

B3 Facilitation Certification Track



Learn our B3 (Be Conscious – Be Curious – Be Better) vertical facilitation method

B3 Facilitation is a program designed to develop your leadership and facilitation skills, and build on existing expertise and strengths, using real-life context that is relevant to you.

The experience provides:

Vertical Methodology

- Grounding and understanding of our vertical frameworks. You'll come away with a toolkit of resources and frameworks to develop and bring out the best in your groups.

Virtual and In-Person Insight

- Experience and learn how to best use a blended format — combining in-person synchronous workshops supported by digital asynchronous workouts.

Group Dynamics

- Learn how to create safe, inspiring spaces and utilize group dynamics to achieve better outcomes.

Real Life Application

- Through putting knowledge into action. Right away this experience will be useful; using a real life event to practice applying the principles in your own context.

Ongoing Learning and Support

- A cohort community for continued learning, mastery support, and resource-sharing.

To get the most out of the program, you should:

- Have at least one group experience event you'll lead around 4 weeks from the program start date.
- Be prepared to engage with all stages of the program.
- Have the support structures you need around you to be able to participate fully in the program and implement your insights.

At a Glance



AUDIENCE

Leaders and facilitators looking to develop their ability to design, and deliver group experiences.



COMMITMENT

Synchronous learning
Virtual Workshops

- Workshop 1 – 2.5 hours
- Workshop 2 – 4 hours
- Workshop 3 – 1.5 hours

Asynchronous learning

- Self Guided Digital Workouts
- Collaboration with your cohort

We estimate the time commitment outside virtual workshops to be 1–2 hours per week

ICF CREDITS

B3 Facilitation (formerly Elevating Group Development) has been accredited by the International Coaching Federation (ICF) after a rigorous review process and demonstrated that our curriculum aligns with the ICF definition of coaching, Core Competencies, and Code of Ethics. Credits: 12 hours for Core Competencies and 9 hours for Resource Development.



B3 Facilitation – How Does It Work?

Experience	Time	Description
Workout	20 mins	Introduction to core principles of B3 Facilitation and workshop prep
Workshop #1	2.5 hours	Team up: Collaborate with peer group on key principles for deep dive
Workouts and synchronous meetup(s) with your team	2.5 hours	Deep dive into principles and prepare for practice session 10 minutes per workout. Remaining time to prep for the sessions Lean workout to learn more about core principles and prepare for the presentation
Workshop #2	4 hours	Experience It: Peer group presentations and feedback
Workshop #3	1.5 hours	Share and Reflect: Share group learnings and converge on takeaways; build a learning community; prepare for your event.
Post program		Prepare for the facilitated event with your team.

How is it grounded in vertical development and the B3 framework?

- **Be Conscious** – supports learners to become more conscious of the mindsets they operate from and what the situation might require.
- **Be Curious** – provides a framework for inquiry, scaffolding exploration and discovery of the different ways we can expand mindset capacity.
- **Be Better** – shares examples, resources, and specific reflection exercises and practices that stretch and grow capabilities.



Connect with us to learn more about elevating your facilitation and group experiences.
adeption.io | hello@adeption.io