



# Product & Services

## Endorsement Procedure

### **Why endorse products and services?**

The WIAL (World Institute for Action Learning) organization endorses products and trainings with the purpose of:

- supporting the growth and continuous learning of all WIAL coaches,
- promoting best practices,
- and recognizing the WIAL brand as a leading organization in the field of Action Learning.

It is expected that by endorsing products and services, WIAL is able to ensure that coaches and practitioners have access to reliable resources and training programs that align with WIAL standards. In so doing, WIAL is also able to provide coaches and practitioners with access to valuable resources and opportunities for continuous learning and improvement. It encourages coaches and practitioners to share knowledge, experiences, and resources, ultimately enriching the field of Action Learning as a whole.

WIAL also expects that an endorsed program can foster collaboration and networking within the Action Learning community, while at the same time strengthening the WIAL brand among Action Learning coaches.

Overall, WIAL's endorsement of products and trainings serves to uphold standards, promote best practices, support growth and development, facilitate networking, and provide recognition within the Action Learning community.

### **What products may be endorsed?**

Products are both physical or digital coaching and training aids, and may include but are not limited to books, card games, board games, e-courses and apps.



## What programs may be endorsed?

Services cover work rendered for others that may include but are not limited to workshops, methodologies, training and development programs and coaching approaches.

### Definition of endorsement:

Endorsement by WIAL is a form of recognition within the field of Action Learning.

It acknowledges the efforts and contributions of individuals or organizations in developing products, services, or trainings that:

- directly relate to or expand upon the WIAL Core Competencies to supplement and develop coaches' education, and
- contribute positively to a coach's professional development (e.g., personal development, coaching tools or assessments, business building, or other material that falls outside the WIAL Core Competencies)

For providers of products, services, or trainings, a WIAL endorsement is a powerful market differentiator. It sets their offerings from competitors and boosts their reputation within the industry.

A WIAL endorsed program means that the program meets the criteria listed below.

However, it does not mean that WIAL would issue the certificate of attendance or certification.

### Endorsement Eligibility Criteria

- The product, service or training must be delivered or endorsed by a WIAL-certified coach for at least 10% of its content\*
- The product, service or training must be in accordance with the mission, vision, and purpose of WIAL; the quality of content must follow WIAL standards of practice
- The product, service or training must respect the WIAL policy on conflict of interest

### Endorsement Criteria

- **Alignment** with principles and practices of WIAL Action Learning: clearly highlight which WIAL competencies the program will develop and how it will help coaches grow, either in their practice (business development) or in developing Action Learning in their organization



- **Quality of Content:** the content of the offering should be comprehensive, accurate, and up-to-date, providing valuable insights, tools, and techniques relevant to action learning practice
- **Qualifications of Instructors/Creators:** instructors or creators of the offering should possess relevant expertise, experience, and credentials in the field of Action Learning, demonstrating their ability to deliver high-quality content and facilitate meaningful learning experiences
- **Accessibility and Inclusivity:** the offering should be accessible and inclusive, catering to a diverse audience of practitioners regardless of their background, experience level, or organizational context
- **Integrity** of WIAL Action Learning is maintained, and is not misrepresented, deconstructed, or watered down
- **Originality** of product or service is evident, with distinct enough value proposition, features, and/or methodologies from other products and services
- **Ethical Standards:** the offering should adhere to ethical standards and guidelines in its delivery, ensuring integrity, fairness, and respect for participants' rights and privacy.

## Application Process

1. Applicants may submit work throughout the year by filling out the application form, and submitting documentation requirements to the Education Committee.
2. WIAL approves and provides the official WIAL endorsement logo.
3. Endorsed entities may use the logo according to the guidelines outlined in this policy.
4. Once a product or service has been endorsed, the product or service will:
  - Be listed on the WIAL International website, with link to purchase the product from the applicant's website
  - Be featured in at least one post on WIAL's social media channels or WIAL's newsletters
  - Be allowed to carry the WIAL approved badge on the product packaging and promotional materials for the product or service

## Review Process:

To ensure equal sharing of workload and an organized process of distributing endorsement reviews, WIAL follows the process below.

**Step 1.** Application for endorsement should be sent to the Executive Director ([executivedirector@wial.org](mailto:executivedirector@wial.org)). The ED will do a preliminary review of the completeness of the application and forward the endorsement to the Certification and Education Committee, and then informs the Board of the endorsement request. The Board may indicate any concerns about an individual and/or program being put forward for an endorsement before the application is sent for review

**Step 2.** Once the application gets clearance from the WIAL Board to proceed, the ED forms the review committee by reaching out to the Certification and Education Committee. Once the committee is formed, the ED sends the application to 3 reviewers (PALC, SALC or MALC) based on an alphabetical (last name) rotating reviewer list;

**Step 3.** Upon receiving an application for review, the reviewer is requested to acknowledge receipt by reply email within 2 working days of receiving the request, either by confirming that they will submit the review before the due date, or stating that they cannot review at this time; **If ED doesn't hear back from the reviewer within 48 hours(not including week-ends), ED will assume that the reviewer is unable to review the application**

When one reviewer replies that they are not in a position to review the application, the Executive Director will contact the next reviewer based on the alphabetical rotating reviewer list; the reviewer who declines is put back at the top of the rotating reviewer list; in other words, this PALC, SALC or MALC will be invited to review the next application that is sent out by the ED.

When a reviewer indicates that they are not in a position to review applications for a certain duration (illness, other issues), this will be recorded and respected and this reviewer will be put at the top of the rotating reviewer list after this period: this situation should remain exceptional;

**Step 4.** When needed, the ED sends a reminder after 1 week or close to the deadline to remind the reviewer if the review has not yet been received

**Step 5.** Once ED has received all 3 reviews, all successful reviews are sent to the Certification and Education Committee (CEC) for final approval. The CEC informs the board of the approval. The WIAL President issues the official letter of endorsement.

### **Duration and Renewal:**

Endorsement is granted for a period of three years, with the option for renewal.



**Fees and Costs:**

Endorsement is free for any WIAL Coach who owns the product or service. A fee of \$20 applies if the program is referred by a WIAL coach but is owned by a Non-WIAL affiliated applicant. Programs owned by a Non-WIAL affiliated applicant are also subject to approval by the WIAL board on a case-by-case basis. Fee is 100 USD/year for Non-WIAL coach owners.

**Communication and Publicity:**

Endorsed entities are permitted to use the official WIAL endorsement logo or statement in their promotional materials, provided they adhere to the following guidelines:

- The WIAL endorsement logo may not be altered, distorted, or combined with other logos without prior authorization
- The logo should be prominently displayed in promotional materials, ensuring visibility and recognition
- Marketing materials must adhere to WIAL's standards of professionalism, integrity, and ethical conduct

**Proposed Fields in WIAL Product Application Form**

<b>Name</b>
<b>Organization</b>
<b>Certification Status</b> <input type="checkbox"/> CALC <input type="checkbox"/> PALC <input type="checkbox"/> SALC <input type="checkbox"/> MALC <input type="checkbox"/> not certified <input type="checkbox"/> Affiliate
<b>Number of Years as AL Coach</b>
<b>Product Type</b> <input type="checkbox"/> Physical <input type="checkbox"/> Digital
<b>Product Name</b>
<b>Product Category</b> (e.g. card game)
<b>Product Description</b> (250 words, or as listed in label)
<b>Awards, Citations, Certifications and Patents won by Product</b> (include awarding organization, country, and year, as applicable)
<b>Who is the audience or target market for this product?</b>
<b>In what way/s does the product support Action Learning training or coaching?</b>
<b>In what way/s does the product with the principles of WIAL and Action Learning?</b>



<b>What problems, challenges, or opportunities does this product seek to address?</b>
<b>References and Testimonials from Past Users</b> (Submit three) Name, Organization, Contact Information, Relationship to Applicant, Product Testimonial (250 to 300 words)
<b>Attachment 1: Presentation Board</b> <ul style="list-style-type: none"> <li>- Detailed description of the product, including product photos, how it works, its value proposition, demonstrable or intended impact, and how it incorporates, references, and builds on Action Learning</li> <li>- PDF Format</li> <li>- 5 pages or less</li> <li>- Maximum 10 MB in size</li> <li>- A4 size</li> <li>- Portrait orientation</li> <li>- Font size minimum 12 points</li> <li>- Bottom left corner: page numbers and total number of pages (i.e. 3/5)</li> </ul>
<b>Attachment 2: Product Demo</b> <ul style="list-style-type: none"> <li>- Prepare a download link to video demo of 3 minutes or less</li> <li>- Maximum of 300 MB file size</li> <li>- File format is avi, mp4, mov, or wmv</li> <li>- Recommended website links include Vimeo, Dropbox, Google Drive</li> </ul>
<b>WIAL Coach Proposer / Referral if the product is submitted by someone other than a WIAL coach:</b>

**Proposed Fields in WIAL Service Application Form**

<b>Name</b>
<b>Organization</b>
<b>Certification Status</b> <input type="checkbox"/> CALC <input type="checkbox"/> PALC <input type="checkbox"/> SALC <input type="checkbox"/> MALC <input type="checkbox"/> Affiliate
<b>Number of Years as Active AL Coach:</b>
<b>Service Type</b> <input type="checkbox"/> Training <input type="checkbox"/> Coaching <input type="checkbox"/> Others: (please specify)
<b>Service Name</b>
<b>Service Description</b> (250 words, or as listed in label)
<b>Awards, Citations, Certifications and Trademarks won by Product</b> (include awarding organization, country, and year, as applicable)
<b>Who is the audience or target market for this product?</b>
<b>In what way/s does the service support or build on Action Learning training or coaching?</b>
<b>In what way/s does the service align with the principles of WIAL and Action Learning?</b>
<b>What problems, challenges, or opportunities does this service seek to address?</b>

**References and Testimonials from Past Users** (Submit three)

Name, Organization, Contact Information, Relationship to Applicant, Product Testimonial (250 to 300 words)

**Attachment 1: Documentation**

- Detailed description of the service, including how it works, the conceptual framework and/or rationale, the sequence of activities involved, demonstrable or intended impact, and how it incorporates Action Learning
- PDF Format
- 5 pages or less
- Maximum 10 MB in size
- A4 size
- Portrait orientation
- Font size minimum 12 points
- Bottom left corner: page numbers and total number of pages (i.e. 3/5)

### Selection Process

1. Selection will be led by an Endorsement Committee who will endeavour to resolve the process within 30 to 45 days
2. The Certification and Education Committee will appoint the Endorsement Committee (EC), consisting of three members who must declare there is no conflict of interest. The EC will be appointed for each request
3. If the product or service is in a language other than English, the applicant should endeavour to submit the material in English for review purposes  
Otherwise, the Committee will seek one **reviewer or reader** who is fluent in the language of the product or program whose main role is to provide additional context and translations of the product or service itself. The reviewer can be external to the organization and need not be part of the committee, and holds no voting rights
4. Appointed committee members review the application form for completeness, and assess the product or service for alignment to WIAL Action Learning training or coaching, requesting further information if necessary from the applicant, reviewer, and/or references
5. Appointed committee members must put their recommendation in writing to the Committee Chair, who will then present this to the WIAL Board of Directors at the next Board Meeting

### Resolution

1. The WIAL President issues an endorsement letter for the applicant if the product or service has been approved by the WIAL Board of Directors, upon recommendation of the Endorsement committee



2. The WIAL Endorsement Committee provides qualitative feedback to the applicant if the product or service has not been accepted
3. Applicants may resubmit the product or service after three months for review if there are changes to the product or service
4. In the event of subsequent changes to the product or service after it has been endorsed, applicants are required to e-mail photographs and documentation of the changes to the Executive Director ([executivedirector@wial.org](mailto:executivedirector@wial.org)) who then informs the WIAL Endorsement Committee Chair. The Committee Chair will table the changes for discussion with the WIAL Board of Directors at the next Board Meeting for the continued endorsement of the product

## **Endorsement**

### **Responsibilities & Duties of WIAL:**

1. Ensure that the program is accessible and affordable to all coaches regardless of their location, including considerations for online programs and time zones
2. Create opportunities for more interactions among coaches at a regional and global level
3. Provide access to master and senior coaches within the WIAL community, which can be inspiring and help coaches build confidence in their practice
4. Recommend or consult on the decision of offering reduced-price seats in certification programs to coaches who want to learn but may face financial constraints

### **Responsibilities & Duties of the Program Developer:**

- 1- The program developer retains intellectual property rights of the program creator and make clear reference to WIAL (logo, etc.)
2. Structure and deliver the program authentically as intended by the program creator
3. Support programs that have been endorsed and give them visibility on the WIAL website and social media, either alone or co-facilitated if language issues arise in certain markets (decision lies with the program creator)
4. Acknowledge the program developer on the WIAL website, ensure that the WIAL logo and mention are visible during program delivery, and provide AL coaches with a badge or added credits toward recertification
5. Email photographs and documentation of subsequent changes to the product or service to the Executive Director and WIAL Endorsement Committee Chair for review and seek approval from the WIAL Board of Directors for the continued endorsement of the product



