The Certified Create Mattering® Facilitator Program

Take the next step toward building and scaling a culture where everyone knows they matter.

The Certified Create Mattering® Facilitator program is an intensive program designed to equip leaders to scale behaviors that enable everyone to feel seen, valued, and needed.

Grounded in Zach Mercurio, Ph.D.'s research in the book *The Power of Mattering,* this certification provides the foundational knowledge on the science of mattering at work and the skills to practice, teach, and scale the Noticed, Affirmed, and Needed (NAN™) model throughout teams and organizations.

Who It's For

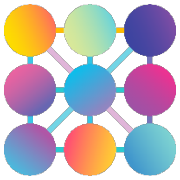
This certification is designed for leaders and professionals responsible for developing others and shaping culture within organizations, including:

- HR and Talent Development leaders
- Organizational Development professionals
- Learning & Development teams
- Internal Executive and leadership coaches
- People leaders responsible for engagement and culture
- Leaders who want to build more leaders

It is especially valuable for organizations seeking to:

- Identify, scale, and measure mattering-centered leadership behaviors at the interactional level
- Improve well-being, commitment, engagement, and retention
- Build more human-centered, high-performing cultures

Note: This certification is not currently available to independent coaches, consultants, or speakers.



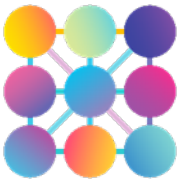
What Facilitators Will Be Able to Do

By the end of this certification, participants will be able to:

- Explain the science and impact of mattering at work
- Apply the Noticing, Affirming, and Needing (NAN™) model in real interactions
- Facilitate a proven 3-hour Create Mattering® workshop
- Use the Mattering Self-Assessment along with team assessments to drive awareness and action
- Guide peer coaching conversations that sustain behavior change
- Embed mattering into team practices and organizational systems

What's Included

- Two-day live intensive certification experience facilitated by Zach Mercurio, Ph.D.
- Full 60+ page facilitator binder, which includes foundational research, templates, scripts, and detailed guides.
- Access to a digital database which includes additional assessments, participant materials for sharing, slide deck templates, exercises, and tools for scaling mattering such as peer coaching frameworks.
- Quarterly facilitator support calls for a year with Zach.
- Customized online Mattering Self-Assessment for Leaders and shared database to analyze results.
- Full internal license to use Create Mattering® materials within the organization for two years.



What Facilitators Say

One of the most impactful learning experiences I've had. The content is powerful, but what really stood out was how thoughtfully it was designed—you leave not just understanding matters but fully prepared to bring it to life.

Absolutely do it–it's life-changing not only for your professional life but also your personal life.

This experience will change everything for you—both personally and professionally.

This experience is an exercise in mindfulness. It is more than just being a good person; to show people they matter takes intentional effort. Mattering may be common sense to some, but it is often not common practice! This experience helps you be the person and leader you know you want to be.

Why Certified Create Mattering® Facilitators?

Across organizations, evidence shows we're facing a mattering deficit. Despite ever-increasing investments in new programs, platforms, perks, and pay, disengagement continues to rise while well-being, performance, and productivity decline. Why?

More people than ever report feeling unseen, unheard, and undervalued in work. Six in 10 workers worldwide don't feel they have someone at work who cares about them as a person; only 30% strongly agree that someone sees and invests in their unique potential; and nearly 30% report feeling invisible or flat-out ignored. At the same time, the advent and acceleration of AI is inciting what some call a "mattering freefall," as more question their worth.

The problem is that when people feel insignificant that withdraw, withhold effort, or act out in ways that undermine healthy cultures.

In other words, it's hard for anything to matter to someone who doesn't believe that they matter. You can't solve this problem through a program. You can only solve it through better interactions.

Certification Investment and Options

Individual/Small Group Certifications (6-20 participants)

- $4,000 per participant
- Minimum cohort size: 6 participants

Enterprise Certifications

- 20+ participants: starting at $3,500 per person
- 50+ participants: starting at $3,000 per person
- 100+ participants: starting at $2,500–$2,750 per person