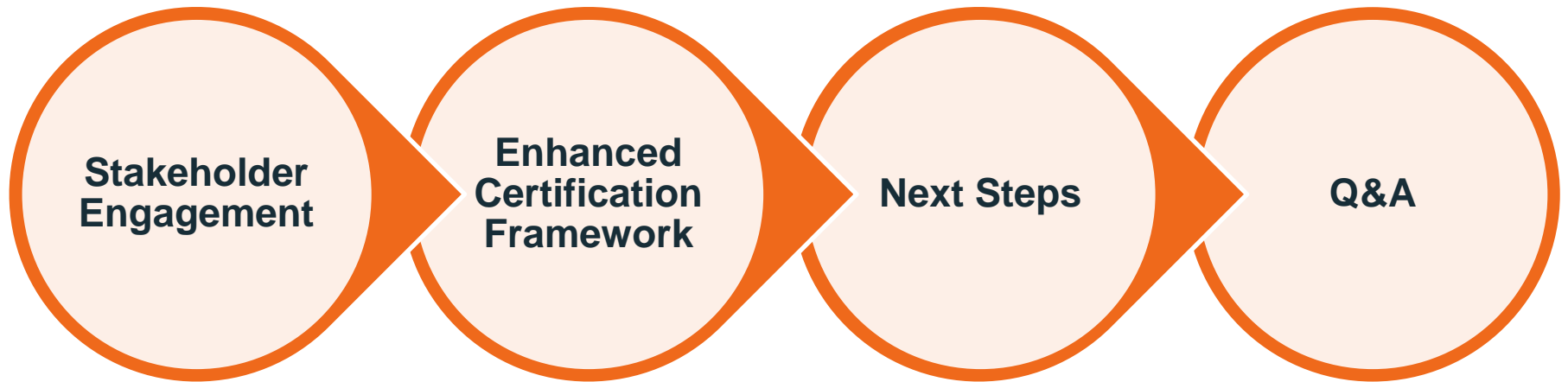


Gain Insight

IIBA Enhanced Certification

**April 2016
Certification and Recognition**

Agenda



Stakeholder Engagement

	Proposed Framework Development	Proposed Framework Validation	Competency Validation - Levels 1, 2, 3	Item Writing – Levels 1, 2, 3
Timing	October 2015	January 2016	February 2016	April 2016
Stakeholders Engaged	F2F workshop and 2 virtual meetings (EEPs, Chapter Leaders, Corporate Members, CBAP recipients)	3 virtual global focus group meetings (3 for each Chapter)	9 virtual focus group meetings (3 for each level of global representation of CBAP and CCBA)	3 virtual focus group meetings with global representation of CBAP and CCBA recipients
Tasks Performed	Brainstormed ideas, input collected and decisions made to create a proposed framework	Conducted global focus group meetings and validation of proposed framework	Conducted global focus group meetings and validation of proposed framework	Deliver item writing training and walk through assignment
Countries Represented	Australia, Canada, England, India, New Zealand, Nigeria, Sao Paulo, UK, US	Canada, India, Saudi Arabia, Singapore, Switzerland, UAE, UK, US	Canada, England, Italy, Netherlands, New Zealand, Philippines, Portugal, Republic of Moldova, Sweden, Taiwan, UK, Ukraine, US	Australia, Canada, Egypt, India, Malaysia, New Zealand, Portugal, Saudi Arabia, Switzerland, Taiwan, UK, Ukraine, US
Volunteers Engaged	14	25	97	137

Total volunteers
323
Total engaged to date
273



Stakeholder Engagement



Enhanced Certification Program

Key Principles

Provide support for complete career progression

Map competency-based learning objectives to support career progression

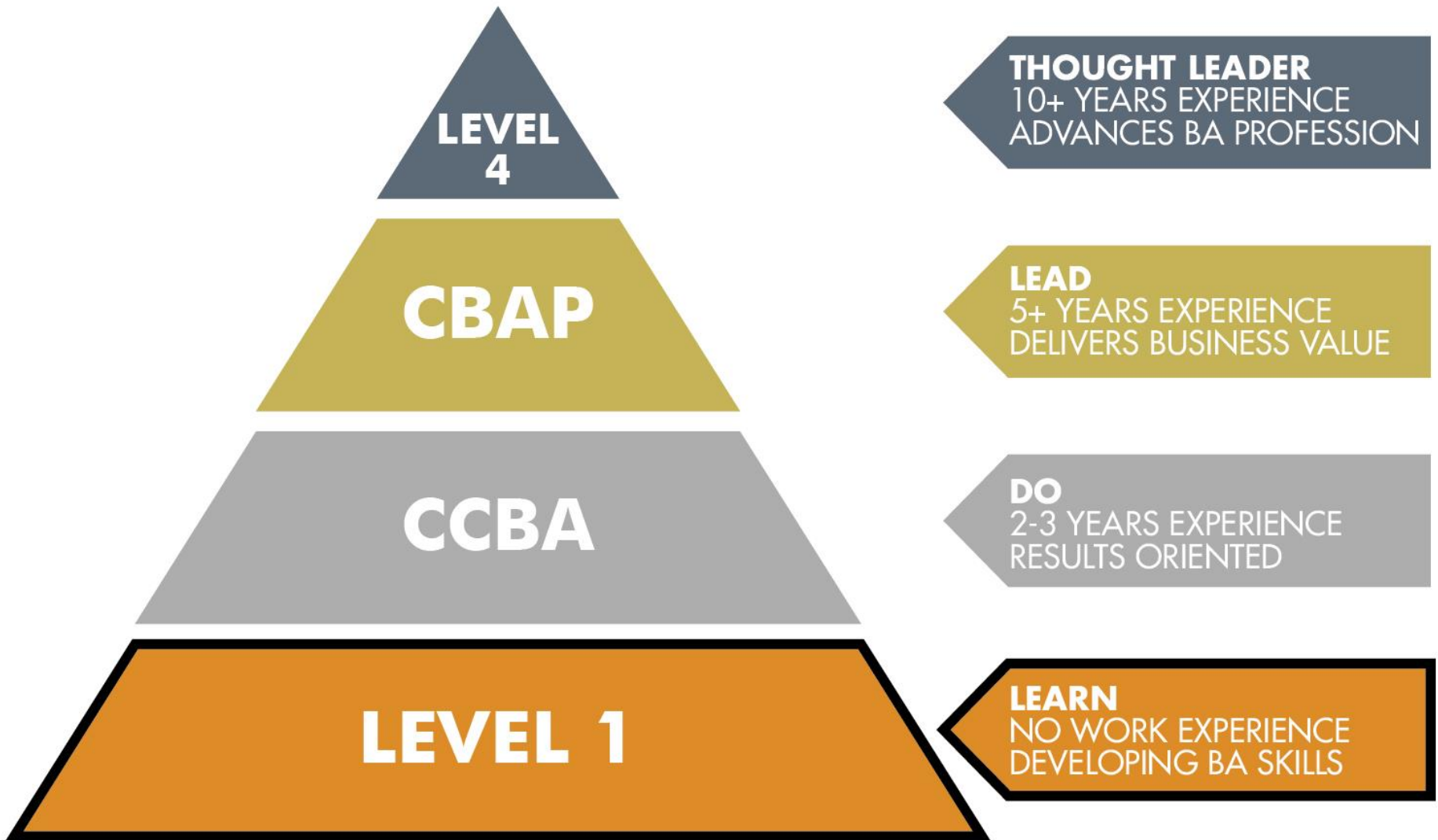
Develop a flexible certification framework that allows alignment with others

Capitalize on the CBAP® brand as the recognized global gold standard for BA Professionals

Leverage the “voice of the customer” to help us develop effective and efficient processes

Engage our Community every step of the way to help us redesign our Certification Program

4 Level Certification Framework



Level 1 Audience & Assessment

TARGET AUDIENCE

- Entry level
- Those changing careers
- New graduates
- Functional managers
 - who are not BAs
 - but manage them
- Those interested in BA
- Off-the-shelf trainers

ASSESSMENT

- Knowledge-based examination
 - Basic multiple choice questions testing knowledge

Level 1 Learning Objectives

1

- Developed Level 1 competencies and proficiencies

2

- Reviewed proposed competencies and assigned proficiencies with stakeholders

3

- Finalized competencies and proficiencies based on input provided

4

- Created Learning Objectives based on final competencies and proficiencies

5

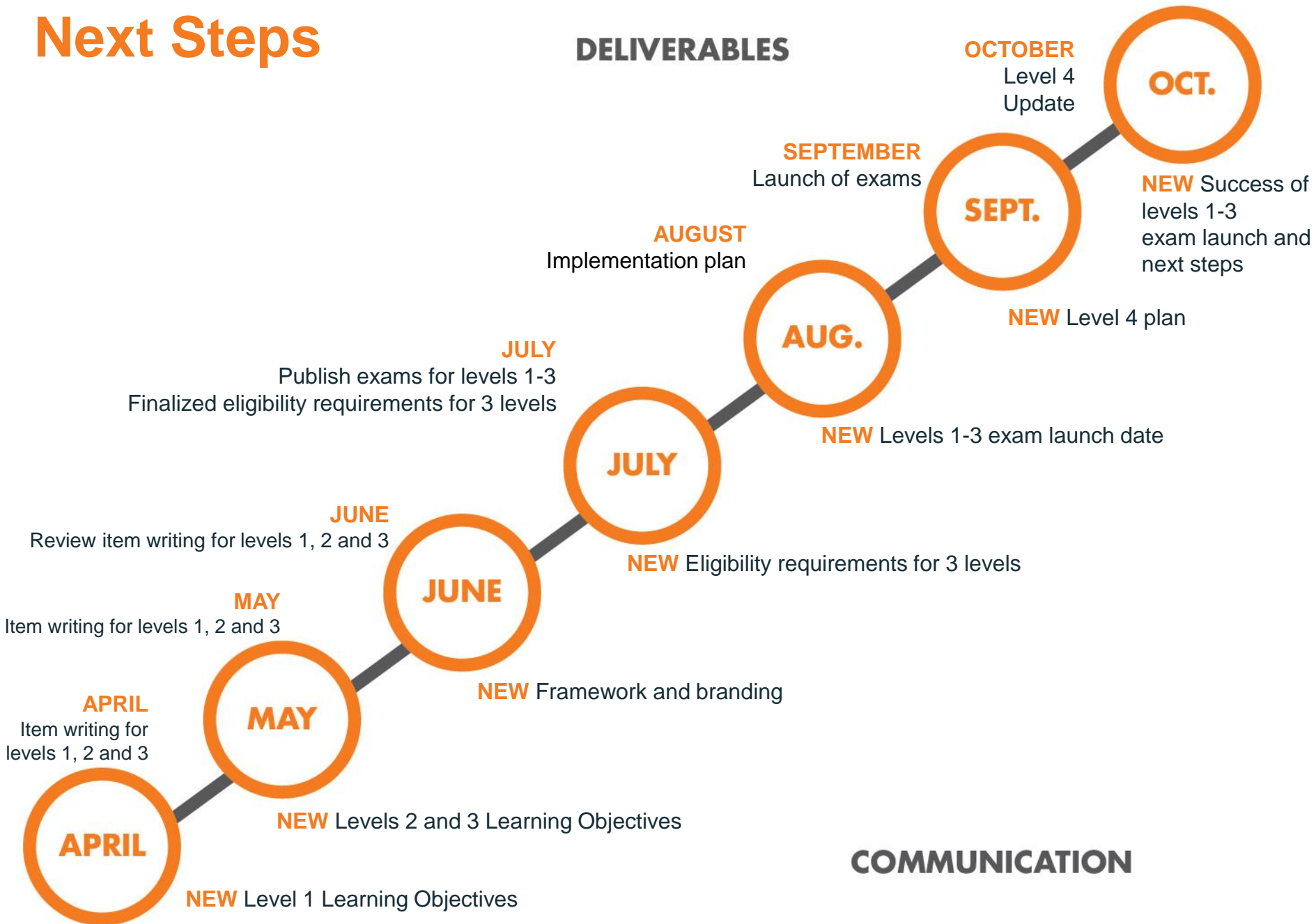
- April – communicate learning objectives to stakeholders post webinar

Level 1 Learning Objectives

1	<ul style="list-style-type: none">• Developed Level 1 competencies and proficiencies	Industry Best Practices
2	<ul style="list-style-type: none">• Reviewed proposed competencies and assigned proficiencies with stakeholders	BABOK Guide v3
3	<ul style="list-style-type: none">• Finalized competencies and proficiencies based on input provided	IIBA BA Competency Model
4	<ul style="list-style-type: none">• Created Learning Objectives based on final competencies and proficiencies	Practice Analysis Study
5	<ul style="list-style-type: none">• April – communicate learning objectives to stakeholders post webinar	Validated with our Global Community

Next Steps

DELIVERABLES



COMMUNICATION

Thank You Questions?

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Standards and Research