



🎓 Train-the-Trainer Certification Program

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3-day intensive + ongoing support to certify Legacy Rising facilitators

Program Overview

Goal: Prepare facilitators to deliver trauma-informed, evidence-based entrepreneurship education for cycle-breakers.

Format: Hybrid (2 days in-person + 1 day virtual follow-up) OR fully virtual 3-day intensive

Certification valid: 2 years (annual refresher recommended)

Cost: \$2,500 per person (includes materials, certification, 1 year of support)

Who Should Get Certified?

Ideal Candidates

- **Recovery coaches** adding entrepreneurship to their toolkit
- **Reentry program staff** wanting to expand services
- **Entrepreneurs in recovery** who want to give back
- **Social workers/counselors** working with justice-impacted populations
- **Workforce development professionals** serving cycle-breakers
- **Alumni facilitators** (discounted rate: \$1,000)

Prerequisites

- Lived experience with recovery/reentry OR 2+ years working with this population
 - Basic understanding of trauma-informed practice
 - Commitment to shame-free, dignity-first approach
 - Completion of pre-work (8 hours online modules)
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Pre-Work (Complete Before Day 1)

Online Modules (8 hours total)

Module 1: Legacy Rising Philosophy (2 hours)

- Watch: Founder story video
- Read: Core philosophy document
- Reflect: "How does this model challenge traditional recovery narratives?"

Module 2: Research Foundations (2 hours)

- Read: Hari, Maté, Lewis, Vallerand excerpts
- Watch: "Obsession as Asset" lecture
- Quiz: 10 questions on theoretical foundations

Module 3: Trauma-Informed Facilitation Basics (2 hours)

- Read: SAMHSA trauma-informed principles
- Watch: Polyvagal theory overview (Porges)
- Self-assessment: Your trauma response patterns as facilitator

Module 4: Meet the Curriculum (2 hours)

- Review: All 6 module outlines
 - Identify: Which module excites you? Which scares you?
 - Prep: Questions for Day 1
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Day 1: Foundations & Philosophy (8 hours)

Morning Session (9am-12pm)

9:00-9:30 - Opening Circle

- Introductions: Name, why you're here, one word for your energy today
- Group agreements: Confidentiality, respect, "yes and" mindset
- Frame: "You're not just learning a curriculum—you're joining a movement"

9:30-10:30 - Deep Dive: Addiction + Passion = Success

- Interactive lecture: Core philosophy unpacked
- Case studies: 3 alumni stories showing formula in action
- Discussion: "What shifts for you when you see obsession as raw material?"

10:30-10:45 - Break

10:45-12:00 - Trauma-Informed Facilitation in Practice

- Safety first: Creating brave spaces vs safe spaces
- Recognizing trauma responses (fight/flight/freeze/fawn)
- Language matters: Dignity-first, shame-free communication
- Activity: Rephrase common stigmatizing phrases
 - "Addict" → "Person with substance use history"
 - "Clean" → "In recovery" or "abstinent"
 - "Relapse" → "Return to use" (less moral judgment)
- Red flags: When to refer to clinical support

Afternoon Session (1pm-5pm)

1:00-2:30 - Module 1 Walkthrough: Reframing Obsession

- Facilitator models: Deliver 20-minute segment
- Group practices: Participants pair up, teach each other key concepts
- Debrief: What worked? What felt awkward? What questions came up?

2:30-2:45 - Break

2:45-4:15 - Module 2 Walkthrough: Builder Identity Work

- Facilitator models: Deliver shame reduction exercise
- Discussion: "How do you hold space for someone unpacking deep shame?"
- Role play: Participant shares shame story, facilitator responds
- Feedback loops: What landed? What missed?

4:15-5:00 - Closing & Homework

- Reflect: What's one thing you'll do differently as a facilitator after today?
 - Homework: Practice teaching Module 1 to a friend/colleague (record yourself)
 - Preview: Tomorrow we go hands-on with entrepreneurship modules
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Day 2: Curriculum Mastery & Practice (8 hours)

Morning Session (9am-12pm)

9:00-9:15 - Check-In Circle

- What's alive for you this morning?
- Any insights from yesterday's homework?

9:15-10:45 - Module 3 Walkthrough: Entrepreneurship 101

- Facilitator models: Lean Canvas exercise
- Hands-on: Everyone builds a business idea using the tools
- Teach-back: Participants teach concept to small groups
- Troubleshooting: "What if someone's idea is unrealistic? How do you redirect without crushing?"

10:45-11:00 - Break

11:00-12:00 - Modules 4, 5, 6 Speed Overview

- Module 4: Peer Leadership (community building, alumni engagement)
- Module 5: Financial Foundations (budgeting, credit, capital access)

- Module 6: Legacy Building (purpose, giving back)
- Q&A: Which modules need the most prep? Which feel natural?

Afternoon Session (1pm-5pm)

1:00-2:30 - Assessment Administration Training

- How to administer Builder Identity Scale, Obsession Redirect Inventory, Recovery Capital Index
- Data ethics: Confidentiality, consent, participant ownership of their data
- Using scores for personalization (not judgment)
- Red flag protocols: When scores indicate crisis

2:30-2:45 - Break

2:45-4:30 - Live Practice Teaching (The Big One)

- Each participant delivers 10-minute segment from any module
- Group observes using rubric:
 - Trauma-informed language? (Y/N)
 - Engaged participants? (1-5)
 - Clear? (1-5)
 - Authentic? (1-5)
 - One strength, one growth edge
- Facilitator gives real-time coaching

4:30-5:00 - Closing Circle

- Celebrate: What did you nail today?
- Homework: Refine your 10-minute segment based on feedback, re-record
- Preview: Day 3 is about real-world implementation

Day 3: Implementation & Certification (8 hours, Virtual)

Morning Session (9am-12pm, Zoom)

9:00-9:30 - Opening: The Messy Middle

- Real talk: Facilitating is hard. You'll make mistakes. That's okay.
- War stories: Founder shares facilitation fails and what she learned
- Normalize: Imperfect action > perfect inaction

9:30-11:00 - Scenario-Based Problem Solving

- Scenario 1: Participant has a craving mid-session and leaves abruptly
- Scenario 2: Two participants get in a heated argument about politics
- Scenario 3: Someone shares a traumatic story and the group goes silent
- Scenario 4: Participant's business idea is clearly not viable, but they're attached
- Scenario 5: You suspect someone is using again but they won't talk about it
- Small groups: Discuss how you'd handle each, then full group debrief

11:00-11:15 - Break

11:15-12:00 - Cohort Setup & Logistics

- Recruitment: Where to find participants, how to screen
- Space: Physical and virtual setup best practices
- Materials: Printing workbooks, ordering supplies
- Budget: Sample cohort budget breakdown
- Scheduling: Weekly vs. twice-weekly vs. intensive formats

Afternoon Session (1pm-5pm, Zoom)

1:00-2:00 - Data Collection & Reporting

- Intake forms, assessment administration, attendance tracking
- Using Airtable/Salesforce for participant management (demo)
- Reporting to funders: What metrics matter?
- Alumni follow-up: 3, 6, 12-month check-ins

2:00-2:15 - Break

2:15-3:30 - Self-Care & Sustainability

- Vicarious trauma: Recognizing the signs
- Boundaries: You're a facilitator, not a therapist
- Supervision: Building peer support for facilitators
- When to tap out: Knowing your limits
- Activity: Personal sustainability plan

3:30-4:30 - Final Teach-Back (Certification Assessment)

- Each participant delivers refined 10-minute segment
- Must demonstrate:
 - Trauma-informed language ✓
 - Content accuracy ✓
 - Participant engagement ✓
 - Authentic presence ✓
- Pass/revise decision (95% pass on first attempt)

4:30-5:00 - Certification Ceremony & Closing

- Certificates awarded via screen share (mailed later)
- Welcome to the Legacy Rising Facilitator Network
- Ongoing support: Monthly facilitator calls, Slack channel, resource library
- Commitments: Data reporting, annual refresher, upholding values
- Final circle: One word for how you feel right now

Post-Certification Support (Included for 1 Year)

Monthly Facilitator Calls (1 hour, Zoom)

- Troubleshooting, celebrating wins, sharing resources

- Guest speakers: Alumni, funders, experts

Facilitator Slack Channel

- 24/7 peer support
- Resource sharing (new tools, research, job postings)
- Founder pops in regularly

Office Hours (1 hour/month, 1-on-1 with founder)

- Book 30-minute slots for personalized support

Resource Library Access

- Updated curriculum materials
- New assessment tools
- Marketing templates
- Grant application samples

Annual Refresher (Required for Recertification)

- 4-hour virtual session
- What's new in the curriculum
- Share your innovations
- Renew for 2 more years

Certification Levels

Level 1: Certified Facilitator

- Completed Train-the-Trainer
- Can deliver full 6-8 week program
- Annual data reporting required
- Fee: \$2,500

Level 2: Master Facilitator (After 2 cohorts + peer observation)

- Can train other facilitators
- Can customize curriculum for local context
- Priority support from Legacy Rising
- Can charge premium rates for delivery
- Fee: \$500 upgrade

Level 3: Facilitator Trainer (By invitation only)

- Can deliver Train-the-Trainer certifications independently
- Revenue share with Legacy Rising (70/30 split)
- Represents Legacy Rising at conferences
- Fee: \$1,000 upgrade

Assessment Rubric for Certification

Participants must score 4+ on each dimension (1-5 scale)

Dimension	1 (Needs Work)	3 (Developing)	5 (Mastery)
Trauma-Informed Language	Uses stigmatizing terms	Mostly dignity-first, occasional slips	Consistently shame-free, corrects self
Content Knowledge	Inaccurate or incomplete	Accurate but surface-level	Deep understanding, can field hard questions
Engagement	Lecture-only, no interaction	Some activities, uneven engagement	Dynamic, all participants involved
Authenticity	Reads from script, robotic	Present but scripted	Natural, adapts in real-time
Safety	Ignores trauma cues	Notices but unsure how to respond	Proactively creates safety

Final teach-back must score 20+ out of 25 to pass

Revenue Model for Legacy Rising

Year 1 Goal: Certify 20 facilitators = \$50,000 revenue

Year 3 Goal: Certify 100 facilitators = \$250,000 revenue

Scaling: Master facilitators and facilitator trainers expand reach without founder bottleneck

Next Steps to Launch

- Finalize Day 1-3 slide decks
- Record all pre-work videos
- Build online learning platform (Thinkific or Teachable)
- Create facilitator handbook (50-page guide)
- Design certificate template
- Set up Slack workspace for facilitators
- Schedule first cohort (pilot with 8-10 people)
- Market to recovery centers, reentry programs, alumni