Zack Wieder, Principles Chief Experience Officer, Ozlem Cebeci, Principles Head of Client Strategy & Services at Principles, with contributions from Dr. Andrew Spark, Principles Senior Personality Researcher.

Zack built the assessment with Dr. Adam Grant, Dr. Brian Little, and Ray Dalio. He also led internal Training & Development at Bridgewater Associates for over 10 years. Zack has experience coaching 1,000+ of employees as well as facilitating assessment and culture workshops with executive groups.

Ozlem works in the design of PrinciplesUs facilitation and coaching experiences. As a strategic partner and advisor to Principles enterprise clients, she leads the development of tailored adaption strategies to realize value from the Principles products and works with clients to operationalize those strategies.

Together they developed a unique PrinciplesUs Foundations Certification program, which will teach you how to facilitate assessments and culture workshops with groups as the full program launches in 2022.

Before we launch the full program, it is our ultimate goal to optimize the program content and resources, prevent future hitches, and improve user experience. We will do that by forming a small, diverse focus group of 20 people whose reactions and inputs will be analyzed upon a determined topic to determine the future response from a larger group cohort.

Commitment

Foundations Certification Beta-pilot program includes two virtual live content sessions, two live feedback sessions, and pre-session and post-session work for a total time commitment of ~13 hours over the course of two weeks.

All participants of the focus group will be asked to:

- Complete 1 hour pre-work before content sessions (2 hours total)
- Attend 2 content sessions of 4 hours each (8 hours total)
- Complete 30 minutes post-session feedback survey within 24h of the content session (1 hour total)
- Attend 2 live feedback sessions of 1 hour each (2 hours total)

Benefits

By attending the beta-pilot program you will receive:

- Free certification (in PrinciplesMe and PrinciplesUs assessments)
- Opportunity to co-create a new offering
- Eligibility for facilitation in the future programs
- Opportunity to be one of the first Principles coaches for an enterprise/corporate assessment education

Agenda

Certification Module 1 - PrinciplesUs Personality Assessment Fundamentals

Pre-work - Getting into the "Personality Mindset" (~1 hr)

- Complete the PrinciplesUs Assessment
- Video: Dr. Adam Grant on Self-Awareness and Career Success
- Reflection Exercise
- Reading: The Science Behind the PrinciplesUs Assessment
- *Optional* - Reading: Summary of Big Five Framework
- *Optional* - Video: Dr. Brian Little TED Talk: Who Are You Really? The Puzzle of Personality

Session Learning Objectives (~4 hr)

- Provide a foundation for understanding the research, development, and structure of the PrinciplesUs Assessment, e.g. scale construction, technical aspects (reliability and validity)
- Learn how to interpret PrinciplesUs Assessment results with a deep dive into Traits and Archetypes
- Explore your own PrinciplesUs personality preferences --your Traits and Archetypes-- and gain practical insights to inform how you may lead self-discovery for others

Post-session Feedback Survey (~30 min)

Focus Group (~1 hr)

Certification Module 2 - 1:1 Coaching and Group Facilitation with PrinciplesUs

Pre-work - Introducing PrinciplesUs (~1 hr)

- Explore PrinciplesUs features: 1:1 Compare (About Others) and Group Visualizations (Archetypes, Trait Scales, Team Profiles)
- *Optional* - Reading: Motivational Interviewing: Helping People Change, William R. Miller and Stephen Rollnick (excerpt)
- *Optional* - Reading: Mindset: The New Psychology of Success, Carol Dweck (excerpt)
- *Optional* - Reading: Personal Projects and Organizational Lives, Adam M. Grant, Brian R. Little, and Susan D. Phillips

Session Learning Objectives (~4 hr)

- Learn how to debrief assessment takers to help individuals and teams reflect productively on their results
- Get on the field and practice delivering personality feedback and PrinciplesUs insights with real-life examples
- Gain expertise in facilitating exploration of interpersonal relationships and team dynamics using PrinciplesUs

Post-session Feedback Survey (~30 min)

Focus Group (~1 hr)

Schedule

In Eastern/New York time (ET)

Certification Module 1 - PrinciplesUs Personality Assessment Fundamentals			
Resource	Date	Time	Duration
Pre-work	Due by January 11, 2022	-	~1 hour
Content Session	January 11, 2022	10:00 am ET	4 hours
Post-feedback Survey	Due by January 12, 2022	-	30 minutes
Focus Group Session	January 13, 2022	10:00 am ET	1 hour

Certification Module 2 - 1:1 Coaching and Group Facilitation with PrinciplesUs			
Resource	Date	Time	Duration
Pre-work	Due by January 18, 2022	-	~1 hour
Content Session	January 18, 2022	10:00 am ET	4 hours
Post-feedback Survey	Due by January 19, 2022	-	30 minutes
Focus Group Session	January 20, 2022	10:00 am ET	1 hour

**TBD - Quick Exam - testing your general knowledge and facilitation techniques with a capstone written exam and mocks