



RUDD LEARNING

AIRTABLE CHAMPION INTENSIVE

Leadership Approval Brief

Own it. Govern it. Evolve it.

The Airtable Champion Intensive is an applied professional development program for the person responsible for an Airtable system other people depend on. It is available as a Live Cohort or as an Independent track.

PROGRAM	Airtable Champion Intensive
PROVIDER	Rudd Learning
FORMAT	Live Cohort with four weekly workshops, or Independent on your own schedule
CURRICULUM	Four modules built around the participant's own Airtable system
TIME	Approximately 8–10 hours of core work
DELIVERABLE	Champion Playbook
ENROLLMENT	Currently closed. Register interest for the next Live Cohort or the Independent track.

Register interest and full program detail: ruddconsulting.io/airtable-champion-intensive

THE PROGRAM

Program at a Glance

It is designed for people who already own, administer, or play a meaningful role in operating a real Airtable system. It is not Airtable fundamentals, feature training, or developer certification. The Intensive focuses on what comes after a system becomes operational infrastructure: understanding it, governing it, maintaining it, managing change, validating real workflows, supporting users, documenting institutional knowledge, and making the system transferable.

TWO WAYS TO TAKE IT

Live Cohort

- Four weeks, one module per week
- Asynchronous preparation, a 60-minute live workshop, and applied Playbook work each week
- Optional 30-minute Champion Office Hour after each workshop
- Session recordings available
- Small cohort for real-system discussion and coaching

Independent

- The same four modules and Champion Playbook
- Worked through on the participant's own schedule

In both formats, participants apply the work to their real Airtable environment and build a Champion Playbook.

THE BUSINESS CASE

Why an Organization Would Sponsor a Champion

Building the system is only part of implementation. Once an Airtable system becomes part of day-to-day operations, someone inside the organization needs enough context and operating discipline to steward it.

The Intensive is designed to strengthen that internal capability. Participants learn how to understand what the system supports, evaluate requests, coordinate changes, recognize when something needs attention, maintain institutional knowledge, and know when outside technical expertise is required.

INTENDED ORGANIZATIONAL OUTCOMES

The intended organizational outcomes are clearer ownership, stronger operating practices, better documentation, more disciplined change, and less dependence on undocumented knowledge held by one person.

FIT

Who the Program Is For

The Intensive is appropriate for someone who:

- Owns or effectively owns an Airtable system other people rely on.
- Is the person people contact when something does not look right.
- Makes or influences decisions about how the system changes.
- Has significant system knowledge currently living in their head.
- Has inherited a base and is responsible for keeping it healthy.
- Needs to steward the organization's Airtable investment.
- Wants to make the system understandable and transferable to another knowledgeable person.

Participants do not need to be Airtable developers, but they do need a real Airtable system to work on.

COMPETENCIES

What Participants Will Be Able to Do

The program develops five core Champion competencies.

System Understanding

Explain the business purpose of the Airtable system, its major workflows and outcomes, user groups, boundaries, information flows, integrations, and dependencies.

Operational Ownership

Clarify responsibilities, decision rights, recurring operating activities, documentation expectations, and continuity or backup ownership.

System Health & Governance

Identify meaningful data-quality, permission, automation, documentation, integration, and structural risks; conduct repeatable health reviews; and distinguish routine changes from changes requiring approval or technical review.

Change Management

Clarify the business outcome behind an informal request, describe observations before diagnosing problems, classify and route requests, assess downstream impact, manage appropriate routine changes, establish release-readiness criteria, and preserve useful change history.

User Enablement

Train around real workflows rather than generic features, plan Workflow Validation around real user journeys, establish support and escalation paths, identify workarounds and adoption friction, and turn recurring support themes into improvements.

CURRICULUM

The Four-Module Curriculum

In the Live Cohort, each module is one week. Independent participants work through the same modules on their own schedule.

MODULE 1 · OWN THE SYSTEM

Focus: Understand what you actually own.

Participants move beyond thinking about Airtable as tables, fields, views, and interfaces and instead examine the full operational system: people, process, data, technology, and governance.

They map the business purpose, major workflows, inputs and outputs, decisions and handoffs, users, external dependencies, system boundaries, and ownership roles.

Applied output:

Champion Playbook Sections 1–3

- System Charter
- System Map
- Ownership & Responsibilities

Demonstrated capability:

The participant can explain the system, its purpose, boundaries, major workflows, users, dependencies, and ownership without relying on Airtable itself as the explanation.

MODULE 2 · KEEP IT HEALTHY

Focus: Create a real operating model for system health and governance.

Participants examine data quality, access and permissions, automations and integrations, documentation, structural/configuration risk, recurring maintenance, and change guardrails.

They learn to evaluate findings using a practical health framework: Healthy, Watch, Action Required, or Escalate.

Applied output:*Champion Playbook Sections 4–6*

- Governance Rules
- System Health Check
- Data & Automation Operations

Demonstrated capability:

The participant can identify meaningful risks, establish recurring maintenance practices, turn health-review findings into actions, and recognize when a change should receive process-owner approval or technical review.

MODULE 3 · MANAGE CHANGE

Focus: Build a disciplined change practice through progressive discovery.

Participants learn not to turn stakeholder guesses directly into specifications. They clarify the operational problem and desired outcome, distinguish what is known from what still needs to be learned, investigate unexpected behavior before diagnosing it, assess dependencies and impact, and use tangible iterations to advance understanding.

The operating loop is:

Participants work with request categories including Support / Guidance, Unexpected Behavior, Data Issue, Access Issue, Refinement, New / Changed Need, and Needs Discovery.

Applied output:*Champion Playbook Sections 7–8*

- Change Intake & Change Control
- Workflow Validation

Demonstrated capability:

The participant can clarify an outcome, identify uncertainty, determine what should be made tangible next, assess affected workflows/users/data/automations/integrations, coordinate Workflow Validation, and make or route a release-readiness decision without forcing premature certainty.

MODULE 4 · LEAD ADOPTION & OPERATE THE CHAMPION ROLE

Focus: Make system ownership sustainable and transferable.

Participants establish practical approaches for user onboarding, workflow-based training, support intake, triage, escalation, adoption monitoring, recurring Champion reviews, quarterly stakeholder reviews, documentation maintenance, and continuity.

Applied output:

Champion Playbook Sections 9–12

- User Enablement
- Support & Escalation
- Adoption & Operating Rhythm
- 90-Day Champion Operating Plan

Demonstrated capability:

The participant can define how the organization will sustainably operate, support, review, improve, and eventually transfer knowledge of the system.

THE DELIVERABLE

The Champion Playbook

The central program deliverable is not simply a certificate. Each participant builds a Champion Playbook against the Airtable environment they actually own or operate.

The Playbook is a living operating manual containing:

1. System Charter
2. System Map
3. Ownership & Responsibilities
4. Governance Rules
5. System Health Check
6. Data & Automation Operations
7. Change Intake & Change Control
8. Workflow Validation
9. User Enablement
10. Support & Escalation
11. Adoption & Operating Rhythm
12. 90-Day Champion Operating Plan

DESIGNED TO OUTLAST THE PROGRAM

The Playbook is designed to remain useful after the Intensive. It records enough shared operational knowledge that another knowledgeable person can understand how the system is owned and operated without relying entirely on the current Champion.

METHOD

How Learning Is Applied

The program uses the learning model:

LEARN

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APPLY

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BUILD

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DISCUSS

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DEMONSTRATE

Participants learn an operating principle, examine where it appears in their actual environment, make an operating decision, and document that decision in the Champion Playbook. In the Live Cohort, participants also use the workshops to test their thinking against real workflows, edge cases, and cohort questions.

Each module includes approximately 20–30 minutes of preparation and approximately 30–60 minutes of applied Playbook work.

MEASUREMENT

Assessment & Evidence

The Intensive measures capability rather than feature knowledge.

Participants are assessed across the five Champion competencies at the beginning and end of the program using a five-level scale:

1 · AWARENESS	Recognizes the concept but cannot reliably perform it
2 · ASSISTED	Can perform it with a checklist, example, or expert guidance
3 · OPERATIONAL	Performs it independently for routine Champion responsibilities
4 · PROACTIVE	Identifies risks and improvements, and guides others
5 · ORGANIZATIONAL LEADER	Establishes or improves the practice across teams or systems

GRADUATION TARGET

The graduation target is applied evidence of Level 3, Operational, or above across the core Champion competencies.

Assessment intentionally separates self-reported confidence from organizational evidence. Participants examine whether practices such as documented workflows, explicit ownership, access approval, recurring health reviews, automation ownership, change intake, Workflow Validation, onboarding, support, and quarterly review actually exist in their organization.

Graduation is based on facilitator review and applied evidence rather than self-assessment scores alone.

Applied evidence includes:

- A Champion Playbook that passes the hand-off test
- A system explanation
- A baseline health review
- A Change Impact Assessment
- A Workflow Validation example based on a real user journey
- A support and escalation model
- A 90-day operating plan

- A 10-minute Champion Operating Brief

RETURN ON THE INVESTMENT

What the Organization Receives

By sponsoring a participant, the organization is not simply purchasing training. The employee applies the program directly to an existing operational system and builds reusable organizational infrastructure while learning.

Expected outputs include:

- Documented system purpose, workflows, boundaries, dependencies, and ownership
- Defined decision rights and governance guardrails
- A repeatable system-health review
- Documentation of critical data and automations
- A structured change-intake and impact-assessment practice
- A Workflow Validation and release-readiness approach
- A defined user onboarding, support, and escalation model
- Recurring operating and stakeholder-review practices
- A 90-day plan for strengthening system ownership
- A living Champion Playbook that supports continuity and future handoff

THE ASK

Time Commitment

Live Cohort, weekly core commitment:

WEEKLY COMPONENT	TIME
Asynchronous preparation	20–30 minutes
Live workshop	60 minutes
Applied Champion Playbook work	30–60 minutes
TOTAL PER WEEK	Approximately 2–2.5 hours

Optional live support:

Up to 30 minutes per week of Champion Office Hours (up to 2 additional hours across the four-week cohort).

TOTAL ACROSS THE FOUR-WEEK COHORT

Approximately 8 to 10 hours of core commitment, being the 2 to 2.5 hour weekly commitment across four weeks.

Plus up to 2 additional hours if the participant uses every optional Champion Office Hour, for a maximum of approximately 12 hours in total.

Independent:

Participants complete the same preparation and applied Playbook work for each module on their own schedule.

Because the work is applied to the participant's real environment, much of the time investment produces documentation, governance decisions, health findings, and operating practices the organization can continue using.

REFERENCE

Program Details

PROGRAM	Airtable Champion Intensive
PROVIDER	Rudd Learning
FORMATS	Live Cohort (four weekly live workshops) or Independent
RECORDINGS	Available for Live Cohort sessions
REQUIRED ENVIRONMENT	A real Airtable system the participant currently owns, administers, or helps operate
PRIMARY DELIVERABLE	Champion Playbook
ENROLLMENT	Currently closed. Register interest for the next Live Cohort or the Independent track.

Program page and interest form: ruddconsulting.io/airtable-champion-intensive

IN SUMMARY

Leadership Approval Summary

The Airtable Champion Intensive is designed for the stage after Airtable has become important enough that the organization needs intentional internal ownership.

The participant is not being trained to replace a developer. They are being equipped to understand and steward the operational system: maintain visibility into its health, clarify ownership and decision rights, evaluate and route changes responsibly, coordinate realistic workflow validation, support users, document institutional knowledge, and recognize when technical expertise is required.

THE RESULT

The result is both individual capability and a concrete organizational asset: a Champion Playbook built around the system the organization already relies on.