



# ComIO Certification

Community Intelligence Officer



## Stratiscope's ComIO Approach

We believe that any organization, in order to succeed and grow, MUST understand the audience it serves. Stratiscope helps our clients do just that by leveraging community intelligence to develop meaningful community engagement for businesses, nonprofits, and government agencies. ComIO Certification courses teach you the same skills we apply to our work so that you too can conduct street-level research, develop win-win relationships, and activate stakeholders and resources.

### Training outcomes

- More effectively engage communities and develop connections
- Better serve more constituents more efficiently
- Enhance your communication, strategy, and organizing skills
- Develop strategic engagement plans to achieve organizational mandates
- Face new ventures, communities, or crises with expertise, efficiency, and ease

### Next Available Class

Class: Basic Training 1 & 2  
Date: Wednesday, March 11  
Time: 9am-4pm  
Location: Stratiscope's Burbank Office  
2006 W Burbank Blvd  
Burbank, CA 91506  
Tuition: \$200/ per person

[Enroll now at stratiscope.com/events](https://stratiscope.com/events)

### ComIO Certification Courses

1. Basic Training 1 [prerequisite]
2. Basic Training 2 [prerequisite]
3. Government 101
4. Corporate Community Engagement 101
5. Cultivating, Growing, and Sustaining Relationships
6. Building Community: Connecting the Dots
7. Building Community: Creating Opportunities for Connection
8. Public Speaking and Presence
9. Conflict Resolution: Diffusing Difficult Situations
10. Taking Stock: Community Inventories, Landscapes, and Other Ways to Gather information
11. Innovating Community Engagement: New Rules, New Tools
12. Working with Media
13. Interpersonal Skills as a Precision Tool
14. Out and About: Making the Most out of Informal Interactions in Formal Settings



## Basic Training 1 & 2 Session Overview

*Be ahead of the curve by understanding how key players, perceptions, and trends in your targeted community impact your organizational success*

### Basic Training 1

1. Laying the foundation for engagement
2. Engagement Principles
3. Identifying valuable targeted connections
4. Planning for Interaction
5. Identifying opportunities to connect
6. Preparing for interaction
7. Planning for Interaction
8. Community Archetypes
9. Communication Tactics
10. Physical Presence
11. Interaction settings
12. The closing
13. Following up on Connections Made

"Provided great strategies on engaging community and following up."

- Basic training 1 participant

"I learned how to improve the way I engage people and build relationships"

- Basic training 1 participant

### Basic Training 2

1. Refining Community Engagement Priorities
2. *Your Measurable Plan*
3. Understanding Your Community
4. Your "Community IQ"
5. Community Intelligence
6. Building and Engaging Internal Partners
7. Developing and Engaging External Partners
8. Communicating to Partners
9. Planning to Execute
10. Evaluate & Pivot
11. What's Next?

"The training taught us to think a layer beneath the surface and look at the end goals."

- Basic training 2 participant

"Great tactics on how to reach out to targeted internal *and* external partners."

- Basic training 2 participant

These trainings have been developed by professionals who use them in their own work and combine lecture, worksheets, dialogue, and roleplay to create a fun and engaging learning environment.

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