

Endorsement Process

Steps to Success

Emus share the parenting role differently to most animals. Becoming endorsed reflects that journey.

Emus dance, mate, and build a large ground nest. The female lays up to 15 eggs over several days, then leaves the male to incubate them for up to 10 weeks. He rarely leaves the nest, may lose up to half his body weight, and persists in turning the eggs daily. When the chicks hatch, they walk immediately and follow him for up to 18 months, gradually becoming independent.

Becoming a complex trauma-informed or human rights-based organisation (two paths, same destination) can feel similar. The work requires patience, consistency, and trust in a process whose results are not always immediately visible. Often, an organisation suddenly realises it is different, and has been for some time!

Being a *home away from home* for the young people you serve becomes automatic. The environment feels calmer, more humane, and more coherent. Changes are noticed not only in young people, but across staff and the wider community. In time, your chicks become independent.

Encouragingly, the practical changes required are often small. The attitudinal shift, however, is significant and must extend across the workforce and into the community. Leaders guide this process by EMU'ing their people:

- Enabling with knowledge
- Motivating with confidence to act
- Understanding the process

The endorsement process is designed to educate and refine existing practice, aligning clearly with humane, rights-based principles. Complex theory is simplified into practical frameworks. Staff describe the process as:

“...love how easy it is to process and apply the knowledge “

“...very impressed by the amount and depth of research ... Whilst I've come across some of the ideas previously [it is] put together into such a wonderful framework”

“Helped me feel confident in knowing that it's simple, common sense, thank you”

“Thanks very much. Learnt a lot. Made me think”

“I really liked the intellectual approach of the theory, how it was research backed and presented as frameworks we can use.”

The EMU Files endorsement process strengthens what you already do—creating workplaces where people feel safe, capable, and at home, while contributing to a more humane community, one space at a time.

The Six Steps to Endorsement

Step 1: Staff preparation

- Choose your destination: *Complex Trauma-Informed OR Human Rights-Based*
- Select your Champion(s)

Step 2: Organisation wide practice validation

- On-site 1:1 coaching, team practice check & discussion, interview customers & community

Step 3: Organisation systems validation

- Examine available data, consider other data types, revise policies, reflect on macro standards: Mparntwe Declaration, SDG's, relevant human right conventions

"On Track for Endorsement"

Step 4: Three quarterly, and one annual review

"Endorsed Complex Trauma-Informed" or "Endorsed Human Rights-Based"

- Logo, listed, celebrated

Step 5: Year 2 consolidation, top-up and mentoring.

Step 6: Ongoing

- Odd years: Top-up training, review plans, data and progress,
- Even years: New staff induction and CPD reviews

The following table suggests an adaption for the first year leading to endorsement. Years 2-3 reduce in effort and thereafter there is a rolling maintenance pattern. Year 2 is a consolidation year, only making changes that were trialed in year 1. Year 3 is the expertise year, potentially gaining 'Exceeding Endorsement' recognition, and extending the organisations leadership into near-by communities.



Sample Endorsement Process – to be adapted to your organisation

Focus Area/	Year 1	Date	Organisation Task
Staff Preparation	Staff Training	x	Whole staff training
	Adapt the framework	x	Work group reflection
	Submit CPD plans	x	Help staff revise CPD plans
	Demonstrate practice in person	x	On-site coaching
Organisation Wide Practice Validation	Demonstrate practice across the organisation	x	Observe day commencement, lessons, breaks, day closure.
	Collect & Analyse data	x	Examine your practice data
Organisation System Validation	CPD plans - Outcomes Reviewed	x	Staff review CPD quarterly
	Apply human rights / Mparntwe declaration / SDG's	x	Apply to organisation processes
	Collect & Analyse data	x	Examine your system data
Listed as: On Track for Endorsement	Submit policies with practice embedded	x	(after Step 2 visit) Review policy suggestions
	Submit quarterly reviews	x	One-page and champion on-line reflection
	Submit annual review	x	Wins and aspirations
Listed as: Endorsed			

We look forward to huddling over your eggs with you, and later watching your staff and organisation living as a humane home for everyone involved.



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