

# PEOPLE-CENTERED CULTURE SPECIALIST CERTIFICATION PROGRAM

What's the difference between organizations **with** great culture and organizations that **talk** about great culture? **Certified practitioners who know how to build it.** Culture isn't built by the people who care the most. It's built by the people who have the tools, skills, and are empowered to make a difference.

## Empower your team with the **REAL** Framework: Your Roadmap to an Inclusive Workplace

- **RECOGNIZE:** Identify barriers such as organizational roadblocks, exclusionary practices, resistance, biases and other barriers that create gaps in desired culture.
- **ENCOURAGE:** Foster a culture of psychological safety, open communication, empathy, fairness and belonging.
- **ACT:** Use an understanding of neuroscience and psychology tools to mitigate patterns of exclusion, uncover organizational patterns, understand and build psychological safety, design inclusive systems, and facilitate cultural transformation.
- **LEAD:** Model inclusive behavior, champion change, and hold everyone accountable for creating a respectful and supportive environment.





## PEOPLE-CENTERED CULTURE SPECIALIST

The PCCS Certification is a systematic approach to building the skills that turn culture goals into reality. Each week follows an intensive three-day learning cycle designed for immediate application:

### WEEKLY LEARNING PATTERN:

- **Monday** (15-30 minutes): Foundation session exploring the neuroscience and psychology behind each REAL component to understand the WHY behind human behavior and organizational dynamics.
- **Tuesday** (30-40 min): Introduction of psychology tools to diagnose and shift organizational culture.
- **Wednesday** (30-40 min): Strategy session introducing proven frameworks and methodologies to learn HOW to create measurable change
- **Thursday** (30-40 min): Tools and practice session with hands-on application to master the WHAT you'll use in your organization
- **Friday-Monday:** Applied assignment in your actual workplace to implement what you've learned (*upload assignments may be required*)

This isn't passive learning. Every week you'll apply new skills to real organizational challenges and return with insights, data, and evidence of your growing capability.

# PROGRAM CURRICULUM

What you'll master over six weeks



## Week 1: **RECOGNIZE** – Identifying Patterns of Exclusion

Understand how the brain processes bias, creates in-group/out-group dynamics, and perpetuates exclusion, even among well-intentioned people. Learn why awareness alone doesn't change behavior and what actually does.

### Skills You'll Build:

- Diagnose where exclusion shows up across your organization using validated frameworks
- Conduct stakeholder mapping and power analysis to identify who has voice and influence
- Use systematic auditing to uncover invisible patterns in hiring, meetings, promotions, and recognition
- Gather qualitative and quantitative data that proves where the problems are

### What You'll Apply:

Conduct a sample size Recognition Audit in your organization, identifying specific patterns of exclusion and documenting your findings with data.



## Week 2: **ENCOURAGE** – Building Psychological Safety

Explore the neuroscience of safety and threat response. Understand why people shut down, self-censor, and disengage—and what leaders must do differently to create environments where people speak up, challenge ideas, and admit mistakes.

### Skills You'll Build:

- Assess psychological safety levels using research-backed tools
- Identify specific leader behaviors that build or destroy trust
- Create team norms that normalize productive conflict and constructive dissent
- Design organizational practices that reward speaking up rather than punishing it

### What You'll Apply:

Assess psychological safety in a team you work with, identify specific gaps, and implement one leader behavior change, and actions the team can take to ensure psychological safety and openness at the team level. Document what happens when you try it.

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## Week 3: ACT – Designing Inclusive Systems

Understand why individual behavior change is necessary but insufficient. Learn how systems and structures shape behavior more powerfully than values, and why lasting culture change requires redesigning the processes that govern daily work.

### Skills You'll Build:

- Audit organizational processes for embedded bias across the employee lifecycle
- Redesign systems using inclusive design principles: transparency, accessibility, multiple pathways, built-in accountability
- Identify high-leverage intervention points that create ripple effects
- Shift from "fixing people" to "fixing systems"

### What You'll Apply:

Identify and select one biased process in your organization, audit it for exclusion points, redesign it using inclusive principles, and create an implementation plan.



## Week 4: LEAD – Facilitating Cultural Transformation

Learn why cultural differences activate threat response and why avoiding difficult conversations guarantees dysfunction. Understand the neuroscience of conflict, empathy, and repair and why facilitation skill is non-negotiable for culture leaders.

### Skills You'll Build:

- Facilitate difficult conversations about culture, belonging, and conflict with confidence
- Navigate cultural differences in communication, feedback, hierarchy, and decision-making
- De-escalate tension while maintaining accountability
- Build shared norms across difference rather than forcing assimilation

### What You'll Apply:

Facilitate a difficult conversation or address a cultural dynamic in your organization. Reflect on what worked, what didn't, and what you learned about your facilitation capacity.

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What you'll master over six weeks



## Week 5: **LEAD (continued)** – Operationalizing Culture Change

Understand why culture initiatives fail after initial enthusiasm and what's required for change to become embedded. Learn the psychology of sustained behavior change and how to build accountability systems that outlast individual champions.

### Skills You'll Build:

- Measure culture change using leading and lagging indicators
- Embed culture metrics into business reviews and performance systems
- Build accountability structures that sustain behavior change
- Create communication strategies that keep culture work visible and valued

### What You'll Apply:

Build an operationalization plan for a culture initiative, defining metrics, accountability structures, and a 90-day communication strategy.



## Week 6: **CAPSTONE PROJECT** – Demonstrating Mastery

Design, document, and present a real-world culture intervention that solves an actual problem in your organization. This isn't theory. This is a complete intervention you can implement immediately—and proof to employers and stakeholders that you have the expertise to deliver results.

### Your Portfolio Piece:

You'll create comprehensive culture intervention that includes:

- Problem diagnosis using frameworks from the program
- Intervention design grounded in neuroscience, psychology, and inclusive systems principles
- Implementation plan with timeline, stakeholders, and resources
- Measurement strategy with specific success indicators
- Operationalization approach to sustain change beyond the pilot

### Examples of Past Capstone Projects:

- Redesigned onboarding that cut 90-day turnover by 40%
- Meeting protocol that increased participation from quieter voices by 65%
- Conflict resolution framework that reduced HR escalations by half
- Recognition system that shifted manager behavior and drove 15-point engagement gains
- Psychological safety assessment that gave leadership a concrete roadmap they actually followed

# Your Learning and Culture Transformation Journey Begins Here

This curriculum is built on the following principles:

1. **Progressive Skill Building:** Each week builds on the previous, moving from diagnosis (Recognize) to safety-building (Encourage) to systems redesign (Act) to leadership and operationalization (Lead)
2. **Theory-to-Practice Integration:** Every Monday and Tuesday introduces the neuroscience and psychology WHY, Wednesday teaches the strategy and HOW, Thursday provides tools and practice, Friday-Monday demands real-world application
3. **Applied Learning:** Assignments require participants to work in their actual organizations, not hypothetical scenarios, ensuring immediate relevance and transfer
4. **Competency Demonstration:** The capstone requires participants to prove mastery by designing, documenting, and defending a complete intervention
5. **Cohort-Based Accountability:** Small peer groups provide feedback, support, and accountability throughout the program, modeling the collaborative culture-building approach taught in the curriculum

**Thank you for exploring our program.**



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