



**ORGANIC**  
**INTELLIGENCE**

## **OI Coach Certification Program**

Credentials Document

# OI Credentials Document

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

*Updated Nov 9, 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 your clients' organic healing and growth.***

We so enjoyed accompanying you through the program, and learning a lot together 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. The educational steps that comprise the OI Trajectory.
2. Your next step in the OI Trajectory.
3. Details about the badge, rights, and opportunities you have earned as a graduate of the OICC program.
4. Information on renewal of 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. 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:

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

***The foundation of OI coaching is the ongoing refinement in relational attunement.***

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.

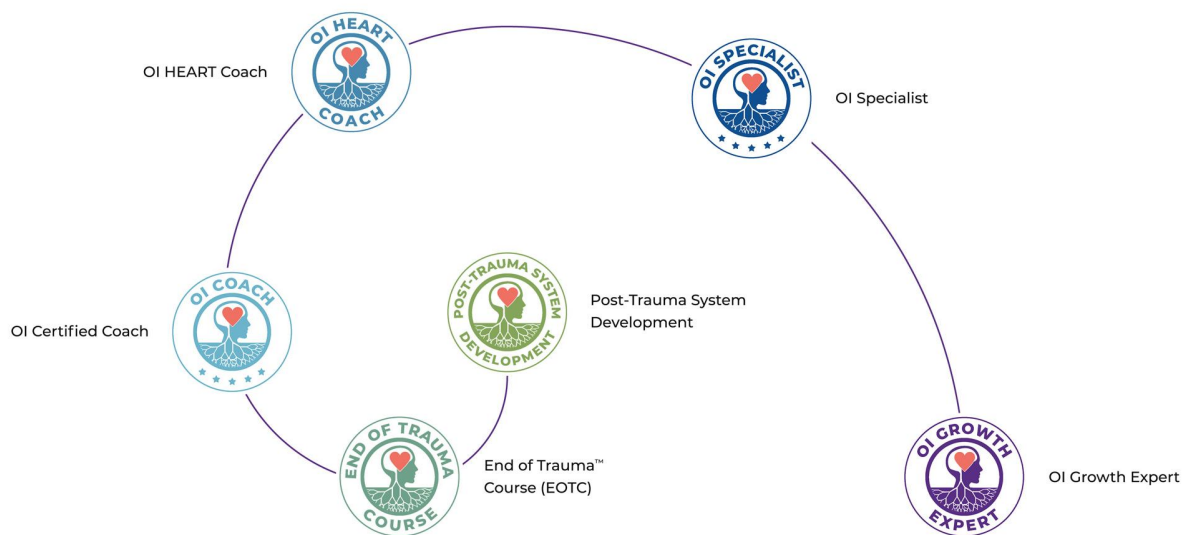
In the second level, the **OI HEART™ (Human Empowerment And Resiliency Training®) Coach** program, there is an important shift in perspective and a widening of contexts. In OICC, coaches are introduced to facilitating human Auto-Organization in the context of a single biological system as it interacts with the environment. In the OI HEART 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 courses, see Section 3, “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 also expanded upon in Section 3.

The final level, the **OI™ Growth Expert (OIGE)** program, empowers OI Specialists to translate their OI skills through teaching and course facilitation. This level will consist of mentorship cohorts with Steven Hoskinson in which he will provide advanced clinical applications and theory in Auto-Organization and Post-Trauma Growth. Further feedback will be provided for presentations, session reviews, and case discussions.

Below is a diagram of the OI Trajectory:



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## OI Trajectory

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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 already earned). Possession of a current OI Certified Coach Badge grants the right to call oneself an Organic Intelligence® Certified Coach, OI™ Certified Coach (postnominal: OICC), or OI Coach for short.
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 or OI HEART Coach (postnominal: OIHC). OI Coach is also fine; you are 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 or OI Specialist (postnominal: OIS).
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, OI Post-Trauma Growth Expert, or OI Growth Expert for short (postnominal: OIGE).

## 2. 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!

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

Students who have completed the OICC program:

1. Receive a Certificate of Completion.
2. Receive the OI™ Certified Coach Badge, signifying their official designation as an OI™ Certified Coach (postnominal: OICC).
3. Receive digital credentials verifying their achievement.
4. Receive a professional profile listing in the forthcoming OI Directory.

Organic Intelligence highlights your achievement as an OI Certified Coach through digital credentials: badges and certificates. Digital credentialing provides a secure and professional way for potential clients to see your depth of knowledge, skills, and abilities. They can be instantly verified, and are designed to amplify your professional standing and to be easily shared on LinkedIn and other social media.

Badges link to a digital credential authentication page that details each program's areas of study, as well as the number of hours of study and practice—all securely blockchain encoded. You can share your OI digital credentials by email, and include your OI Coach Badge in your email signature, blog, or website. Likewise, the upcoming OI Directory will display the badges you've earned, and are working toward, along the OI Trajectory.

### 3. Your Next Step in the OI Trajectory

Your next level of training 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 include:***

1. Biology to Cosmos
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.

**Your next step is the *Biology to Cosmos* course in the new OI HEART Coach program.** The courses in the OI HEART Coach program, to be completed in sequence, are the remaining frameworks necessary for Post-Trauma Growth work. These OI infrastructure courses will be offered fresh, including important consultation and practice times, and newly recorded with the current understanding of Organic Intelligence.

As you complete courses in the new OI HEART Coach program, your OI credentials will be updated to reflect the completion of each course.

**Upon completing the first two courses of the OI HEART Coach program — *Biology to Cosmos* and *Phase 2* — an OI Coach:**

1. **May apply to take:**
  - a. ***Introduction to OI™ Presenter Certification*** | This course trains OI Coaches to present OI to the public. Upon completion, students earn a



Presenter's Certificate to provide introductory OI education, under an OI licensing agreement. This certification will offer OI CEUs.

**Upon completing the third course of the OI HEART Coach program—*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:**
  - 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). An important intention for in-person groups, as opposed to virtual groups, is to grow local OI communities around you. This certification will offer OI CEUs.
  - b. ***Specialization Courses*** | These are designated courses from the OI Specialist program that will be taught by OI Faculty and other qualified OI Certified Coaches (e.g., children and family, group work, couples, sex and sexuality, mindfulness, shame, trauma, etc.). These courses will provide OI CEUs and count toward the OI Specialist completion requirements.
3. **May apply to facilitate EOTC Alum group coaching.**

## **4. Continuing Education & Renewal of Your OI Coach Badge**

Continuing education and renewal of your OI Certified 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, confidence, and personal integration. Continuing education prepares you for future OI specializations, such as work with trauma, children and family, groups, couples, etc. In this section we describe continuing education and the principles at the root of the practice.

### **Re-Membering Continuity**

Organic Intelligence work aligns one's felt experience with the depth of one's embodied wholeness. This alignment is literally a re-membering of that connection, or continuity. However, the clarity of that connection, the ethos and OI method, can fade surprisingly quickly at first. After some years, it seems the understandings and intervention strategies “stick”. Continuing education is a reminder of that which was once clear, and that which creates a safer and more helpful practice.

Over the past 20 years, the OI coaching paradigm has successfully, wholeheartedly, and organically assembled itself. The “stitching” of continuity which we speak of in the therapeutic approach is reiterated in the courses—each course and each level builds sequentially toward the next.

The OI Trajectory likewise is multi-faceted and has multiple layers of learning. These layers are not merely intellectual or cognitive. For instance, tracking continuity of a client's system is made possible when the coach's own system is intact and available. Thus, continuing education offers you both an upgrade in coaching knowledge as well as an increase in your biological/system capacity. This interplay of personal and professional—all resting in a community of informed intention—is a necessary oscillation, which mirrors the coaching framework: organismic/bandwidth growth leads to right-sized increase of appetite for complexity.

Choreographing this carefully attuned interplay is your role as a coach. Importantly, it also resonates organizing signals into your own system. OI Trajectory courses and continuing education provide a deeply supportive environment to practice and refine these essential choreographed oscillations, and allow your own continuous states to be re-membered.

## **Do No Harm**

The complexity with which OI Coaches gain facility is both a promise and a responsibility. The promise is that you receive support via wholesome work activity which also—through oversight—reflects back to you your own essential wholeness. The responsibility, born of the abundance of success in service, is to learn OI well enough, and sustainably enough, to pass it on to clients and future generations. Especially in this aspect, OI growth programs are partners of, and runways to, contemplative wisdom traditions of awakening.

Our Do No Harm lens is an essential threshold—and it is just the beginning. As we know, negative reinforcement frameworks have underreported negative impacts. Organic Intelligence offers a multi-layered, strategic vision of service sustained through the recognition of Being and mutual support.

Continuing education in the OI Trajectory is thus a reliable endeavor, not only for the practice of OI Coaching as a business, but also as a source of deep sustenance and support for those seeking wisdom and healing for themselves and others.

## **Renewal of Your OI Coach Badge**

As a graduate of the OI Coach Certification program, you will receive:

- Certificate of Completion, which never expires
- OI Certified Coach Badge
- OI Directory Profile listing, active alongside your badge

The OI Directory will be the central hub where the public can find you and your OI coaching work. The directory will feature OI Coaches whose certification is current, and is an attestation to the public by OI of the skillfulness, ethical commitment, and thorough training of OI Coaches. The directory will display the badges from the OI Trajectory you have earned, additional OI certifications you acquire, and will offer a place to present your services, specialization(s), website, social media, etc. There is no renewal fee or additional fee for the directory.

Your OI Coach Badge will need to be renewed every two years. As the OI Directory is still forthcoming, your current OI Coach Badge will be up for renewal two years following the launch date of the OI Directory. This will provide two full years of your free professional listing in the OI Directory.

Continuing education through OI courses and workshops will renew your OI Coach Badge, your digital credentials, certified standing with Organic Intelligence, and your listing on the OI Directory. There will be a variety of options to fulfill the renewal requirement to maintain your badge and directory profile listing. These options include the opportunity to earn additional OI badges and credentials along the OI Trajectory as well as workshop offerings and certifications to be announced.

Your renewal application must be submitted no later than 30 days after expiration of your OI Coach Badge. An updated expiration date will be completed on your digital credentials page once the OI Directory is published. After the publication date of the OI Directory, badge renewals will be due every two years.

**To renew credentials as an OI Certified Coach every two years:**

1. Maintain an active OI coaching practice.
2. Earn 18 continuing education (CEUs) units in OI designated courses.

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

## **Active OI Coaching Practice**

***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.

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

- The first year officially starts on the launch date of the OI Directory.
- 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.
- To count towards the active coaching requirement, 1:1 OI coaching sessions 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:

# 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 check box for the coach to indicate they have met the active coaching requirement for both years.

### **OI Continuing Education Unit (CEU)**

CEUs are designated by and specific to Organic Intelligence. To renew your credentials, 18 completed units are required every two years; units equate to an hour. The two year period for CEU completion begins on the publication date of the OI Directory (TBD). Courses that are a part of the OI Trajectory, as well as OI-designated workshops, will qualify toward OI CEUs. The OI Trajectory, courses, workshops, units, and other OI CEU qualifying opportunities will be announced and updated on the Organic Intelligence website as details emerge.

With an abundant 40+ hours of OI CEUs and learning, *Biology to Cosmos*—your next step in the OI Trajectory—amply fulfills the two-year OI CEU requirement. Completion of this course, in conjunction with maintaining an active OI coaching practice, will renew your OI credentials for another two years (i.e., the third and fourth years after the OI Directory launches).

## **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 OI Trajectory centers around human Auto-Organization. OI Coaches, *qua* OI Coaches, are not 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](mailto: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. 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.).

- “Organic Intelligence” is **not** to be used generically. For example, do not write “Allow me to help you nurture your organic intelligence.” The generic, and thus inappropriate, use of Organic Intelligence is a 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 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™.
- 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, this guidance will be updated and revised. It is your responsibility to review these guidelines periodically on the OI website. We welcome your questions and feedback at [credentials@organicintelligence.org](mailto:credentials@organicintelligence.org).

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.

The OI Credentials represent understanding, not just knowledge—integrated, experiential, and congruent. OI is a learning community, traveling an arc of understanding where the mutually informing oscillations of knowledge and experience, like nest and bird, can grow strong enough to withstand the headwinds of the Status Quo. And when we are lucky—when the conditions are right, when the universe aligns enough, when at bifurcation points we take an organizing turn—we may forget the destination entirely, and before we know it we discover we have arrived.