

Capability that outlives the vendor

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THE SHORT VERSION

- The DRiV needed practitioners who could deploy it well in rooms its author would never be in.
- Licensing more users would not have achieved that, so the curriculum taught why the instrument behaves the way it does rather than how to read its output.
- Every participant used the instrument on themselves before going anywhere near a client.
- More than eighty are certified and none has called back for help with a debrief.

80+

Coaches and consultants certified, inside the firm and outside it

And zero debriefs escalated back afterwards, which is the number that says whether a certification produced practitioners or license holders.

The situation

The DRiV assessment needed practitioners who could deploy it well in rooms Chris would never be in. Licensing more users would not achieve that. The firm needed people who could handle whatever a real client brought them, including the situations no script covers.

What we did

Designed the curriculum end to end, including the facilitation guides and the practice architecture. Built it to explain why the instrument behaves the way it does, rather than how to read its output, because a practitioner who understands the mechanism stops needing the script.

Required every participant to use the instrument on themselves before going anywhere near a client. Delivered it as lead facilitator.

What changed

More than eighty coaches and consultants were certified, inside the firm and outside it. They are still running it years later, and none of them has called back for help with a debrief.

I went in expecting to learn a tool and came out with a much better read on myself, which is a strange thing to say about a certification program and the reason I still bring it up.

Since then

The curriculum, the facilitation guides and the practice architecture belong to the firm. Practitioners certified through it use the instrument with leaders from director level to the C-suite, in individual coaching and in team sessions.

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