



ACADEMY OF PROFESSIONAL DIALOGUE
RELATIONSHIP BETWEEN THE ACADEMY
AND ACCREDITED PRACTITIONERS

We are pleased to welcome you into an ongoing relationship of mutual benefit with the Academy of Professional Dialogue.

BACKGROUND

- The Academy of Professional Dialogue (AofPD) is a registered non-profit Charity that has as its objective: 'for the public benefit for the advancement of education including by: Promoting and providing education and training in professional dialogue; and undertaking and publishing the useful results of studies and research work in professional dialogue and related subjects'.
- A key element of achieving this objective is the development of Accredited Professional Dialogue Practitioners.
- Accreditation marks the beginning of a professional relationship between the Practitioner and the Academy for mutual and long-term benefit. The Academy provides Accredited Practitioners with certain benefits, but at the same time gives rise to a number of important commitments for you as a Practitioner, particularly in terms of assisting in the longer-term growth of the Academy and the profession. This document sets out these benefits and commitments, which the Academy and the Accredited Practitioner both acknowledge and undertake to respect.

BENEFITS

The Academy offers the following benefits to you as an Accredited Professional Dialogue Practitioner, entitling you to:

Recognition:

1. Describe yourself as an Accredited Professional Dialogue Practitioner and use the abbreviation APDP for *Bringing Dialogue into the room* (Focus 1); APDPI for *Dialogic Intervention* (Focus 2) and APDPA for *Whole System Change* (Focus 3).
2. Make use of the AofPD logo and your title alongside your name, publicly on websites, your email signature, marketing literature, business cards, letterheads, etc.

Materials and Courses:

3. Make use of AofPD copyrighted and produced materials, in accordance with the agreed terms of use.
4. Deliver and Co-facilitate AofPD Accredited courses (including for your financial benefit) at the level in question and issue AofPD Certificates of Completion to participants.
5. Make use of an Academy Learning Centre, customised to your needs, as a means of registering participants, accessing materials and completion certificates, as well as delivering courses and training online where appropriate.

Continuing Professional Development:

6. Participate in continuing professional development opportunities run by the Academy and receive advice and guidance from accredited colleagues.
7. Participate in development to be Accredited at the next level.
8. Act as support faculty to the Academy's Accredited Practitioner Development Programme (at the level at which you are Accredited).
9. Undertake development to become an Accreditor (at the level at which you are Accredited) and independently provide formal trainings to Accredited new Professional Dialogue Practitioners at the level below the one at which you are Accredited.

COMMITMENTS

[Explanations for why Accredited Practitioners are being requested to enter into these various Commitments are provided in the Appendix.]

As an Accredited Professional Dialogue Practitioner, you commit to the following:

Be an ambassador:

1. Advocating wherever possible for the use of Professional Dialogue for the benefit of society, and supporting the Academy in pursuing its longer-term development and goals.

Intellectual Property:

2. Making use of AofPD materials only in accordance with the terms of use and the copyright restrictions, and taking reasonable steps to ensure that where others (such as course attendees) have access to these materials, they also understand and abide by the copyright limitations in place.
3. Providing AofPD materials to participants in trainings only in original hard copy form, obtained from Dialogue Publications or another Academy approved source, or in soft copy form, obtained via the Academy's Learning Centre.
Only incorporate and distribute Academy copyrighted material and logo in courses that are not accredited by the Academy with prior written permission.
4. Agreeing in advance of any trainings or related activities any applicable fees and payments due to the Academy and undertaking to pay these to the Academy within 30 days of the training/ activity taking place.

[See attached Schedule of Indicative Fees and Payments]

Support growth of the profession:

5. Delivering at least one AofPD Accredited course per annum (to any audience) as part of maintaining your Accreditation and as a way of extending the reach of the Academy.
6. Sharing at least one example of your work at the Academy's Annual Conference.

7. Maintaining your membership of AofPD in order to continue your Accreditation and paying all Membership fees in association with this.

Professionalism:

8. Participating in an annual programme of continuing professional development as part of maintaining your Accreditation.
9. Abiding by the Academy's Professional Standards as established by the Professional Standards and Accreditation Board (PSAB).

Corporate arrangements:

10. In the event that you choose to provide training courses or services to third parties through a formally established corporate entity (as distinct from doing this as an individual) such as a Company, you undertake to put in place the necessary formal agreement between the corporate entity in question and the Academy.

[Explanations for why Accredited Practitioners are being requested to enter into these various Commitments are provided in the Appendix.]

DISPUTES OR GRIEVANCES

Disputes or grievances concerning the relationship between Accredited Practitioners and the Academy will be referred to the PSAB. The PSAB will review the issue in question, and if considered appropriate, commission an independent investigation in accordance with the Academy's Appeals and Grievance policy.

SIGNED

ACCREDITED PRACTITIONER (NAME)

DATE

SIGNED

ON BEHALF OF THE ACADEMY (NAME)

DATE

ATTACHMENT: SCHEDULE OF INDICATIVE FEES AND PAYMENTS

AUDIENCE	INDICATIVE FEE PAYABLE TO ACCREDITED PRACTITIONER (per attendee)	INDICATIVE PAYMENT DUE TO THE ACADEMY	NOTES
Internal to your own organisation	Nil	\$20* per attendee	Fee payable to the Academy is intended to cover the cost of materials. Payments may be waived by prior agreement with the Academy.
Charity/Not for Profit Organisation	\$0 - \$50* per attendee per day	\$20* per attendee	Fee payable to the Academy is intended to cover the cost of materials. Fees/payments may be waived by prior agreement with the Academy.
Governmental or Commercial Organisation	\$100 - \$200* per attendee per day	20%	Fees/payments may be amended by prior agreement with the Academy.

* Figures are quoted in US dollars but should be adjusted to take account of local economic conditions (eg by means of the Economist 'Big Mac' index)

APPENDIX: BACKGROUND TO PRACTITIONER COMMITMENTS

Commitment	Explanation
1. Ambassador role	This is consistent with the Academy’s Charitable objectives
2. Usage of AofPD materials	This is because the Academy needs to protect its Intellectual Property (IP), and in some cases the IP of third parties which the Academy has itself contracted to obtain rights to use.
3. Usage of AofPD materials in training courses; incorporation of third party material	<p>This is designed again to protect the Academy’s IP, comply with the IP agreements which the Academy has entered into with third parties, minimise unauthorised copying/usage of the materials, and ensure quality control over all Academy branded content.</p> <p>This clause is not intended to prevent Accredited Practitioners from providing other trainings or related activity, but if they choose to use any AofPD branding or materials when doing so they should ask the Academy for prior permission – this is designed to ensure the consistency and quality of AofPD-branded training and activity is maintained.</p>
4. Fees and payments	<p>Fees provide a source of income for The Academy to help it fund its full range of activities, enable it to recover the costs of developing and producing the content used in the training courses, and help cover the payments it has agreed to make to use certain Intellectual Property which is owned by third parties.</p> <p>The Academy is seeking to adopt a flexible approach in relation to such fees, taking account of the different economic situations prevailing in different countries, the different audiences (eg commercial vs not for profit) with which Practitioners may be working, the fact that some Practitioners will be operating as third party consultants whereas others will be working within larger organisations as employees of them, some of which may be Organisational Members of the Academy, etc. By way of guidance to Accredited Practitioners, the Academy will provide as an attachment to this agreement a schedule of indicative attendance fees in the relevant context(s), and the expected share of these payable to the Academy. However, the amounts shown in this schedule are to be seen as indicative, and the actual fees to be charged and share due to the Academy will be agreed on a case by case basis in advance of the training/activity in question.</p>
5. Minimum delivery of courses	This provides a means of encouraging Accredited Practitioners to make use of their expertise, assists in their development by requiring them to continue to make use in practice of what they have learnt, and helps disseminate Professional Dialogue to a wider audience in pursuit of the Academy’s Charitable objectives.
6. Annual Conference participation	This provides valuable input to the Annual Conference, and enhances the body of available evidence of the practical application of Professional Dialogue.

7. Maintaining AofPD membership	This is to encourage Accredited Practitioners to maintain their connection with the Academy over time.
8. Continuing Professional Development	This recognises the need for Continuing Professional Development for Accredited Practitioners, whilst encouraging them to play a part in the Academy's broader development.
9. Professional Standards	This protects the Academy's reputation, and helps ensure all parties behave with integrity and mutual respect.
10. Corporate arrangements	In the event that Aofpd-related activities are performed through a corporate entity, the corporate entity in question is likely to take on some aspects of the relationship with the Academy, which need to be covered by an agreement.