**WIAL ENDORSEMENT APPLICATION FORM**

**Product Application Form**

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| **Name** |
| **Organization** |
| **Certification Status**  ☐ CALC ☐ PALC ☐ SALC ☐ MALC ☐ not certified  ☐ Affiliate |
| **Number of Years as AL Coach** |
| **Product Type ☐** Physical **☐** Digital |
| **Product Name** |
| **Product Category** (e.g. card game) |
| **Product Description** (250 words, or as listed in label) |
| **Awards, Citations, Certifications and Patents won by Product** (include awarding organization, country, and year, as applicable) |
| **Who is the audience or target market for this product?** |
| **In what way/s does the product support Action Learning training or coaching?** |
| **In what way/s does the product with the principles of WIAL and Action Learning?** |
| **What problems, challenges, or opportunities does this product seek to address?** |
| **References and Testimonials from Past Users** (Submit three) Name, Organization, Contact Information, Relationship to Applicant, Product Testimonial (250 to 300 words) |
| **Attachment 1: Presentation Board**   * 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 * 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) |
| **Attachment 2: Product Demo**   * Prepare a download link to video demo of 3 minutes or less * Maximum of 300 MB file size * File format is avi, mp4, mov, or wmv * Recommended website links include Vimeo, Dropbox, Google Drive |
| **WIAL Coach Proposer / Referral if the product is submitted by someone other than a WIAL coach:** |

**Service Application Form**

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