Huddlecraft 101: the power of peer-to-peer

Training for team members working on learning, community, culture or change.
“Huddlecraft 101 helped us implement a peer buddy system at LearnJam: part of our move away from a hierarchical organisational structure. Since the training we’ve felt better equipped to bring peer-led approaches into the learning experiences we design for clients. Expertly facilitated.”

Jo Sayers
Director, LearnJam
## Huddlecraft 101: Overview

### In a nutshell

**Have you got live learning, culture, community or change challenges?** Invest in your team’s ability to apply the power of a peer-led approach. This **3 day training** bottes >5 years of our experience leading peer-to-peer initiatives.

### Key benefits

1. **Apply cutting edge approaches** to design and delivery of learning, community, culture and change
2. Grow **skills of gathering inclusively and creatively** so everyone can thrive
3. Reinvigorate a **culture of ongoing learning** and growth post-Covid

### What it costs

**For organisations: £1415 +VAT**

If you’d like to send >3 employees on this training, we can offer a discount.

If you’d like to send >6 employees, we could explore running this training in-house and tailored to your needs.
**Challenge: post-Covid futures**

Even before the pandemic our economic, social, and technological landscapes were shifting seismically. Now, as we look toward a future post-Covid, it’s clear that the world has changed forever. Organisations and teams need to become adaptable, collaborative, and continually learning, without incurring ever growing costs.

Thriving in this future will require a burgeoning of social and emotional skills, and relationships. Peer-to-peer relationships facilitate development of these mindsets and capabilities, whilst accelerating innovation and behaviour change.

It’s time to invest in your team’s ability to respond to these challenges in a way that is agile, social, and scalable.

“In today’s world of perpetual disruption, it’s time for organisations to shift from a survive mindset to a thrive mindset.”

- Deloitte, 2021 Global Human Capital Trends report
Solution: Huddlecraft 101

A 3 day training that will upskill your employees to apply the power of peer-led approaches:

- **3 days of learning delivered over 4 weeks, online:**
  - 7 facilitated workshops (2hrs 15mins each)
  - 1 day’s worth of self-paced learning (5 X recorded Q&A sessions with Enrol Yourself’s Host community + solo and group activities to complete and/or take back to the team)

- **Facilitated networking:**
  - We’ll set each participant up on two **121 coffee dates** with other participants
  - A **database** of all Huddlecraft 101 participants
  - Ongoing opt-in access to the Enrol Yourself Slack

- **A pack of printed goodies** sent in the post, including a reflection tool and resources for the training
“I loved how playful all the activities and sessions were, and how we weaved in and out of personal reflections and group conversations. The digital collaboration activities were particularly helpful, and the whole training was so well designed.”

Jahnvi Singh
Learning designer and facilitator
Employee journey

1. You identify an employee that would benefit from Huddlecraft 101 - or they come to you with this pack, asking for your support to upskill themselves.

2. Your employee participates in the training. They deepen their understanding of peer-led approaches and identify a live site of application.

3. Post-training, they organise to embed their learning within your organisation, initiative or community, applying new peer-led approaches.

4. Peer-led approaches create a ripple effect where both those organising, and those who participate, grow their skills, confidence and connections.
**Training timeline**

**Huddlecraft 101 requires a 3 day time commitment over 4 weeks in May - June 2022.** This includes 7 scheduled, facilitated sessions - and access to self-paced learning resources.

### May 2022

- A pack of printed goodies including a reflection tool and resources.

### 7 facilitated sessions, spread over 4 weeks

- **Session 1**
  - Tuesday 17th
  - 1.15-3.30pm

- **Session 2**
  - Thursday 19th
  - 1.15-3.30pm

- **Session 3**
  - Tuesday 24th
  - 1.15-3.30pm

- **Session 4**
  - Thursday 26th
  - 1.15-3.30pm

- **Session 5**
  - Tuesday 7th
  - 1.15-3.30pm

- **Session 6**
  - Thursday 9th
  - 1.15-3.30pm

- **Session 7**
  - Tuesday 14th
  - 1.15-3.30pm

### Rest week

### June 2022

### Post-training

- A database of all Huddlecraft 101 participant contacts.
- Ongoing opt-in access to the cohort via the Enrol Yourself slack community, to support ongoing practice and reflection.

### Self-paced learning resources, to be used flexibly by participants

- 5 X recorded Q&A sessions with Enrol Yourself’s Host community
- Activities to complete and/or take back to your team or community
- Two 121 coffee dates with other participants
Examples of how people and organisations are applying Huddlecraft:

**Government Digital Service**

Laura Billings, community manager at GDS, created Content Campus, a course for content designers to address complex, real world problems for which there is no standard training course. Laura created a ‘living curriculum’ using peer exchange to remove the need for a central body.

**World Ocean Council**

Tina Liu, COO at the World Ocean Council, wanted to embed peer-led approaches in the annual internship programme. Supported by our training, Tina created a programme that brings a whole cohort of interns together to work on ocean issues, cross-fertilising their learning as they go.

**The Royal Society of Arts**

The RSA wanted to upskill staff in their flagship ‘Living Change’ approach, whilst building relationships between staff, RSA fellows and partners. We supported them to pilot and evaluate a peer-led, multi-stakeholder learning journey. The RSA are now exploring how they can commercialise the proposition.
Outcomes for your organisation

Huddlecraft 101 will help you invest in the following organisational outcomes:

**For your organisation**

- **Invest in needed capabilities** - the pandemic has highlighted how the skills of gathering and relating effectively (inclusively and creatively) are essential for everyone to thrive.

- **Reinvigorate organisational culture post-Covid** by supporting a culture of ongoing learning and collaboration.

- **Use cutting edge approaches** to learning, community, culture and change for your programmes, ventures and initiatives.

- **Make cost savings** by adopting a distributive, peer-to-peer mentality in place of a service-provider approach.

- **Grow resilience for an uncertain future**, by placing relationship-building at the heart of your approach.
Outcomes for your individual participants

Huddlecraft 101 will help you invest in the following outcomes for individuals:

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<thead>
<tr>
<th>For individual participants</th>
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<tbody>
<tr>
<td><strong>A deeper understanding</strong> of the potential of peer-led approaches for creating learning, community, culture and change initiatives</td>
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<tr>
<td>Greater understanding of where you can <strong>apply the power of peer-to-peer</strong> to support your aims, objectives and live challenges</td>
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<td><strong>Confidence bringing people together as peers</strong>, online and offline, to create ‘new power’ spaces even within old power organisations</td>
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<td>Greater ability to <strong>articulate a strong case and advocate for the value of peer-led approaches</strong> in your setting</td>
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<td>Connect to, and <strong>exchange multiple ideas and perspectives</strong> with, a cohort of practitioners grappling with their own context</td>
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**Training content**

### Self

In peer-led approaches the individual can no longer be a passive recipient, and intrinsic motivation matters. How can we help people step into new roles?

- Self as an ‘ingredient’ of relationships
- Fluid roles and adaptability
- Growing intrinsic motivation

### Pairs

Groups and communities are always built on the strength of their smaller units. How can we design with pairs as a powerful building block?

- Formats for structuring pair work (buddies, mentors, stewards etc.)
- Relationship intention setting and foundations
- Becoming coach and coachee

### Groups

The power of small groups for multiplying potential cannot be overstated. How can craft be applied to navigate group dynamics and avoid common pitfalls?

- Roles and responsibilities in peer groups
- Group dynamics: challenges, opportunities
- Crafting equitable spaces

### Interventions

This level is all about the strategic application of peer-led approaches to achieve objectives. How can the power of peer-to-peer fuel your goal/s?

- Peer power as a strategic approach
- Network structures for change
- Dialing up peer-to-peer dynamics within communities

### Ecosystem

No peer-led intervention exists in a vacuum. What is going on in the wider context, and how can you work with this intentionally and strategically?

- Mapping culture and power dynamics in your context
- Articulating the case for peer-led approaches
- Fractals: connecting to larger currents of change
Your Hosts

**Zahra Davidson**
Zahra has been seeking out over the power of peer groups since 2016, although she suspects her interest has roots in childhood experiences of Islamic gatherings and alternative education. Zahra is co-founder of Enrol Yourself and hosted our very first 3 peer groups. Since then, Enrol Yourself has hosted hundreds of people through peer-to-peer experiences. Zahra’s background spans service design, system change and visual communication.

**Anneka Deva**
Anneka is a campaigns, partnerships and marketing professional with 17 years experience in establishing ventures and building communities. She has worked with TEDx, Impact Hub, Oxygen Accelerator, and the University of Birmingham. Anneka set up Enrol Yourself’s first Learning Marathon outside London and she’s now leading on OwnIt, applying peer-led methodology to a complex challenge: how to support women to take #ClimateAction through their personal finances.

**Sarah Adefehinti**
Sarah has been building community for a decade (and building community at Enrol Yourself since 2017), and is a wellness coach and facilitator with a background in psychology and sex and relationships education. Their approach to community is always people-centred and relational - they’ve witnessed just how powerful authentic communities can be on both a personal and a collective level.

With contributions from the Enrol Yourself Host community:
About Enrol Yourself

Enrol Yourself is an award-winning social business shifting mindsets and behaviour through the power of peer-groups.

We are a collective of learning designers, facilitators and change-makers. We work collaboratively to deliver projects in partnership with organisations, drawing on our unique experience running the Learning Marathon.

As a social business, our consulting work supports us to keep the Learning Marathon as inclusive as possible.

Why Enrol Yourself?

1. Understanding born of deep experience: we’ve taken >700 people through our programmes and initiatives.
2. Trusted by organisations including: Nesta, Friends of the Earth, the RSA and Sport England to support their peer-led ventures and strategies.
3. Inclusion and equity at the heart of our approach: read about how we’re investing in this here.
FAQs

- **What level of experience is required to participate?**

  There are no prerequisites for joining Huddlecraft 101, but we have designed this training for people working on learning, community, culture and/or learning, either within an organisation or independently. This will be *most* suitable for those who have been working on real life peer-to-peer and participatory challenges for 3+ years. However, if you’re earlier on your journey, get in touch and we can discuss whether this might be right for you at this stage.

- **What is the time commitment for participants?**

  Participants will need to be able to commit 3 days over a 4 week period over May - June 2022. Two of those days will be spent in facilitated sessions, online. The remaining day is made up of self-paced learning activities that participants can complete flexibly.

- **We’re not based in the UK...?**

  That’s totally fine. We’ve scheduled all facilitated sessions at 1.15 - 3.30pm UK time so that people in a wide variety of timezones can participate.

- **The times don’t work for me or my employee/s. Are there other options?**

  Please let us know if the dates/times are a barrier. We will consider additional time slots if there is enough demand.

  If >6 employees would like to join we can consider running the training bespoke for your organisation, at dates and times that suit you best. Get in touch if you’d like to discuss this.

- **Can I send several employees or a whole team on this training? Or can you run this training exclusively for my organisation?**

  Yes. We welcome this and believe you will take even more value from the training by having several people participate.

  If you want to send >3 employees please get in touch for a discount.

  If you want to send >6 employees, let us know: it might be that it will make more sense to run the training in-house, tailored to your aims.

- **How do we sign up?**

  The sign up process is simple. Please follow the steps on our webpage. If you’d like to discuss other options (e.g. group discounts or longer payment terms), please get in touch first via sarah@enrolyourself.com
FAQs

- **We've spent so much time on zoom! How will you keep it energising?**

  We feel you. Keeping online learning experiences engaging and energising is our bread and butter. We’ve honed our approach delivering >50 digital learning experiences over the last year.

  We deliberately keep each session short, have regular breaks, and mix things up with a variety of facilitation styles. Huddlecraft 101 also includes self-paced materials to learn from flexibly.

  All our sessions are designed using principles of experiential learning, connecting you with other participants – and of course peer-to-peer exchange.

- **Will this training meet participant access needs?**

  We will endeavour to meet the needs of those that want to participate. Our live sessions will take place via Zoom, using a variety of online tools like Mural and Google Jamboards. A good internet connection will ensure the best experiences. There will be an option to turn on live captions during sessions. After signing up there will be a chance to create an access plan together if needed.

  This is an experiential programme, so participants will be expected to actively participate on multiple occasions, and there will be a mix of solo, pair and group exercises throughout.

  Please get in touch with any questions – and there’s space in the sign up form to let us know how we can make this work for you.

- **How do you approach diversity, inclusion and anti-oppression as an organisation?**

  We believe that putting peer-to-peer relationships at the heart of our approach has huge potential for more inclusive and equitable learning and development. However, we know that a very deliberate effort is required to deliver these benefits in reality.

  Diversity is essential to our pedagogy, within which peers exchange perspectives, ideas, experience and contacts. This is a top cited value point for participants; that they learn from multiple perspectives within the group.

  We are committed to continually learning and exploring this question as a team. We invite our partners to go on that journey with us. We believe in walking the walk, and strive to do so as much as possible within our means, for example setting up the Abundancy Fund to support people from underrepresented backgrounds to participate in our own programmes.

- **Is there a selection process?**

  No, those who want to participate can book their place via our webpage.

- **How do I get in touch?**

  You can reach us via sarah@enrolyourself.com or stay up to date with what we’re doing on social media @EnrolYourself.
“I found the training engaging, stretching and generative. By the end I felt able to go away and apply the tools and approaches. I also came away feeling prepared on a deeper level: knowing that we’d cultivated the mindsets, relationships and hosting dynamics that would enable us to ‘hold’ enriching and demanding processes.”

Rebecca Ford
Head of Collaboration and Learning Design, The RSA