



VMI Certification



Take your coaching up a notch with the scalable and clarifying Vertical Mindset Indicator.

The Certification

The VMI Certification equips coaches and leadership development professionals with the tools, awareness, community, and ongoing learning necessary to deliver the Vertical Mindset Indicator (VMI), a cutting edge assessment which identifies a leader's vertical stage of development.

The VMI Certification Provides Practitioners with:

Rigor and Practice

- Theoretical underpinning for the why, what, and how of vertical development and where the VMI fits amongst the other models and associated tools and language.
- Grounding in their own mindset stage and how that may shape and inform their approach to coaching.
- Examples of and practice with working with different mindsets and how to recognize potential growth edge patterns and opportunities.
- Practice conducting 1:1 VMI debriefs.
- Guidance on how to identify specific experiments and practices for development, and ways to make vertical development accessible and relevant.

Community of Ongoing Learning

- A cohort community for continued learning, mastery support, and resource-sharing.
- Monthly mentoring huddles.
- Quarterly advanced learning labs on topics such as Vertical Development Paths, Working with Shadow, Using the VMI and The Leadership Circle, Vertical Mindset Development and personality (Enneagram, Hogan, MBTI, etc), Vertical Development and Teams, etc.
- A free VMI for practice with a follow-up feedback session and one free VMI a year to offer to clients.
- Three years of access to the Adeption platform.

At a Glance



AUDIENCE

Experienced coaches and leadership development practitioners.



COMMITMENT

8 hours of synchronous learning
3 hours of self-paced workouts
2 1:1 coaching sessions
8+ hours of resources on-demand



ICF CREDITS

Standard Program – 16 ICF CCEs

WHAT MAKES VMI UNIQUE

Leveraging the combined power of AI and rigorous research, the VMI experience offers a fresh perspective on leadership development and provides an **actionable** path for growth and impact. The Unpack Your Results digital workout also makes it highly **scalable** for teams and organizations.

RESEARCH BACKING

The VMI assessment is based on the well-respected **Washington University Sentence Stem Completion test (WUSSC)**, research done with Harvard University, and 10,000+ assessments from leaders across nationalities and industries.

The VMI builds on the work of Susanne Cook-Greuter, a world authority on leadership maturity. Her leader maturity profile (MAP) has been validated across many cultures and populations. Since 1980, she has analyzed more than 11,000 MAP tests in more than 200 different academic and business contexts.



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The Standard Certification Experience – How Does It Work?

Experience	Time	Description
Complete VMI	10–20 Min.	Complete the 9–item VMI and Unpack Your Results workout.
1:1 Coach Debrief	30 Min.	Debrief indicator results with a coach (recorded as demo for your reference).
Workout #1	90 Min.	Complete the online Foundations of Vertical Leadership Workout, making content relevant and translating into your coaching experience. Access over 8 hours of digital content on demand.
Workshop #1	4 Hours	Live virtual or in-person practice with first three vertical stages, answering questions, practicing role-playing, and engaging with the cohort.
Workout #2	30 Min.	Complete the Vertical Mindset Stages Workout, learning more about the stages and how to best engage and coach each.
Workshop #2	4 Hours	Live virtual or in-person practice with last four vertical stages, answering questions, practicing role-playing, and engaging with the cohort.
Workout #3	25 Min.	Reflect on program learnings and see how to scale this offering on Adeption utilizing tools, the coaching dashboard, etc.
Wrap Up	1 Hour	Conduct a practice coaching session and meet with mentor coach to debrief the practice session and key takeaways.

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.



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VMI Group Debrief Certification

“Even though there were 50 people in the session, it felt like I was getting one-on-one coaching.”

—Participant in a VMI group debrief workshop



The Vertical Mindset Indicator (VMI) Group Debrief is included in the certification and is uniquely designed to support leaders and help them get the most out of the VMI experience at scale.

The VMI Group Debrief Certification provides VMI facilitators and coaches with resources, activities, and a proven process for unpacking and applying VMI results.

Program Includes:

- A facilitator kit with slides, position papers, breakout group activities, and FAQs.
- Video clips to incorporate into your program or use as a training resource.
- Access to consultation and mentoring from vertical leadership development experts and the VMI practitioner community.

Program Requirements:

- VMI Certification completion
- Experience with group facilitation
- Participation in a 2-hour virtual workshop
- Practice conducting a workshop with feedback

Help Your Leaders

- See across multiple perspectives and levels in their organization.
- Lead as interdependent collaborators.
- Experiment with new mindsets and experiences.
- Adapt to changing circumstances and conditions.
- Pay mindful attention to what works, iterations for improvement, and how to calibrate approach with different stakeholders.

Questions?



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