



**ECONOMIC GARDENING CERTIFICATION
PROGRAM OUTLINE FOR
*TEAM LEADERS***

Fees: EGc (TL): \$2100 + \$300 food/lodging = \$2500

Total Program Hours:

Estimated Hours Pre-Retreat Component	20
Estimated Hours Retreat	35
Estimated Hours Post-Retreat Round 1	25
Estimated Hours Post-Retreat Round 2	25
Estimated Total Hours/Fees	105

**Pre-Retreat Online Learning:
Introduction to Economic Gardening Tools and Principles**

Length: approximately 6 weeks

Structure:

- This segment is required for all disciplines.
- Participant will be set up on the NCEG online learning site and given necessary login/password information.
- Participant will be required to watch 15 videos and pass 15 corresponding quizzes.
- Participant will also be required to post at least one question pertaining to each video segment about what thoughts/further questions this new information raises and reply to two posts from peers.
- There will be some required reading material assigned as well.
- All quizzes must be passed no later than one week prior to retreat date. If quizzes are not complete, participant may not continue with the program.

Retreat:

Economic Gardening Professional Certification Training at Big Rock Valley

Length: 4 days

Structure:

- All disciplines, including Team Leaders, GIS, SEO, Market Research and General Track participants attend this session. There will be breakout sessions throughout the retreat where each discipline will spend focused leaning time with their peers.



Post-Retreat:

Application of Economic Gardening Tools and Principles

Round 1 (Company Case Studies)

Length: 1 month

Structure:

- Trainees will be required to follow the case studies of three companies. All work will be done on the ELF Greenhouse Training site. There, you will listen to recorded phone calls between an EG team and a client and look through the research that was posted during that company's engagement.
- Trainees will take notes on points they need clarification on, or any questions they may have (especially as they relate to your area of specialty).
- At the end of the month, trainees must participate in an hour-long conference call with Chris Gibbons to discuss the case studies and to have any questions answered. The call date, time and call-in number will be provided to you at least one month prior to the call.
- Trainees may not move on to the next phase until this phase is completed.

Round 2 (Participating on Live EG engagements)

Length: 6-12 months, but dependent upon assignment availability

Structure:

- The National Center for Economic Gardening will place trainees with a National Strategic Research Team mentor on at least two live engagements. (One engagement must be completed before we can assign trainee to a second engagement.)
- The trainee will spend time with his/her mentor prior to the Discovery Call to discuss logistics, process and plan for the engagement. The trainee will also be provided a "script" to refer to during the Discovery Call.
- The Team Leader mentor will be on each call throughout the engagement to shadow the trainee and may interject in the meetings to clarify a point and/or to ensure the EG process is being followed.
- When at least two engagements are successfully completed, Team Leader trainees will earn **Full Certification** pending the completion of personal profile paperwork.