



**FORMA**ATION

**BECOME A CERTIFIED  
FORMATION LEADER.**

*become a healthy leader. build a healthy organization.  
guide people into healthy community.*

# FORMA/TION

WE'VE ALL EXPERIENCED THE TRAUMA INFLICTED BY UNHEALTHY LEADERS.

CULTURES FULL OF MISTRUST, ENTITLEMENT, FEAR, AND APATHY DESTROY ORGANIZATIONS AND COMMUNITIES.

*Your organization will never be healthier than you are as a leader.*

*You're ready to know yourself better and lead yourself better.*

*You're ready to lead others into more meaningful work and life.*

BECOME A CERTIFIED FORMATION LEADER, AND YOU'LL BE EQUIPPED WITH THE METHOD, SYSTEM, AND COMMUNITY YOU NEED TO:

- Continue being formed into a healthier leader and guide.
- Solve shared challenges & celebrate wins with a group of like-minded leaders.
- Gain confidence and value as a guide, coach, and consultant for your people.
- Implement a system with proven tools and resources that add more value for your organization and community.
- Be known as a credible, trusted, insightful leader.
- Grow your mission and revenue.
- Belong to a broader community of Formation Leaders available for collaboration and support.

# FORMA/TION

1

**GET TRAINED AND CERTIFIED AS A  
FORMATION LEADER**

2

**INTEGRATE THE FORMATION METHOD  
AND SYSTEM INTO YOUR  
ORGANIZATION, OR PERSONAL  
CONSULTING AND COACHING**

3

**GROW YOUR PEOPLE, MISSION, &  
REVENUE WHILE BEING GUIDED EVERY  
STEP OF THE WAY**





## JOIN THE FORMATION COMMUNITY. YOU WEREN'T CREATED TO LEAD ALONE.

AS A CERTIFIED FORMATION LEADER, YOU WILL:

- Engage your people with more value.
- Build and sustain healthy revenue.
- Deliver transformational results.
- Grow yourself while growing others.

AS A CERTIFIED FORMATION LEADER, YOU WILL GET:

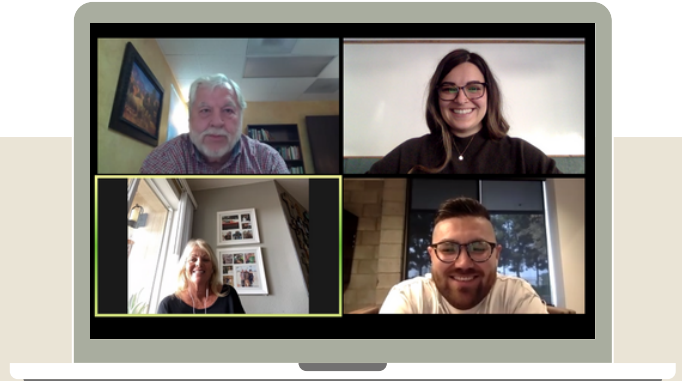
- Training you need to achieve results.
- A system with tools you need to transform your community.
- A method for enrolling the right people in the right groups.
- The team you need to be challenged and supported, with you every step of the way.

# FORMA/TION

SINCE 2014, WE HAVE GUIDED

*150+ Leaders*

TO CREATE MORE MEANINGFUL WORK FOR THEMSELVES,  
THEIR ORGANIZATIONS, AND THEIR WORLD.



## BE A PART OF THE EMERGING GUIDANCE MOVEMENT

*Grow with Formation as we create a new culture of work  
together, guiding people in their formation as humans, workers,  
and leaders.*

## IN WHAT WAYS CAN FORMATION FUEL YOUR MISSIONAL AND FINANCIAL ENGINE?

THE FORMATION METHOD AND SYSTEM HAS BEEN USED TO:

- *Guide organizational leaders into greater health, stability, confidence, and focus.*
- *Facilitate growth, collaboration, and communication in leadership teams.*
- *Build thriving membership communities.*
- *Support emerging leaders through proven coaching & consulting practices.*
- *Integrate adaptive strategic planning as a tool for transforming organizations.*
- *Create accountability through measurable missional and strategic goals.*
- *Identify the core customers and stakeholders that drive organizations both missionally and financially.*
- *Build new initiatives for the common good.*

# FORMATION

INVESTING IN YOUR FORMATION AS A LEADER WILL HELP YOU ACHIEVE YOUR MISSION WITH MORE HEALTH AND FOCUS.

## INITIAL INVESTMENT

*\$6,999*

### INCLUDES:

- **Training:** Formation Method Foundations training day at FLDWRK HQ, including up to 5 additional seats\* for your key leaders
- **Guidance:** 6 months of coaching & training in The Formation Method and System
- **Challenge + Support:** Coaching group with other leaders and guides to navigate challenges and opportunities
- **Tools:** Monthly tool training and online toolkit
- **Certification:** Become licensed as a certified Formation Leader
- **Expansion:** Exclusive networking and business development opportunities

## ONGOING INVESTMENT

*\$249/mo*

### INCLUDES:

- **Tool Training:** Continue being guided and equipped in The Formation Method, System, and Tools with online courses, templates, and monthly trainings.
- **Group Coaching:** Continue learning through challenges and opportunities in monthly group coaching gatherings.
- **Licensing:** Maintain your certification license to continue practicing The Formation Method and System in your organization or community.
- **Expansion:** Grow your coaching and consulting opportunities through the Formation community and network.

\* Additional training day tickets available at \$249/each. Enterprise and partnership packages available.

## THE FORMATION METHOD FOUNDATIONS TRAINING DAY

### What to Expect

- Learn about the 3-headed monster of leadership culture driving us to apocalypse, how we got here, and what we can do about it.
- Understand the dynamic interplay of sensemaking and creating in leader and community formation.
- Understand the "Why?" behind the system of eight disciplines that comprise The Formation Method.
- Practice participating in The Formation Method and guiding others through it.
- Be equipped to begin facilitating your organizational and community teams in their formation immediately.
- Begin applying The Formation Method in your daily and weekly personal planning and development rhythms.
- Forge deeper relationships with your leadership team members.
- Connect with other leaders who are committed to knowing themselves and leading themselves for the sake of others.
- Enjoy delicious coffee, meals, and community.
- Walk away refreshed and with hope for your future as a leader in your organization and community.
- Be prepared with the foundation to continue learning The Formation Method, System, and Tools in our 6 month certification program.



## 6-MONTH FORMATION LEADER CERTIFICATION PROGRAM

### What to Expect

- 2 Months to solidify and earn certification in facilitating The Formation Method.
- 4 Months to learn, apply, and earn certification in using The Formation System to build your organization and support your customers in building theirs.
- Explore your challenges and opportunities in implementing The Formation Method and System through 2 group coaching sessions each month.
- Experience in-depth training through guided online workshops.
- Access your online toolkit of tools, templates, and resources along with training and guidance in The Formation System's tools for organizational development.
- Understand and implement adaptive strategic planning in your organization.
- Build your organization's field guide, which contains your organization's identity, strategy, and org design to guide your quarterly and annual adaptive strategic plan.
- Forge deeper relationships with your fellow leaders and guides to know yourself and lead yourself for the sake of others in a supportive community.



## READY TO JOIN? HERE ARE YOUR NEXT STEPS:

1

FILL OUT AN APPLICATION

2

ATTEND ONE OF OUR  
FORMATION METHOD  
FOUNDATIONS TRAINING DAYS

NEXT: FRIDAY, MAY 6TH, 10AM-3PM

FLDWRK HQ

150 PAULARINO AVE B

COSTA MESA, CA 92626

3

PARTICIPATE IN OUR 6-MONTH  
CERTIFICATION PROGRAM WHILE  
USING THE FORMATION METHOD  
AND SYSTEM IN YOUR  
ORGANIZATION OR COMMUNITY  
RIGHT AWAY



WE HAVE A DREAM THAT ONE DAY, ALL  
CITIES WILL BE FULL OF ORGANIZATIONS  
CREATING THE COMMON GOOD  
TOGETHER.

**WE'RE EXCITED TO HAVE YOU JOIN  
OUR COMMUNITY AS A  
CERTIFIED FORMATION LEADER.**

**EMAIL [HI@FORMATION.COMMUNITY](mailto:HI@FORMATION.COMMUNITY)  
FOR ANY QUESTIONS.**

**FORMA/TION**