



Community Heart & Soul®

Coach Training Program

Community Heart & Soul is a resident-driven process that engages the entire population of a town in identifying what they love most about their community, what future they want for it, and how to achieve it. The Community Heart & Soul Coach Training Program prepares Coaches to guide communities through the Heart & Soul model.

Who is a Community Heart & Soul Coach?

Community Heart & Soul Coaches are community development professionals dedicated to improving small cities and towns across the U.S. They may work as independent consultants, staff of non-profit organizations and community foundations, or staff of state and regional organizations. Coaches play a vital role in supporting a community's Heart & Soul effort by serving as a trainer, facilitator, consultant, and advocate throughout the process. They are committed to the Heart & Soul principles of involving everyone, focusing on what matters most, and playing the long game.

Why Become a Community Heart & Soul Coach?

Create Lasting Change in Communities

As a Heart & Soul Coach, the impact of your work is enduring. That's because Community Heart & Soul places a premium on stewardship—the work that continues long after a community completes the Heart & Soul process. By helping communities build skills and capacity through the Community Heart & Soul model, Coaches leave communities with the knowledge they need to take action and create long-term change.

Develop New Skills

Becoming a Certified Community Heart & Soul Coach is a rewarding experience. The Coach Training Series followed by a guided field experience, teaches Coaches how to facilitate the Community Heart & Soul model. Coaches gain broadly applicable skills in creative resident engagement and community networking.

Expand Your Income

Coaches earn income through fees they charge to towns. As your portfolio of Heart & Soul communities expands, so does your income. You will receive support for your marketing efforts including marketing leads, materials, and training. Your success is our success!

Learn from Experienced Professionals

The Community Heart & Soul Coach Training Program draws on more than a decade of research and work in over 90 communities across the country. Coaches in training work with professional instructors, experienced Coaches, and peers to learn and apply the four phases of the Community Heart & Soul model.

Grow Your Professional Network

As a participant in the Community Heart & Soul Coach Training Program, you will make valuable connections that strengthen your personal and professional networks. You will join a cohort of Coaches in training who you'll learn with and from. All Coaches are also invited to join the national Heart & Soul Coach Community of Practice, a peer learning and networking group of Coaches working with Heart & Soul communities.





The Coach Training Series

Fundamentals of the Community Heart & Soul Model and Coach Role

Our Coach Training Series provides you with the principles, tools, and techniques of the Community Heart & Soul model as well as core coaching competencies. The knowledge you gain enables you to effectively introduce the program to communities, inspire their commitment, and assist them in launching Community Heart & Soul.

Training Components:

Self-Paced
Online
Learning

Live
Virtual
and In-Person
Workshops

Mentoring &
Collaborative
Learning

Learning Outcomes

In the Coach Training Series, you will learn the tools and techniques to:

1. introduce and explain Community Heart & Soul to small cities and towns
2. facilitate training sessions to residents of Heart & Soul communities
3. mentor Heart & Soul teams and the project coordinator

Requirements

- ✓ Complete all online learning modules and assignments
- ✓ Participate in all live virtual workshops (presented weekly and recorded for review)
- ✓ Attend in-person trainings
- ✓ Meet with your Community Heart & Soul staff mentor
- ✓ Complete a survey to evaluate the training program and your learning experience

Certification Benefits and Resources

After successful completion of the Coach Training Series, you will be awarded a Level 1 certificate as a Heart & Soul Coach making you eligible for the following:

- Access to the library of Community Heart & Soul materials and online learning modules
- Training packages with facilitator guides, volunteer workbooks, customizable templates, and other useful resources
- Invitation to the Heart & Soul Coach Community of Practice which strengthens your Heart & Soul Coach network as a resource for building and exchanging knowledge
- Information sessions/webinars to stay current on program marketing and training materials
- Inclusion in our listing of Certified Heart & Soul Coaches on the Community Heart & Soul website
- Leads for new Heart & Soul communities seeking a Certified Heart & Soul Coach
- Market development support
- Mentoring and support throughout your Guided Field Experience (Level 2) as you work with a Heart & Soul town for the first time



Guided Field Experience

Applied Learning in a Heart & Soul Community

The Guided Field Experience portion of the Community Heart & Soul Coach Training Program builds on the knowledge base you gained in the Coach Training Series. Coaches hone their skills by facilitating the Community Heart & Soul model with at least one Heart & Soul community. This field experience serves as the practicum leading to Level 2 certification. As an experienced Heart & Soul practitioner, you can confidently guide subsequent communities through Community Heart & Soul.

Training Components:



Learning Outcomes

During your Guided Field Experience, you will deepen your Level One learning to:

1. incorporate the Heart & Soul Coaching and Training Philosophy into your practice
2. coach a community through the Heart & Soul process
3. practice your presentation, facilitation, and mentoring skills to assist communities in achieving Heart & Soul milestones

Requirements

- ✓ Facilitate training workshops for each of the 4 phases of the Community Heart & Soul model in a community
- ✓ Mentor the Heart & Soul Team and Project Coordinator during the Heart & Soul process
- ✓ Maintain a record of town progress
- ✓ Engage in regular one-on-one calls with Community Heart & Soul staff mentors
- ✓ Participate in a minimum of two Community of Practice events annually
- ✓ Complete assessment activities embedded throughout your Guided Field Experience

Certification Benefits and Resources

After successful completion of your Guided Field Experience, you will be awarded a Level 2 certificate as a Heart & Soul Coach making you eligible for the following:

- Continued consultation with Community Heart & Soul staff mentors
- Access to the library of Community Heart & Soul materials and online learning modules
- Training packages with facilitator guides, volunteer workbooks, a host of customizable templates, and other useful resources
- Ongoing participation in the Heart & Soul Coach Community of Practice and Coach Gatherings
- Opportunity to serve on the Community of Practice Advisory Group
- Information sessions/webinars to stay current on program marketing and training materials
- Inclusion in our listing of Certified Heart & Soul Coaches on the Community Heart & Soul website
- Leads for new Heart & Soul communities seeking a Certified Heart & Soul Coach
- Market development support



Image: King C. Davis

Technology Requirements for Coach Training Program Participation

To participate in the Community Heart & Soul Coach Training Program, candidates must have access to a reliable internet connection and laptop or mobile device with functioning microphone and camera capabilities.

The self-paced online learning portion of the training program will be accessible on the Community Heart & Soul Learning Hub. Accepted candidates will receive information on how to register for the online learning component and will create a log-in account to access all online modules as they progress through the training program.

Community Heart & Soul Coach Training Program Fee

The fee for enrolling in the Coach Training Series for Level 1 certification is \$1495. All course materials (print and online) are provided as part of the training program fee. Speak with us directly to learn more about eligibility for fee waivers or reductions.

There are **no** fees for:

1. Professional mentoring
2. Certification renewal
3. Participating in the Guided Field Experience (Level 2 certification training)

The professional mentoring and access to resources you receive across both levels of training are all part of our commitment to helping you be the best Heart & Soul Coach you can be for the benefit of small cities and towns around the U.S.



www.communityheartandsoul.org

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“The Community Heart & Soul model has been the perfect fit for my organization as we work to strengthen rural Iowa communities. I’ve learned so much about community engagement, helping emerging leaders, and developing authentic relationships with people in our small towns.

Jason Neises

COMMUNITY DEVELOPMENT
COORDINATOR

100% of participants said they would recommend the Community Heart & Soul Coach Training Program to a colleague.

2021 Cohort Survey