



# Individual Development, Leadership and Coaching Workshop Series

*Level 2 SD certification training\* revised and relaunched for 2026*

***Growing ourselves and our clients through demanding times***

The world is calling for a different kind of leadership—one that can surf the wave rather than analyse it, that can sense and respond in the moment, that can hold complexity without collapsing into control or overwhelm.

This isn't about adding more tools to your toolkit. It's about expanding perceptual bandwidth for yourself and your clients, unlocking suppressed developmental capacities, and accessing ways of knowing that go far beyond the analytical mind. It's about increased coherence.

## WHAT MAKES THIS TRAINING DIFFERENT

I've relaunched this series with significant new material that:

- Deepens the focus on embodiment—because real development happens in the whole body, not just the mind
- Expands trauma-informed perspectives—addressing the wounding that arrests our growth
- Clarifies what's really involved in activating Second Tier being—moving beyond conceptual understanding to lived experience and relational being

This is Spiral Dynamics grounded in its Gravesian biological roots, enriched by recent scientific knowledge, and integrated with direct experiential practice.

You'll weave together inner experience and analytical theory to create a developmental journey that serves your personal growth, your leadership presence, and your capacity to guide others.

## WHO THIS IS FOR

You're a coach, mentor, or guide working in the personal development field and/or supporting leaders in their development. You know the old maps are failing. You sense there's something more available—a way of being that integrates body, mind, intuition, and spirit.

You're ready to:

- Navigate change waves with awareness of the larger field
- Work with clients at the edges of their development
- Hold space for transformation through coherence that goes beyond techniques

## THE JOURNEY

Based within Spiral Dynamics' developmental framework, we'll explore:

- **How we learn at different levels of development**—and how to re-awaken lost modalities
- **What capacities emerge at each stage**—and how to recognize what's missing and needed
- **Where wounding occurs**—leading to arrested development, closed systems, and dysfunctional coping
- **New frames for leadership**—Liminal, Relational/Collective, Participatory, Conscious
- **Second Tier reality**—a living systems perspective toward ourselves, others, planet, and cosmos

## THE TRANSFORMATION

You'll emerge with:

- Embodied understanding of how each developmental stage operates in you and in your clients—plus how dysfunctions arise and can be addressed
- Insight into the bio-psycho-socio-spiritual threads underlying human development
- Practical integration of these perspectives with your current coaching or facilitation methods
- Skills to unlock and integrate developmental stages, unlearning dysfunctional patterns
- Capacity to guide others toward expanded perception, empowerment, and choice—especially when traditional maps fail

## THE CHALLENGE WE'RE ADDRESSING

For centuries, we've over-valued reason and analytical thinking while diminishing somatic intelligence, intuitive knowing, and spiritual connection. We've created systems that ignore context, story, emotion, and relational fields. We have under-recognised pre-cognitive systems (Beige, Purple and Red).

Many coaches and leaders are trapped trying to control chaos rather than dance with it. They're stuck in rigid frameworks (Blue/Orange) or disempowered compassion (Green), unable to access the agility and presence that Second Tier consciousness offers.

Success in navigating today's conditions requires living in the instant, sensing and choosing continuously, willing to be in the unknown. It's the "fail fast, fail often" mindset turned into a way of being—with all your capabilities fully alive.

*This training opens that possibility.*

## THE EXPERIENCE

This won't be a passive learning experience. The training is an experiential co-creation that draws on the collective wisdom of all participants.

You'll engage multiple ways of knowing—analytical, somatic, intuitive, relational—as we explore the full spectrum of human development together.

## PRACTICAL DETAILS

**Format:** Seven two-hour sessions online via Zoom, beginning February 23rd, 2026, plus offline support materials on the ValueMatch Academy Platform.

**Timing:** Approximately two-week intervals, adjusted to avoid Easter holidays and scheduled to suit USA and Europe

**Recording:** Sessions will be recorded

**Note:** Due to the highly participatory and interactive nature, live attendance significantly enhances the experience

**Investment:** £895 for non-corporate attendees, plus €100 certification (goes to the SDi Foundation)

Early booking discount available until January 23rd—see [www.spiralfutures.com/idlc](http://www.spiralfutures.com/idlc) for details

## Prerequisites\*

Significant prior knowledge of Spiral Dynamics is required. While full Level 1 Certification isn't mandatory, you'll need a substantial SD background to benefit from this advanced work. If you're interested but uncertain about your readiness, let's discuss your experience.

*(Level 2 certification available only to those who already have Level 1 or complete it within 12 months of this training)*

## HOW TO REGISTER

Visit [www.spiralfutures.com](http://www.spiralfutures.com) and follow the registration links.

- £300 deposit secures your place
- Remainder invoiced before start date
- Payment options: BACS / PayPal / Transferwise

*Early registration recommended—this format works best with an intimate cohort.*

## PREVIOUS PARTICIPANTS HAVE SAID

“Thank you Jon for leading us and guiding us through the developmental stages and for the great visualisations. I have learned a lot and enjoyed the way you see it and the way you explain SD. That was very valuable for me. I really appreciated it, especially this last session. I felt a lot of threads wove together.” Anne

“Thank you Jon, it was fabulous.” Janis

“I loved that you spent so much time with the early stages.” Robert

“I am happy to have followed this cycle with you, so much it exposed me to your pedagogy marked with empathy and sensitivity, thus helping to nourish my own sensitivity to the model.” SR

## YOUR FACILITATOR



[Jon Freeman](#) is a generalist in an age of specialists, a systems thinker with high originality and a wide-ranging perspective on individual, organizational, and societal behavior.

His expertise in Spiral Dynamics theory and application is widely acknowledged. He's been accredited by Dr. Don Beck and the SDi Foundation to offer full certification trainings, teaching SDi since 2009.

Author of "The Science of Possibility," "Reinventing Capitalism," and the newly published "What Makes You YOU?" (December 2025), which expands many themes of this workshop series. His articles appear in Kosmos, Integral Leadership Review, and other publications, as well as [his own Substack](#).

Jon was a founder Director of Conscious Capitalism UK, is a Director of Future Considerations, and a member of the RSA.

He brings both rigorous analytical frameworks and direct experiential knowing to developmental work—bridging the scientific and the mystical in service of genuine transformation.

## **READY TO EXPAND YOUR DEVELOPMENTAL CAPACITY?**

The world needs guides who can hold complexity, work with emergence, and support others in accessing their full humanity.

***Register now at [www.spiralfutures.com](http://www.spiralfutures.com)***

Questions? Contact details available on the website.

“Jon thinks and acts from a wider arc than most of us (with)... deep and coherent insights, a range of dealing with today's complex worlds and unique ability to identify many of the "dots" that most of us miss.” Dr Don Beck