

# CREATE 2024 YELLOWSTONE

**"Consciously Regenerating Ecosystems in Ag  
Through Transformative Experiences"**



[www.integritysoils.com](http://www.integritysoils.com)





# Welcome to CREATE

We are grateful that you are inquiring about the CREATE coaching program. The planet needs passionate people like yourself, today, more than ever!

Years in the making, CREATE is the ultimate ag professional development program for highly motivated people serious about making a real difference in food/fibre production.

CREATE is a bespoke intensive, designed to empower and deliver highly trained, capable and confident agroecological coaches and consultants out into the world.

We invite you to join us on one of the most exciting journeys agriculture has ever had to offer!

**Nicole Masters**

Head coach and curriculum  
developer



# PROGRAM OUTCOMES

## ***AT THE COMPLETION OF THIS PROGRAM YOU WILL:***

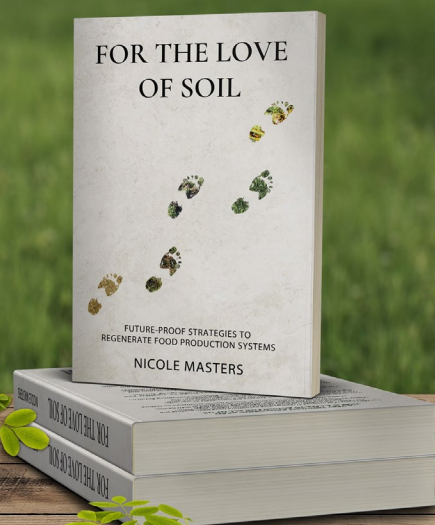
- ♣ Have tools, documents and templates to step into your own coaching business
- ♣ Have a tried-and-true process that delivers results for clients
- ♣ Complete the program with the skills to effectively coach and train producers
- ♣ Be able to visit a property and perform a full examination, coach, analyze and deliver useful meaningful results
- ♣ Be able to more deeply interpret visual clues in landscapes
- ♣ Have the tools to be able to have hard and transformative conversations
- ♣ Gain more confidence and clarity in how to make a difference in the Ag sector
- ♣ Have the potential to be recognized as a leader in agroecological regenerative Ag systems
- ♣ Be able to identify internal drivers that have been holding you back in communication and success
- ♣ Have new tools to become a more powerful communicator
- ♣ Have access to the latest cutting-edge science and research
- ♣ Be able to apply to become a member of the Integrity Soils Fellowship  
- an international community of agroecological Ag professionals



# Program Outline

The program covers 32-weeks online with two in-person classrooms. We estimate 10-15 hours/ week of self-directed coursework, reading, practical work and online connections.

Weekly commitments include online coaching sessions, small group meetings and 2-hour webinar sessions.



## Course Commitment

CREATE demands a serious commitment; being efficient with your time is key to successfully completing the program. If you are working full-time, be honest with yourself about balancing your work commitments with the intensity of this program. What are you willing to put to the side?

Over eight months we cover 32 core subjects, group presentations and two projects. The core project continues for the duration of the program. Using a client you choose to work with (not your own place), to produce an in-depth written report.

The final report is based on the foundational diagnostics, templates and frameworks provided.

## Course Dates

The initial in-person classroom begins on the 1<sup>st</sup> of September until the 8<sup>th</sup> at Grizzly Creek Ranch, Tom Miner Basin, Montana.

Every Thursday we have a 2-hour online class.

At the end of the online portion, we return together for a final 4-day digestion session on April 28<sup>th</sup>- 1<sup>st</sup> May back in Montana. *Travel is **required** for the 2 in-person sessions.*

Note: If you do not attend 95% of classes and written and online materials are unfinished by the final date, you will not receive a certificate of completion.

## For Serious Professionals Only

We consider this program as the equivalent of a Masterate - only deeper!

This course will require a major investment from you. Picture the depth and breadth of topics we need to cover for you to start your own coaching business, be prepared to put in the work and you will reap a bountiful harvest.



# Who is this Program for?

- ♣ People passionate about soil health, ecosystem function and productive, profitable food / fibre businesses
- ♣ People with a commitment and vision bigger than themselves
- ♣ People who are coachable and willing to ask the hard questions of themselves
- ♣ People who enjoy coaching and empowering others
- ♣ Ecological thinkers, communicators and educators
- ♣ People who can bring a degree of humility and can leave their ego at the door
- ♣ People who are now ready to share their expertise
- ♣ Writing and computer skills are a must
- ♣ People who have a combination of the following skills and experiences: practical regenerative farming/ranching/growing experience and/or science and technical background in horticulture/ agriculture/soil science or ecology
- ♣ You don't require a science degree; each application will be considered on their own individual merits



# Application Process

## Prerequisites

A depth of regenerative experience/ theory is expected before you start this program.

### **THIS IS NOT A PROGRAM TO LEARN THE BASICS!**

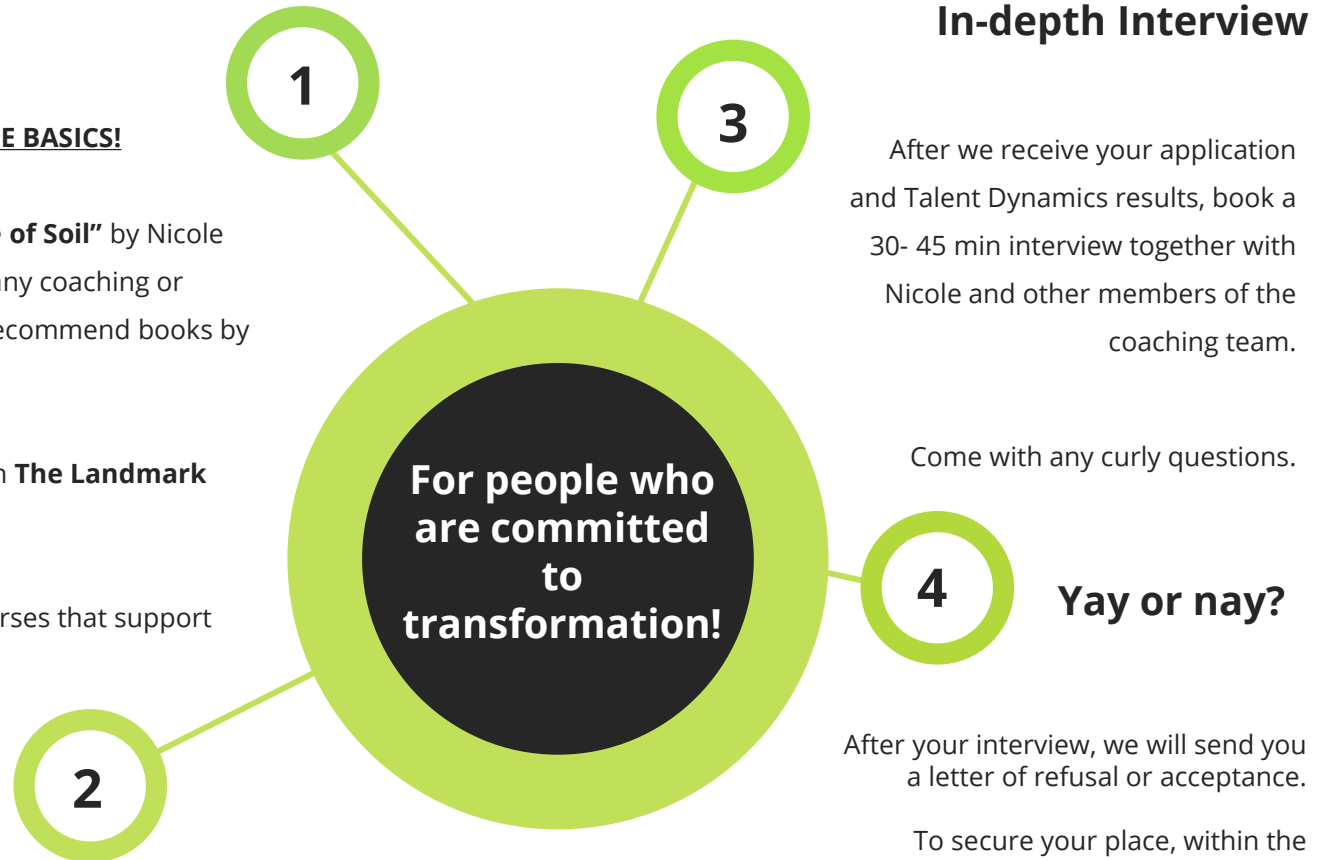
We recommend you read: **“For the Love of Soil”** by Nicole Masters. If you have never undertaken any coaching or professional development training, we recommend books by Carol Sanford, such as **“Indirect Work.”**

Recommended professional training with **The Landmark Forum** [www.landmarkworldwide.com](http://www.landmarkworldwide.com)

Integrity Soils have a series of online courses that support your learning.

## Initial zoom Q & A

Attend an online zoom session to ask any, and all, questions. If you meet (hopefully exceed) the base criteria, upon receiving your \$100 application fee we will send you an application form and Talent Dynamics token (you will also receive a free full report of workflow results).



## In-depth Interview

After we receive your application and Talent Dynamics results, book a 30- 45 min interview together with Nicole and other members of the coaching team.

Come with any curly questions.

## Yay or nay?

After your interview, we will send you a letter of refusal or acceptance.

To secure your place, within the following week you'll let us know if you're on-board and pay your deposit.

**Spaces are limited to 24 extraordinary global agricultural changemakers**

# CREATE Curriculum

## Coaching, Mindset & Learning

Default listening; Behavior change; Roots of Agroecology; Values; Learning styles; Effective communication; Blind spots; The art of asking better questions; Polarity Mapping; Critical conversations; Paradigms; Integrity; Ecological design thinking; Personal Agency; Time Management; Adult Education

## Observations & Diagnostics

Ecological principles; Soil Microbiology; The 5M's diagnostic and triage; Observations - in field – plants, soil and animals. Health - human, landscape, animals and soil. Agronomy – fall in love with minerals! Collecting data and records; Using the Regen Platform; Soil Health Assessments; Identifying plant nutrient deficiencies; Setting up transects; Taking soil/microbial tests; Water cycles; reading landscapes and animals; Energy in landscapes;

## Client & business management

Syntropic business plans; Applying ecological principles to business; The Money Conversation; Client management - collecting, holding data and accessing the templates to write reports; Big Audacious project and report; Pricing; Legal considerations; Regenerative marketing.



For the first week intensive, we will be staying at the stunning Grizzly Creek Ranch in the Tom Miner Basin, Montana. The ranch sits alongside the Anderson Ranch, famous for its wildlife cohabitation methods.

A bear safety briefing will be part of your orientation!

If you are unfamiliar with the work at the Anderson Ranch check out this interview [link](#)

Accommodation and food are provided on-site (alcohol not provided).



## INTEGRITY SOILS CORE TEAM



Director of Integrity Soils and lead coach and curriculum developer for CREATE, Nicole is an Agroecologist, speaker and author of the book "For the Love of Soil."

She has over 25 years practical farming and food production experience, with 20 years of experience as a Regenerative Ag coach and educator. Nicole is formally trained in soil science, organizational learning, coaching and adult education. She has worked closely with diverse production sectors from; dairy, sheep & beef, viticulture, compost, nurseries, market gardens, racing studs, lifestyle blocks to large scale cropping. Working with such diverse clients has fostered a broad knowledge and understanding of the challenges facing different production systems.

Her training programs have been developed and delivered alongside organisations covering over 30 million acres across NZ, Australia, UK and North and South America. She is now based, coincidentally across the Yellowstone River from Meagan.

Meagan Lannan is the Student Extraordinary Experience Director for CREATE. She owns and operates Barney Creek Livestock, a regenerative grazing operation in Paradise Valley, Montana.

Barney Creek partners with landowners to build their soil, ecosystems, and teaches them how to give more back to the land through adaptive grazing. Meagan's 'town' jobs have always had her deep in building and forging community impact. Her favorite work is getting to ask 'why,' as an energetic and passionate facilitator for private and non-profit projects at local, regional, and national levels. She currently runs The Meat Up food hub and is part of the Buzz on the Range project.

Barney Creek Livestock were the 2022 recipients of the Montana Aldo Leopold Conservation Award. This prestigious award recognizes farmers, ranchers, and forestland owners who inspire others with their dedication to land, water, and wildlife habitat management on private, working land.



# BRILLIANT CONTENT CONTRIBUTORS



**EMILY HOUSE**  
**5<sup>TH</sup> BUSINESS AGRI**  
**ANIMAL HEALTH**



**KARA KROEGER**  
**LANDFOODLIFE**  
**HUMAN**  
**NUTRITION**



**MICHAEL CASHMORE**  
**ACTIVE SOILS NZ**  
**TREES/SOIL**



**PETE LANNAN**  
**BARNEY CREEK LIVESTOCK**  
**GRAZING**



**PETER BREZNY**  
**PSYCHOCHICKEN**  
**BIOCHEMISTRY**



**DARREN DOUGHERTY**  
**REGRARIANS, AUS**  
**WATER**

A black and white cow is the central focus, looking back over its right shoulder towards the camera. The cow is in a field of tall grass and small brown flowers. The background is a soft, out-of-focus landscape under a clear sky. The entire scene is framed within a large circular cutout on a solid green background. At the top center of the green background is a bright green circle containing a white double quote symbol. At the bottom of the green background, there are two faint, stylized green plant motifs, one on the left and one on the right.

”

When you change the way  
you look at things,  
the things you look at change

● Max Planck ●



# WHAT STUDENTS SAY

CREATE taught me to step back and look at the big picture of what's affecting an operation and its owners. It taught me to slow down and ask the right questions to help assess underlying causes rather than just jumping to 'fixing' symptoms for them.

I never dreamed I'd be able to consult full-time and have an impact on thousands of acres already. I'm not sure I would have had the opportunity if it wasn't for CREATE. It definitely gave me the confidence to get over an 'imposter syndrome' - the belief that I don't have the skills/ abilities/ experience to do consulting.

Brian Dougherty, Understanding Ag Consultant

CREATE provided missing pieces of the puzzle of the soil system functions and most importantly - the training provided the proper technical approaches for the most cost-effective context-specific actions. The program also provided a priceless self-work that gave me a lot of confidence in my professional path.

Petya Ivanova, Regenerative Agriculture Consultant and Educator, EIT Food and ABNT Bulgaria

"It takes a tremendous talent to pull together a singular program agenda that is this impactful for such a diversity of attendees. It's obvious that a superb amount of intellect, reflection, and forethought was placed into designing this environment where we all feel inspired to CREATE."

Kelsey Ducheneaux-Scott, Chief Strategy Officer at Intertribal Agriculture Council. Fourth-generation rancher on DX Ranch, and the 125th generation to steward her landscape.





## Jackie Eshelman

Lead for the Ecological Outcome Verification (EOV) program UVE



## Chance Weston

Thunder Valley CDC Director for Food Sovereignty



## Martin Reiter

Large-scale corporate leader, **Regenerative scaling**

CREATE has “gathered and curated complex scientific content and presented it in a meaningful way to a diverse group of change makers. In a way that honors the interconnectedness of all things, the Integrity Soils team has woven this content in with land, context, business, value, and self; encouraging a journey of self discovery and personal growth.”



“I am looking for ways, not only to better food systems, but give back more than we’re taking. A lot of the topics have been synonymous with what’s taking place within indigenous culture. My knowledge was really solid beforehand, but it was the X-factor that CREATE offers that really let me grasp the technical. I have had a 10-fold, exponential increase in my technical skills.

This was absolutely an investment into myself. This isn’t just a course, this is an experience, accounting for intangibles that most programs overstep.”

“I started my career at Mckinsey and co. (45k employees, \$16bn revenue - the undisputed leader in consultancy worldwide for high profile clients) ... running teams in multiple countries - they spent \$30k PA per employee training and development and still from that background, I feel that the CREATE program is remarkable in its breadth, in it's curriculum, it's sequencing and the team that guides you, in the selection of your team members and in Nicole's skill to pull it all together.”





# Regen Platform

powered by Soilmentor

“Without measurement there is no management”

[www.soils.vidacycle.com](http://www.soils.vidacycle.com)

## Soil samples

Click on individual results to dig deeper  
Drag and drop the soil samples below to more easily compare one Soil sample to another.

Field	Soil sample	Soil texture	Landuse	Rainfall	Bare earth %	Brix barometer	Carbon stocks (top 30cm)	Earthworms	Infiltration	Nodulation of legumes	Rhizosheaths	Rooting depth 80%	Slake test	Soil insect score
French Mead	Margin	Medium	Grassland	Medium	33	5	391.5	28	18	1.5	1	37.5	0.5	1.5
Arch Field	S01 - Best	Medium	Grassland	Medium	11	--	115.78	25	--	2	1	12.5	2	1
Arch Field	Hedge	Light	Grassland	Medium	33	0	--	13	15	0.5	1	10	1	1.5
French Mead	Middle	Medium	Grassland	Medium	36	-4	--	35.5	9	0.5	1	51.25	1.5	1.5

How does my soil sample compare to regenerative benchmarks for my soil type?



This graph shows you how much you need to do to get to the next level.

How does my soil sample compare to others with the same soil type and climate?



This graph shows the normal range of data for sites with the same rainfall, landuse and soil texture. 50% of the results fall within the purple block.

### What does this result mean?

Sandier, lighter soils typically have lower earthworms than loam soils. A soil pH below 5, toxins and dry soils will reduce worm count numbers.

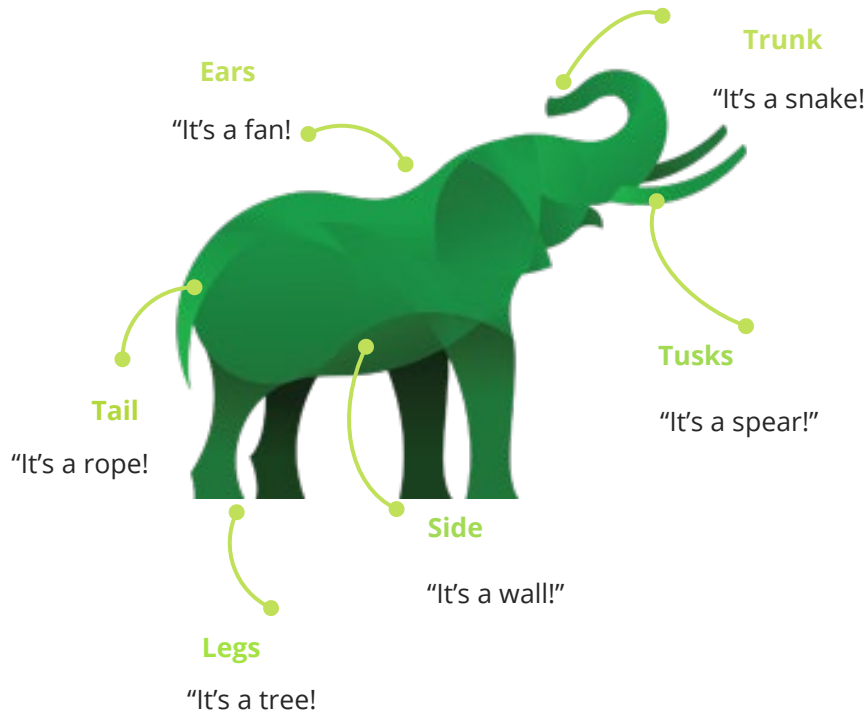
Grazing rotations characterised by high pasture removal and shorter plant recoveries put earthworms on a starvation diet.

To understand and demonstrate landscapes are regenerating, it is essential to establish benchmarks and monitor progress.

The Soilmentor Regen Platform supports you to track 10 ‘Regen Indicators,’ designed to represent various key aspects of soil health. Your results appear in a dashboard, so you can quickly visually assess how your soil performs against benchmarks and other farms in the same environmental biome as yours.

The Regen Platform was made in collaboration with Vidacycle Tech, Nicole Masters, Jules Matthews and the Integrity Soils team. All students on the CREATE program receive a 1-year access to the Regen Platform.

# The Blindman's Elephant



*"Each in his own opinion  
Exceeding stiff and strong,  
Though each was partly in the right,  
And all were in the wrong!"*

Now more than ever we need to see the world in wholes and interact and respond accordingly.

Combining practice and cutting-edge science, you will acquire and cultivate the skills and observations to offer true holistic agricultural options to your clients.

This program is an invitation to step into working alongside landscapes with intelligence, resilience, and a deep listening. To reclaim our deep human nature and relationship to food systems with integrity.

Now there's a planet that works!



# After completing **CREATE**

**Spread those wings!**

You'll have what you need to set up your own consultancy/ coaching business

## Integrity Soils **FELLOWSHIP**

- ♣ Students who demonstrate proficient abilities and align well with the Integrity Soils approach during the school may be invited to become members of the **Integrity Soils Fellowship**
- ♣ The Fellowship, is a community of practice, hosted on the Integrity Soils website
- ♣ Members can post their details resumes on the website and individual landing pages
- ♣ The Fellowship provides a community for learning, sharing up-to-date research and on-going coaching.
- ♣ Monthly webinars with open Q&A and in-depth discussion.
- ♣ Client enquiries shared to Fellowship (this does not guarantee any clients.)
- ♣ At Integrity Soils our educators speak to over 10,000 people a year and have access to a large potential pool of interested clients around the world.
- ♣ The Fellowship is an active learning community and a demonstration of our work in the world.
- ♣ It is our dream that those involved in the Fellowship may have the opportunity to become coaches on future CREATE programs around the world.





# Contact Us

Sign up to an upcoming Zoom discovery call.

After this call an application form will be sent out with a token to complete the Talent Dynamics.

There is a non-refundable fee of \$100 for the CREATE application.



[meagan@integritysoils.com](mailto:meagan@integritysoils.com)



A group of about eight people are sitting in a circle on the ground in a field of dry grass. They are looking at papers and soil samples. One person is holding a shovel. The scene is outdoors and appears to be a field study or a community meeting.

# Thank You

**People like you are urgently required in the world to shift the trajectory of food production systems**

**"Never Doubt That A Small Group Of Thoughtful Committed Citizens Can Change The World: Indeed It's The Only Thing That Ever Has."**

**-- Margaret Mead**

**Check out our website for more FAQ**

**[www.integritysoils.com](http://www.integritysoils.com)**