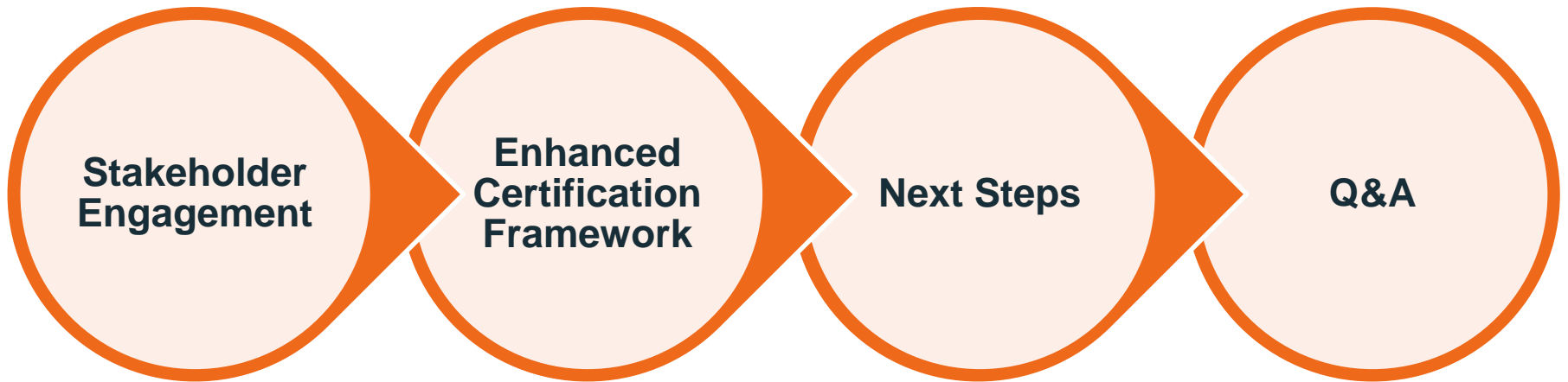


*Gain Insight*

# **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
<b>Timing</b>	October 2015	January 2016	February 2016	April 2016
<b>Stakeholders Engaged</b>	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
<b>Tasks Performed</b>	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
<b>Countries Represented</b>	Australia, Canada, England, India, New Zealand, Nigeria, Sao Paulo, UK, US	Canada, India, Italy, New Zealand, Philippines, Saudi Arabia, Singapore, Switzerland, UAE, UK, US	Canada, England, Italy, 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
<b>Volunteers Engaged</b>	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

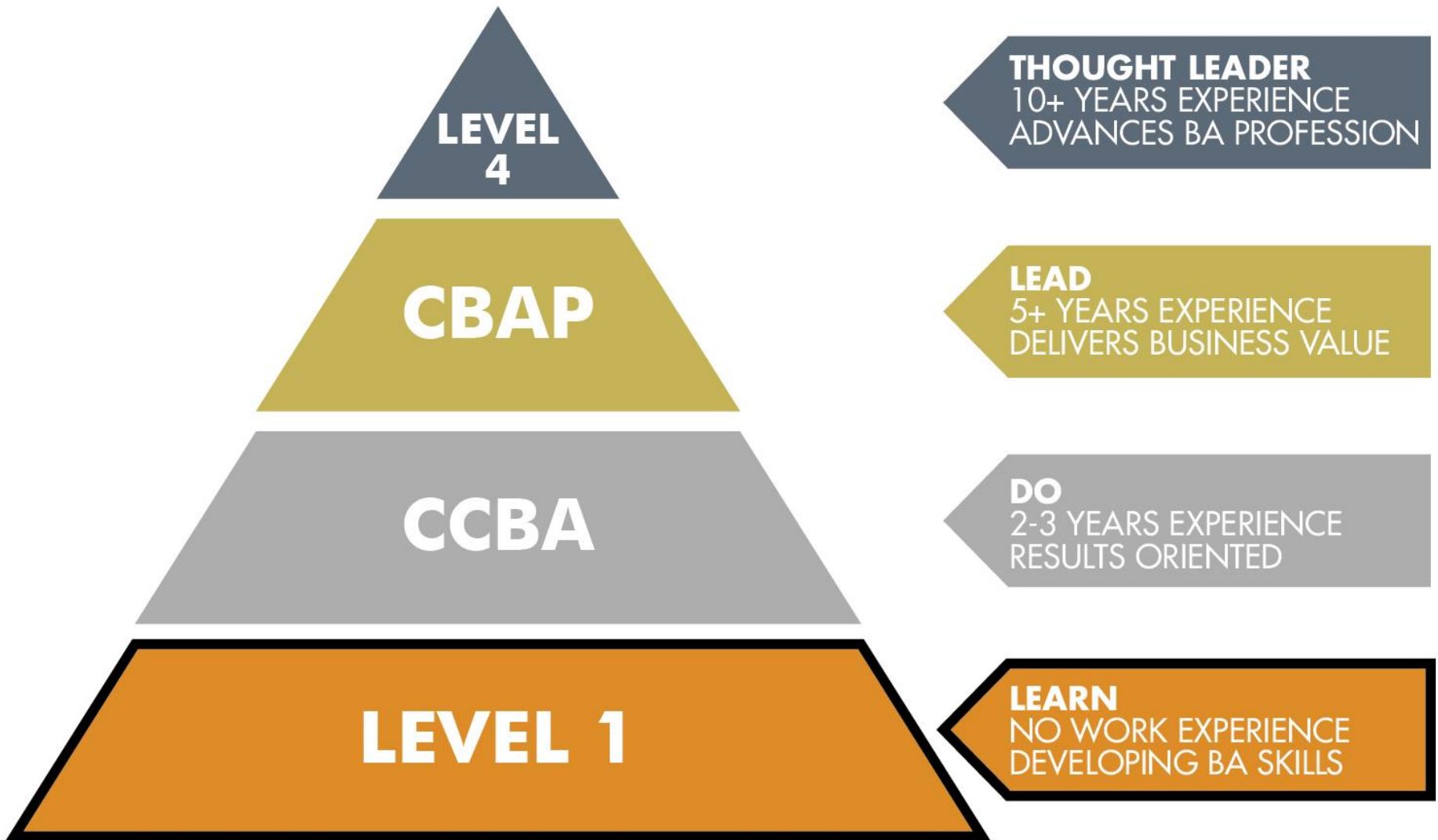
Develop a flexible certification framework that allows alignment with others

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

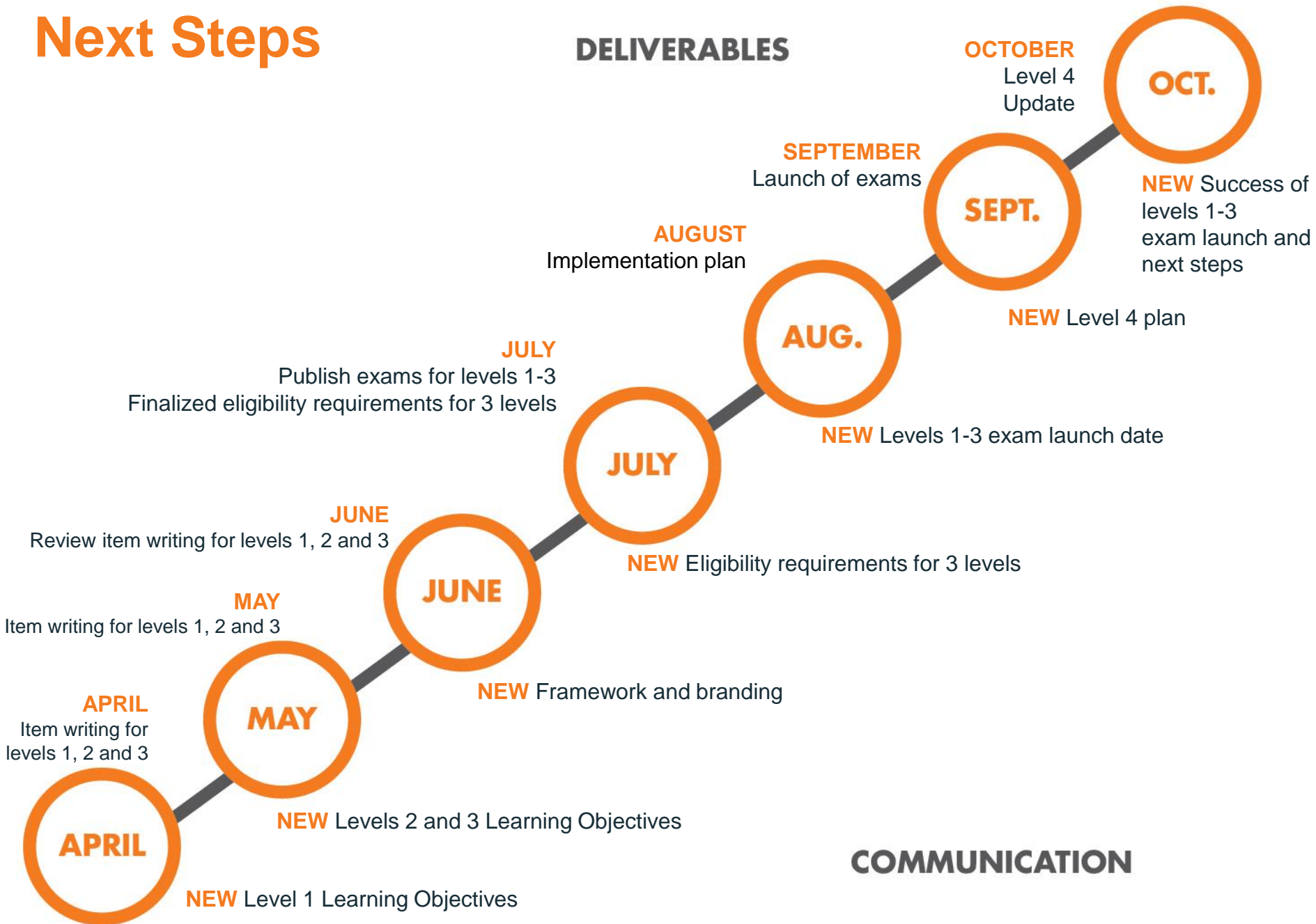


# Level 1 Learning Objectives

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

# Next Steps

## DELIVERABLES



## COMMUNICATION

# Thank You Questions?

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Standards and Research