



ORGANIC
INTELLIGENCE

OI Coach Certification Program

Credentials Document

OI Credentials Document

for graduates of the
Organic Intelligence® Coach Certification Program
2021-2022

Rights, Responsibilities, and What's Next

Updated July 27th, 2022

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Letter to the OI Certified Coach ::

Dear OICC graduate,

On behalf of myself and the OI Team, congratulations on graduating from the first cohort of the Organic Intelligence® Coach Certification program!

By completing this education, you have acquired extensive knowledge, experience, and skill in OI's process of facilitating human auto-organization. This knowledge, experience, and skill bring confidence in coaching, minimize the risk of harm, and maximize for your clients their organic healing and growth.

We so enjoyed accompanying you through the program, and learning so much along the way. Seeing your accomplishment and the organic arising now of the OI community are experiences of deep fulfillment which we hope you, too, will savor.

The intention of this document is to provide a map that outlines and supports the steps for success in your journey through the Organic Intelligence® (OI™) Trajectory.

In this document, we articulate:

1. Details about the badge, rights, and opportunities you have earned as a graduate of the OICC program.
2. The educational steps that comprise the OI Trajectory.
3. Your next step in the OI Trajectory.
4. Information on renewing your OI Coach Badge.
5. Responsibilities applicable to all members of the OI community, so that we collectively support and strengthen the OI community.

Warmly,

Steve & the OI Team

1. Certification as an Organic Intelligence® Coach

Once again, a warm congratulations on your graduation from the first cohort of the Organic Intelligence® Coach Certification (OICC) program!

Students who have completed all the requirements of the OICC program:

1. Will acquire the OI™ Certified Coach Badge, signifying their official credential as an OI™ Certified Coach (postnominal: OICC).
2. Qualify for their free profile listing on the OI directory.

The public and professional profile of Organic Intelligence is steadily increasing through your support, as well as OI's professional conference presentations, publications, social media and other promotion. Thus, there is an increasing demand for OI coaching support.

Organic Intelligence highlights your achievement as an OI Certified Coach through digital credentials: badges and certificates. Digital credentialing provides a secure and professional way to feature online your depth of knowledge, skills, and abilities. Your OI digital credentials can be instantly verified and include the date your credentials were awarded and the date of expiration. They are designed to amplify your professional standing and to be easily shared on LinkedIn and other social media. You can also send a link of your OI digital credentials by email, and add them to your email signature, blog, or website.

The forthcoming OI directory will be the central hub where the public can find you and your OI coaching support. The directory will offer a place for coaches to present their services, specialization(s), website, social media, etc. It will also feature the badges from the OI Trajectory you have earned.

Your OI Certified Coach Badge will be active for two years beginning the date your badge is issued and will need to be renewed every two years. Details on the renewal process are in Section 3.

2. The OI Trajectory

The OI™ Trajectory reflects the most up-to-date articulation and training in the theory and practice of Organic Intelligence®. This section provides you with the latest information about the OI Trajectory and where you are along the journey.

In the OI Trajectory, each training level builds sequentially on the previous level, and thus each training contains prerequisites for the next. There are four major levels to be completed in sequence. The levels are:

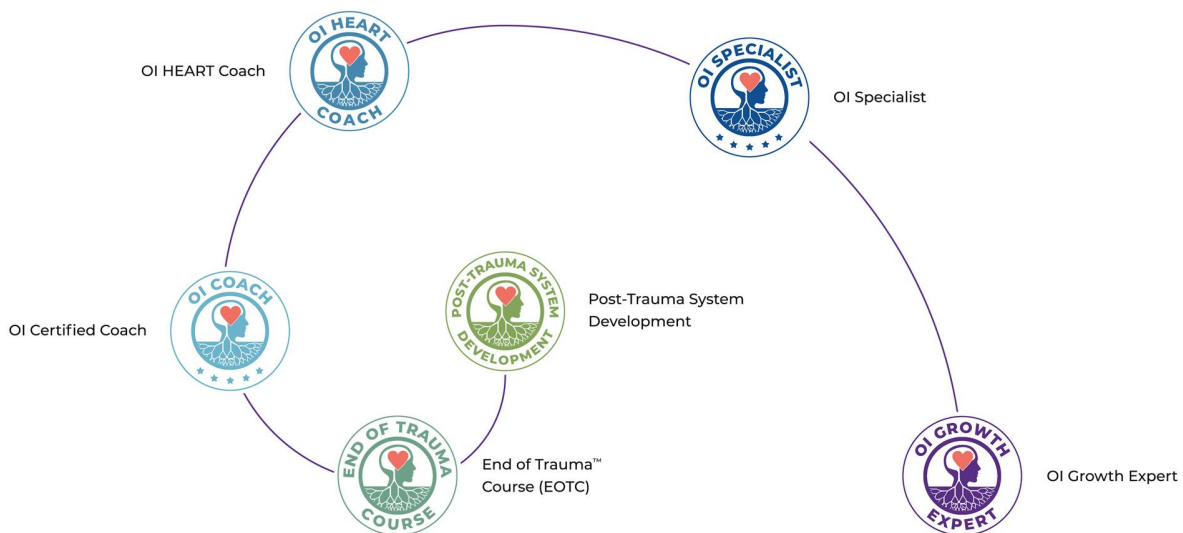
1. The OI Coach Certification program
2. The OI HEART Coach program
3. The OI Specialist program
4. The OI Growth Expert program

The first level in the OI Trajectory is the **OI™ Coach Certification (OICC)** program. OICC opens the door to work with individuals as an OI Certified Coach. In that dyadic exchange, in the attunement context, students hone their OI skills from the foundational OI maps: 1) *Attunement*, 2) *ISOMA*, 3) *Threshold*, 4) *Prosilience*. In OICC, the teaching is distributed and reinforced in a way that we have learned is most assimilable, in small “bites” rather than large “meals”. Didactic materials include daily lessons, daily messages of core concepts, and the OI Glossary. Experiential and live learning include Demonstration Sessions and Reviews, as well as , weekly Labs, Practices, and Discussion + Q&A.

The foundation of OI coaching is the ongoing refinement in relational attunement. In OICC, coaches are introduced to facilitating human auto-organization in the context of a single biological system as it interacts with the environment. In the second level, the **OI HEART™ (Human Empowerment And Resiliency Training®) Coach** program, coaches learn to recognize and work specifically with resonant systems: the interaction of the individuals and their most salient contexts, such as social, intergenerational, natural, and cosmological. For a listing of the OI HEART Coach (OIHC) courses, see Section 4, “Your Next Step in the OI Trajectory”.

The third level, the **OI™ Specialist (OIS)** program, will consist of advanced courses that include clinical specializations, taught by OI Faculty and other qualified OI Coaches. Specializations are expanded upon in Section 4.

The final level, the **OI™ Growth Expert (OIGE)** program, will consist of mentorship cohorts with Steve Hoskinson, in which he provides session reviews, case discussions, and advanced theory in Post-Trauma Growth. Further feedback and discussions on session work are provided.



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OI Trajectory

Completion of each level of the OI Trajectory earns one a distinct badge:

1. Completion of the OI Coach Certification program earns one the **OI Certified Coach Badge** (which you have earned; again, congratulations). Possession of a current OI Certified Coach Badge grants the right to call oneself an Organic Intelligence® Certified Coach (postnominal: OICC), or OI Coach for short.

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2. Completion of the OI HEART Coach program earns one the **OI HEART Coach Badge**. Possession of a current OI HEART Coach Badge grants the right to call oneself an Organic Intelligence HEART Coach (postnominal: OIHC), or OI HEART Coach for short. OI Coach is also appropriate in this context as you are also, and always, welcome to refer to yourself using descriptors from prior training levels.
3. Completion of the OI Specialist program earns one the **OI Specialist Badge**. Possession of a current OI Specialist Badge grants the right to call oneself an Organic Intelligence Specialist (postnominal: OIS), or OI Specialist for short.
4. Completion of the OI Growth Expert program earns one the **OI Growth Expert Badge**. Possession of this badge grants the right to call oneself an Organic Intelligence Growth Expert (postnominal: OIGE), OI Post-Trauma Growth Expert, or OI Growth Expert for short.

Badges link to a digital credential authentication page that details the program's areas of study, as well as the number of hours of study and practice—all securely blockchain encoded. Badges also verify that a coach remains in certified standing with Organic Intelligence.

3. Renewing Your OI Coach Badge

OI™ Certified Coaches must renew their OI Coach Badge every two years.

Continuing Education and renewal of your OI Coach Badge support important values and serve to reinforce and strengthen your foundational OI work. You will learn increasingly nuanced concepts and methodologies that grow your expertise. This also prepares you for future OI specializations, such as work with trauma, children and family, couples, etc. (More on specializations in Section 4).

Renewing your badge maintains your certified standing with Organic Intelligence and listing on the OI directory, and also maintains your OI digital credentials. To renew your OI credentials, your renewal application must be submitted by its expiration date. Your OI Coach Badge expiration date can be found on your digital credentials page.

To renew credentials as an OI Certified Coach, you must:

1. Maintain an active OI coaching practice.
2. Earn continuing education (CE) credits in OI. These CEs are designated by and specific to OI.

Both are essential for skill maintenance and development as an OI Coach.

An active OI practice with individual clients is the intended context for the refinement of your OI work. Most importantly, in that dyadic interaction, your system will receive the implicit feedback that will increase your spontaneous attunement, which reinforces your client's auto-organization.

An active OI coaching practice is defined as holding, in a given year, a minimum of 72 hours of 1:1 OI coaching session work.

- The first year starts on the issue date of your OI™ Coach Badge.
- A 1:1 OI coaching session is defined as any 1:1 session in which a coach employs OI protocols to a significant extent. Such sessions include official OI sessions as well as, for example, psychotherapy sessions in which a therapist employs OI protocols to a significant extent.
- 1:1 OI coaching sessions, to count towards the active coaching requirement, should be held in a professional context. This context includes both paid and pro bono sessions, but would exclude, for example, casual, peer-to-peer session exchanges between coaches.
- The requirement of 72 hours per year translates to an average of 6 hours (or 360 minutes) per month. Following are some possibilities of number and duration of coaching sessions per month that will fulfill this requirement:

Number of sessions per month	Duration
4	90 minutes
6	60 minutes
8	45 minutes
12	30 minutes
24	15 minutes
36	10 minutes

We will rely on the honor system for verifying that an OI Coach has met the active coaching requirement for any given year. In the application to renew credentials, there will be a simple check box for the coach to indicate that they have met the active coaching requirement for both years.

Turning now to the Continuing Education (CE) requirement, the OI Team is still working out exact details on the CE system. More information will be made available as details are finalized.

That said, the CE requirement for the first two years (beginning on the issue date of your badge) can be met by completing the *Biology to Cosmos* course from the OI HEART™ Coach program. Details about when this course will be offered are forthcoming. Completion of this course, in conjunction with maintaining an active OI coaching practice, is sufficient to renew your OI credentials for another two years (i.e., for the third and fourth years after your badge was first issued).

4. Your Next Step in the OI Trajectory

Your next step in the OI Trajectory is the OI HEART™ Coach program. Completion of the OI HEART Coach (OIHC) program will earn a coach the OI HEART Coach Badge.

The collection of courses that comprise the new OI HEART Coach program are:

1. Biology to Cosmos (B2C)
2. Phase 2
3. Multiple Trauma Vortex
4. Image to Archetype
5. First 30 Seconds & Holographic Blue
6. Love & Lineage (Intergenerational Healing)

In addition to these courses, there will be practice and consultation requirements.

Upon completing the first three courses of the OI HEART Coach program, which must be taken in sequence—*Biology to Cosmos*, *Phase 2*, and *Multiple Trauma Vortex*—an OI Coach:

1. May apply to be an approved provider of required OI sessions for OICC students, at \$100 per hour (region-specific adjustments and sliding scale permitted).
2. May apply to take optional, specialized courses, including:
 - a. *EOTC Group Facilitator Certification* | This course trains students to facilitate their own OI-licensed End of Trauma™ Course (EOTC) groups. Upon completion, students earn an “EOTC Group Facilitator Certificate” and are licensed to offer EOTC in small in-person groups (not virtual). One intention behind in-person groups, as opposed to virtual groups, is to grow local OI communities.
 - b. *Introduction to OI™ Presenter Certification* | This course trains students to present OI to the public. Upon completion, students earn a Presenter’s Certificate to provide introductory OI education, under an OI licensing agreement.

- c. *Specialization Courses* | Focused specializations taught by OI Faculty and other qualified OI Certified Coaches (e.g., children and family, couples, sex and sexuality, mindfulness, shame, trauma). These courses will be accredited and count toward the OI Specialist program.
3. May apply to facilitate EOTC Alumni group Discussion + Q&A.

Details and schedule are forthcoming about the OI HEART Coach program.

5. Rights and Responsibilities

In this section, we articulate a range of essential responsibilities for OICC graduates. The importance of these responsibilities is that, when followed as a community, we maintain the strength and reputation of Organic Intelligence®. This strength and reputation will positively support the standing of all OI community members.

Representing Your Training Level

Those who have a current OI™ Certified Coach Badge may call themselves OI Certified Coaches or OI Coaches (not OI Practitioners), in addition to any applicable independent professional designations (e.g., psychotherapist, psychologist, Rolfer, etc.).

No one should call themselves an OI therapist. Therapist implies a licensed profession and OI is not a licensure program. An OI Coach who also has a license to practice—say, psychotherapy—can certainly call themselves a therapist in addition to an OI Coach (but still not an OI therapist).

Organic Intelligence encourages members of the OI community to represent themselves and OI to the public honestly and accurately. The OI Team may perform website audits of OI Coaches to verify for honest and accurate representation. Members who misrepresent themselves, OI, or disseminate OI's intellectual property (IP) without permission or citation may be notified and subject to removal from the directory and forfeiture of badges, unless members remediate these practices in a timely manner. Organic Intelligence reserves the right to revoke badges, as well as access to the OI directory and OI library, at its sole discretion. Such actions will be done with great care, discernment, and intentionality.

Representing Your Services

The Organic Intelligence® Coach Certification (OICC) Program trains students to work as an OI™ Coach with individual clients. The collection of OI Trajectory courses all center around human auto-organization.

OI™ Coaches, *qua* OI Coaches, are not clinically trained to work as sole providers of treatment for acute, crisis, or chronic trauma, overt psychopathology, or other mental illness. With clients who present or later reveal such conditions, an OI Coach should be adjunctive (at most) with a qualified and licensed physician and/or mental health professional. OI Coaches without relevant clinical training and licensure should not represent, imply, or promise that they or their work aim to heal trauma or address the host of medical or psychological conditions and diagnoses.

Anyone who uses Organic Intelligence in their work should represent this fact publicly. “Organic Intelligence®” should be in the description of their services. Do not white label Organic Intelligence (OI)—that is, do not rebrand Organic Intelligence so that it might appear that you innovated the OI theory and practice that you are using. For example, do not market yourself as offering “nervous system work” or “Jordan Smith’s method for mastering your nervous system” when in reality you are applying OI methodologies.

As Organic Intelligence is an existing educational organization and registered trademark, do not use “Organic Intelligence” in your website URL, the name of your business or business entity, or your email address. This will help avoid suggesting that you work for Organic Intelligence. Instead, we encourage OI coaches to develop a way of representing their uniqueness and services as an OI Coach.

Some examples of what **not** to do:

“www.jordan-smith-organic-intelligence.com”
“JordanSmithOrganicIntelligence@gmail.com”
“Jordan Smith Organic Intelligence Coach LLC”

Some examples of what you **can** do:

“www.jordansmith.com”
“www.jordan-smith-oi-coach.com”

“Jordan Smith Coach LLC”

“JordanSmithOICoach@gmail.com”

For questions about proper usage of “Organic Intelligence®” in your business name, entity, URL, or email, please contact credentials@organicintelligence.org.

Presenting OI to the Public

Organic Intelligence is a nuanced healing approach. Teaching and presenting OI require a separate skill set from that of learning the theory and practice of OI. Obtaining these skills can be an important part of your integration of OI, and is encouraged for all interested. To impart this skill set, OI will offer specific training and certification for teaching and presenting OI in an instructional context. An informed, cooperative, and coordinated approach to presenting OI will benefit the entire OI community, as well as recipient audiences.

To this end, to present OI principles, theory, practices, or materials to the public in an instructional context, you must obtain permission and a licensing agreement from Organic Intelligence.

This licensing agreement can be obtained by earning the *Introduction to OI™ Presenter Certification*, which enables an OI Certified Coach to provide introductory OI education to select and relevant audiences.

Fair Use of the Term “Organic Intelligence®” and Other OI Terms

- Always use “Organic Intelligence” to mean the organization, theory, practices, or clinical protocol, and never generically. For example, do not write “Allow me to help you nurture your organic intelligence.” Instead, refer to yourself as employing OI theory and clinical practice (e.g., “I use OI empowerment protocols”, or “Organic Intelligence methods”, or “the OI approach”, etc.).
- Never use “Organic Intelligence” generically. The generic, and thus inappropriate, use of Organic Intelligence is a very serious issue; it could result in genericide, the loss of use of the name “Organic Intelligence” for the

OI community. Genericide is well documented, and is often a devastating event for groups that experience it.

- Organic Intelligence® is a registered trademark and represents a significant investment of resources and research culminating in the educational methods, theory, and practice learned by OI coaches; this is OI's intellectual property (IP) and represents the value that people will expect to receive when consulting with OI professionals around the world.
- Using OI intellectual property or copyrighted material to train others, or to incorporate into other training materials, requires written permission and licensing from OI.
- Always capitalize both words in "Organic Intelligence".
- In at least the first instance of use of "Organic Intelligence" on a written or electronic page (including website, blogpost, intake documents, etc.), use the registered trademark symbol (®): Organic Intelligence®. After the first use of the registered trademark, just "Organic Intelligence" can be used, preserving capitalization.
- "OI" is an acceptable abbreviation. It is standard on the first use of "OI" to spell out Organic Intelligence®, followed by "OI™" in parentheses, making sure to include the ™ symbol for the first use of "OI": Organic Intelligence® (OI™). The ™ symbol can be omitted in later uses of "OI".
- Other OI terms and phrases for which it is important to use the ™ symbol, in at least the first use, include: OI™ Coach, OI™ Certified Coach, OI HEART™ Coach, OI™ Specialist, OI™ Growth Expert, OI™ Trajectory, Trauma Safe™, End of Trauma™ Course, HEART™, OI™.
- In addition to "Organic Intelligence®", it is important to use all OI terms accurately. One, for example, is "SUP" or "Strategic Use of Perception". If, for instance, you create and offer your own guided meditations or practices, do not call them SUPs or Strategic Use of Perception practices. SUPs are OI-curated, guided experiences used primarily in the End of Trauma™ Course (EOTC). They are some of the most nuanced examples of state guidance, built on yet-to-be articulated details of OI theory. Advanced training on this specific form is forthcoming.

As with other terms and agreements, these items will be updated and revised. It is your responsibility to review these guidelines periodically on the OI website.

Thank you for reviewing and committing to this document's guidance in full. May it come as a resource of support and direction to our global Organic Intelligence® community, as intended. We welcome your questions and feedback; please reach us at credentials@organicintelligence.org.

We look forward to many more years of accompanying and supporting our coaches and the communities they serve.

Warmly,

Steve & the OI Team