

EUROPE ATP
2012

Berlin, Germany

GROWING
TALENT
IN EUROPE:

*Gaining
Advantage
Through
Assessment*

Realise Advantage

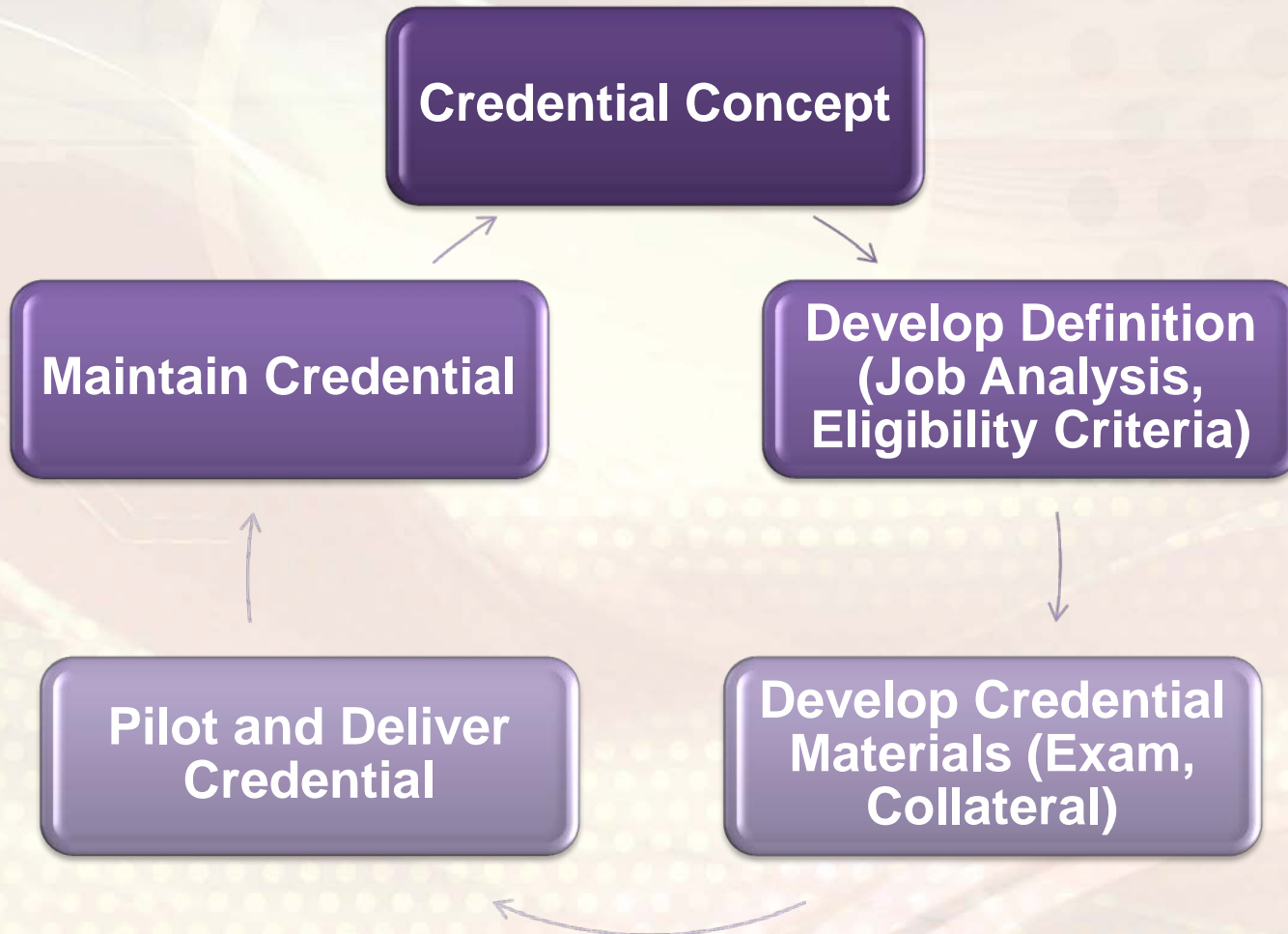
Growing and Supporting a Global Credential Program

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EDUCATE. SKILL. EMPLOY.

Global Considerations in Lifecycle



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Credential Concept

How do you make sure that your credential has global appeal?



- Where are your primary stakeholders from?
- Who is pushing for the credential?
- Do employers care?
- Have you performed regional or country market analysis?
- How do your target countries / regions feel about credentials?
- Global vs. targeted product development and rollout?

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Develop Definition (Job Analysis, Eligibility Criteria)

The decisions you make in the job analysis phase can dramatically impact the ability to scale your examination globally – how do you hit the mark?

- International representation in Job Analysis process
- Country or regional practices – how do you deal with them?
- Education differences in various areas



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Develop Credential Materials (Exam, Collateral)

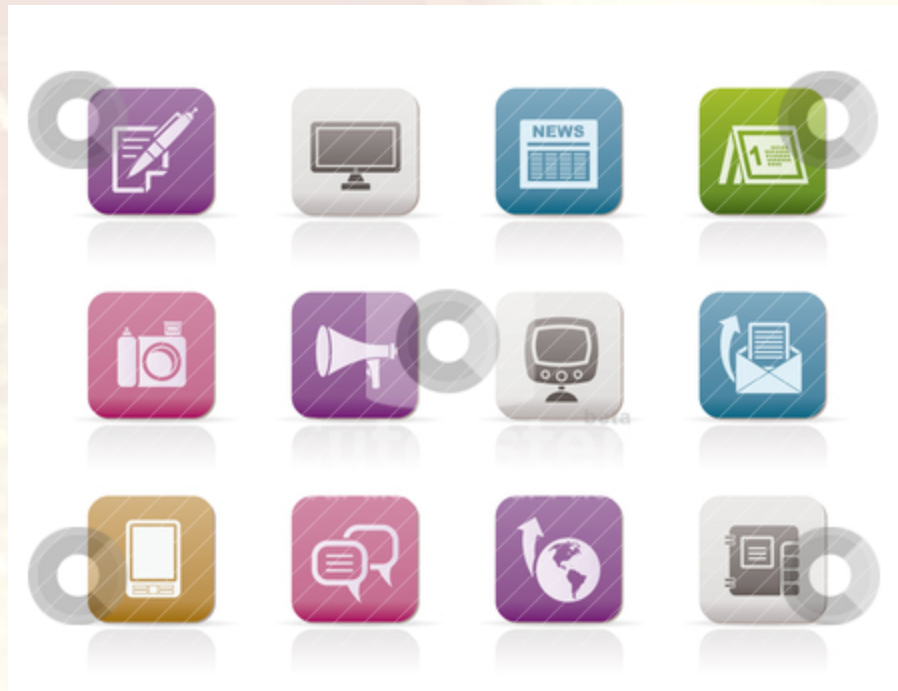
How do you develop a global examination?

- English only? Language support?
- Do you have SMEs representing the key areas you seek to serve?
- Are your reference materials globally available?

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Develop Credential Materials (Exam, Collateral)

How do you communicate to a global audience?



- Many different channels:
 - Traditional printed or online handbooks
 - Your website
 - Training or education provider websites
 - Mobile
 - Social media

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Pilot and Deliver Credential

**How do different
delivery methods
impact global
reach and impact?**

- Delivery channels
- Security
- What regions are you reaching?
- Will you need to reach areas not served by CBT?



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Maintain Credential

How will you support your global credential?

- Customer service models
 - Global vs. Regional
- What is the critical point for 24/7 or 24/5 support?
- How can you leverage vendors for support?
- Telephone vs. e-mail vs. chat



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Maintain Credential

How will you market your credential?



- Print advertising
- Online advertising
- Conferences / events
- How do your prospects gather?
- How do you reach outside your existing 'egg'?
- **Above all, integrate your campaigns**

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Maintain Credential

How do various regions support credential maintenance?



Continuing Education



Retesting



PDU's



Work Portfolio



Professional Experience

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Questions?

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