We are grateful that you are inquiring about the CREATE coaching program. The planet needs passionate people like yourself, today, more than ever! This intensive training school has been years in the making, and we’re excited to finally be able to share this with you. This is the ultimate ag professional development program for highly-motivated people serious about making a real difference in food/fibre production. The CREATE program is a bespoke intensive, designed to deliver and empower highly trained, capable and confident agroecological coaches and consultants out into the world. We invite you to join us on one of the most exciting journeys agriculture has ever had to offer!

Nicole Masters & Jules Matthews
Head Coaches
PROGRAM OUTCOMES

AT THE COMPLETION OF THIS PROGRAM YOU WILL:

- Acquire all the tools, documents, templates and materials required to immediately step into a coaching role.
- Have a tried-and-true consulting process that delivers results for clients.
- Complete the program with the skills to effectively coach and train producers. Or use the learning to apply to their own property.
- Achieve the ability to visit a property and perform a full examination, consult, analysis and deliver useful meaningful results.
- Be able to have hard and transformative conversations.
- Have confidence and clarity in how to make a difference in the Ag sector.
- Be recognized as a leader in agroecological regenerative Ag systems
- Be powerful communicators
- Have access to the latest cutting-edge science and research
- Join an international community of agroecological Ag professionals
- Opportunity to choose to proactively partner with the Integrity Soils in a membership Community of Practice designed specifically for coaches and consultants.
The course is 17 weeks in total. After the initial classroom, we estimate 12-16 hours a week of self-directed coursework, which includes reading and practical work. There are also weekly coaching and 90-minute webinar sessions.

Course commitment
If you are working full-time, CREATE will demand a serious time commitment, so being efficient with your time is key to successfully completing the program. Be honest with yourself about balancing your work commitments with the intensity of this program. Over the 17 weeks we cover 32 core Modules, two elective Substreams, two group presentations, one special Project. The special project carries on for the duration of the program, using your own land (or a case study provided) to create an in-depth written report and recommendations for action. The final report is based upon the foundational diagnostics, templates and framework provided.

Course dates
The initial 5 days in class at TomKat Ranch, California, for 5 days (6 nights) from the 14 - 20th November 2021.

Each week involves an optional coaching and compulsory 90-minute webinar sessions with Q&A. (Available as recordings if you miss the webinar).

We will take a break over the Christmas period. At the end of the online portion, we return together for a final 3-day digestion session at Tomkat on the 6-9th of April 2022.

Travel is required to complete the program.

Serious Professionals Only or producers serious about taking their power back
We consider this program as the equivalent of a Masterate - only better!
This course will require a major investment from you. Picture the depth and breadth of topics we need to cover for you to start your own coaching business, be prepared to put in the work and you will reap a bountiful harvest.
Prerequisites

A depth of regenerative experience/theory is expected before you start this program.

Ideally, you’ll have a combination of the following skills and experiences: a regenerative mindset and/or practical farming/ranching/growing experience and/or science and technical background in horticulture/agriculture/soil science or ecology.

We recommend you read: “For the love of Soil” by Nicole Masters and “Science in Agriculture” by Dr Arden Andersen before starting the school.

Initial call

Book a 30 min call with us. Ask any, and all, questions. If you meet, hopefully exceed, the base criteria, we will send you an application form and Talent Dynamics token with a $100 fee (Fee includes administration, access, and a full report of results). [https://www.tdprofiletest.com/talent-dynamics-profiles/](https://www.tdprofiletest.com/talent-dynamics-profiles/)

Application Process

1. In-depth Interview

After we receive your application and Talent dynamics results (on or before the 15th Sept 2021) we will book a one-hour interview together.

2. Yay or nay?

After your interview, we will send you a letter of acceptance, or letter of refusal. And you’ll let us know if you’re on-board.

We’ll give you feedback on this interview too.

3. Spaces are limited to 12 exceptional global Agricultural changemakers

You'll receive an initial assignment to complete and have ready before the in-class school begins.
Week One Classroom Topics

Held at TomKat Educational Ranch in Pescadero, California, USA. Initial classroom time the week 14-20th November 2021. Accommodation and food provided on-site.

Coaching, Mindset & learning

Default listening; Behavior change; Roots of regenerative agriculture; How do we define Regenerative Ag?; Values; Learning styles; Effective communication; Unintended Consequences; Critical conversations; Humble consultancy vs expert; Paradigms; Being in others worlds; Integrity; Ecological design thinking;

Observations & Diagnostics

Ecological principles; Soil Microbial review; The 5M’s diagnostic and triage; Observations - in field – plants, soil and animals. Collecting data and records; Using the Regen Platform; Visual Soil Assessments; Identifying plant nutrient deficiencies; Setting up transects; Taking soil/microbial tests; Water --cycles, Rainfall Use Efficiencies, Infiltration;

Client & business management

Applying ecological principles to business; The Money Conversation; Client management- collecting, holding data and accessing the templates to write reports etc; Business plans and the 16-week Big Audacious project.
# Week by Week Topics

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<th>Week</th>
<th>Major Topic</th>
<th>Minor Topic</th>
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<td>School</td>
<td>5 days at TomKat Ranch</td>
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<td>Transects</td>
<td>Proposal for big audacious project- business plan</td>
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<td>Animal health and soil health</td>
<td>Selenium and iron</td>
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<td>Soil management- crops</td>
<td>Silica and oxygen</td>
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<td>Soil management- trees</td>
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<td>Pests and Disease</td>
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<td>Water/Drought</td>
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<td>Soil tests</td>
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<td>Leaf and sap tests</td>
<td>Cobalt and molybdenum</td>
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<td>14</td>
<td>Weeds</td>
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<td>15</td>
<td>Transition steps</td>
<td>The heavy metals</td>
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<td>16</td>
<td>Finances</td>
<td>Final report writing</td>
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<td>17</td>
<td>Come together again</td>
<td>3 days to share client reports and business plans</td>
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When you change the way you look at things, the things you look at change

Max Planck
Who is this Program for?

- People passionate about soil health, ecosystem function and productive, profitable food / fibre businesses
- People with a commitment and vision bigger than themselves
- People who are coachable and willing to ask the hard questions of themselves
- People who enjoy coaching and empowering others
- Ecological thinkers, communicators and educators
- People who can bring a degree of humility and can leave their ego at the door
- People who are already working in consultancy OR producers who are wanting to take the power back from external advisors

- People who have a combination of the following skills and experiences: a regenerative mindset and/or practical farming/ranching/growing experience and/or science and technical background in horticulture/ agriculture/soil science or ecology

- You don't need a degree, each application will be considered on their own individual merits. Early applicants will be considered first.
Nicole is a globally recognised agroecologist, speaker and author. She has over 22 years practical farming and food production experience, with 18 years of experience as a Regenerative Ag coach and educator. Nicole is formally trained in soil science, organizational learning systems thinking, and adult education. She has worked closely with diverse production sectors from; dairy, sheep & beef, viticulture, compost, nurseries, market gardens, racing studs, lifestyle blocks to large scale cropping. Working with such diverse clients has fostered a broad knowledge and understanding of the challenges facing different production systems.

Jules manages a farm near Wellington, NZ, and works as a Regenerative Agriculture Coach and Educator with Integrity Soils. A whole-hearted regenerative practitioner, she is passionate about making a difference for people. An articulate coach, Jules draws easily on the wisdom gained wearing the “many hats” from her diverse background. Jules backs up her passion to empower meaningful change through a solid background in multiple disciplines, including neurolinguistics, ontological coaching, epigenetics, an uncanny ability to train stock dogs, farm management and the production of nutrient dense food.

Meagan owns and operates Barney Creek Livestock, a regenerative grazing operation, based in the Greater Yellowstone ecosystem, Montana. Barney Creek partners with landowners to build their soil, ecosystems, and teaches them how to give more back to the land through adaptive grazing. Meagan has facilitated and taught various topics on a local, regional, and national level. She can often be found moving electric fences and calling cows to a new paddock in the Paradise Valley.
Without measurement there is no management. “To understand and demonstrate landscapes are regenerating, it is essential to set up benchmarks and monitor progress.

The Regen Platform software helps you monitor what healthy soils and flourishing biodiversity look like on your property or with your clients.

Understand changes on your land above & below ground, make informed decisions and keep everyone in the loop.

All students on the CREATE program will receive a 1-year subscription to the Regen Platform to record up to 8 sites.
The Blindman’s Elephant

“Each in his own opinion
Exceeding stiff and strong,
Though each was partly in the right,
And all were in the wrong!”

Now more than ever we need to see the world in wholes and interact and respond accordingly.

Combining practice and cutting-edge science, you will acquire and cultivate the skills and observations to offer true holistic agricultural options to your clients (or your own land).

This program is an invitation to step into working alongside landscapes with intelligence, resilience, and a deep listening. To reclaim our deep human nature and relationship to food systems with integrity.

Now there’s a planet that works!
What Others Say

Shawn Greenbaum
Apricot Lane Farm
“Biggest Little Farm”

With an eye towards both stewardship and production, Nicole has a knack for asking the right questions that catalyze creative problem solving and strategic thinking, leading us towards the discovery of long-term, sustainable solutions for our diversified farming operation.

Donna Chan
NZ Merino

She always brings her wealth of knowledge and on the ground experience that comes from her work with farmers implementing regenerative principles. She both challenges us to be more bold and ambitious, whilst also having plenty of workable solutions to recommend. We really value our relationship with Nicole and Integrity Soils.

Zach Ducheneaux
DX Beef
Intertribal Ag Council

“Nicole’s willingness to help rebuild our former relationship with our ecosystems; starting from where they are at now, and doing so in a way that inspires and enables the adoption of better soil health practices cannot be matched.”
“Jules is an exceptional down-to earth and practical person. She listens and understands our needs - her years of practical farming experience enables her to relate to the realities for farming. She has a great ability to listen, hear, coach and empower. This has led to improved outcomes on our farm as well as growing our understanding and ability to assess things ourselves.”

“Jules has an amazing knowledge base and is able to articulate clearly and bring farmers on board. Quite the exceptional combination of skills, knowledge, self-awareness and communication.”
After completing CREATE

Spread those wings!
You’ll have what you need to set up your own consultancy/ coaching business

Community of Practice

- Students who demonstrate proficient abilities and align well with the Integrity Soils approach during the school may be invited to become members of the Integrity Soils Community of Practice (CoP).
- The CoP is hosted on the Integrity Soils website.
- Members can post their own contact details and CV’s on the website.
- The CoP provides a community for learning, sharing up-to-date research and on-going coaching.
- Monthly webinars with open Q&A and in-depth discussion. New resource development for coaches will be shared with them.
- We will forward on any client enquiries to those in the CoP -- this does not guarantee any clients.
- At Integrity Soils our educators speak to over 10,000 people a year and have access to a large potential pool of interested clients around the world.
- The CoP is an active learning community and a demonstration of our work in the world.
- It is our dream that those involved in the CoP may have the opportunity to become coaches on future CREATE programs around the world.
Contact Us

Book in a 30min conversation to assess the fit for us all and answer any questions you have.

After this call an application form will be sent out and a token to complete the Talent Dynamics. There is a non-refundable fee of $100 for administration, access, and a full report of results.

info@integritysoils.co.nz
+1 4065701116
Thank You

Now, more than ever, people like you are required in the world to shift the trajectory of food production systems.

“Never Doubt That A Small Group Of Thoughtful Committed Citizens Can Change The World: Indeed It's The Only Thing That Ever Has.”
-- Margaret Mead

Check out our website for more FAQ
www.integritysoils.co.nz