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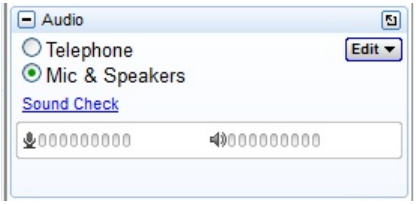

Revitalized EEP Program

August 2017

International Institute of Business Analysis™

Connect. Collaborate. Unite.

Agenda

- Key Principles
- Pain Points
- Stakeholder Engagement
- New EEP Program
- Future Opportunities
- Next Steps
- Q&A

Key Principles

These principles will guide the revitalization of our global endorsed education provider program:

- **Develop a flexible EEP framework that;**
  - Supports EEP differences
  - Facilitates varying levels of engagement
  - Enables growth opportunities
- **Provide support for BA professional development that;**
  - Considers the entire BA career progression
  - Aligns with all areas within the BABOK Guide (i.e. KAs, underlying competencies, techniques)
  - Supports other BA streams (i.e. perspectives)
  - Maps to the IIBA competency-based learning approach for certification
  - Supports maturing BA practices in organizations
- **Engage our EEPs every step of the way to help us to;**
  - Revitalize the program
  - Develop effective and efficient processes
  - Grow the program

EEP Key Pain Points

1. *BABOK® Guide* purchase requirement
2. Pricing model
3. Communication/Engagement
4. Competency development
5. Quality control
   - Assessment process
   - Audits
6. EEP Promotion

Stakeholder Engagement

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EEP Advisory Group

Scope of Work

Workshop Meetings

- Review prep materials
- Attend 3 to 4 1 hour virtual meetings
- Between Mar 20 & Apr 14
- Review & provide input to finalize proposed model
- Provide input online after meetings as needed
- Review revisions

Estimated effort – 5-6 hrs.

Progress Meetings

- Review progress & address feedback from focus groups
- From April 14 - launch
- Provide input into communication strategy
- Assist in communication activities
- Attend bi-weekly 1 hr. mtgs

Estimated effort - 4-6 hrs.

Ongoing Post Launch

- Attend monthly or quarterly virtual meetings – tbd
- Must attend min. % of meetings
- Be advocates for EEP program

Estimated effort = 1-2 hrs. per month/quarter

Structure

- Mix of organizational size
- Global representation – key countries/regions
- 5-10 members
- Membership rotates yearly
- Committed for length of initiative
- Ongoing post launch commitment/structure – tbd

Participant Criteria

- An active EEP (i.e. in good standing)
- Familiar with the current IIBA certification program and very familiar with the BA profession
- In a position within your organization to be able to speak to the business analysis needs for development, certification, and recognition within the BA space in general and, specifically within the geographic areas in which your organization operates
- Operating within your organization at a strategic level with input to the direction of your organizations' goals and objectives
- Actively involved within your local BA community (e.g. IIBA Chapter)
- An advocate for the new EEP program
- Committed for the length of the initiative including launch activities and ongoing post launch
- Preferred – EEP for a minimum of 1 year
- Nice to have - CBAP® designation

EEP Focus Groups

Scope of Work

Virtual Meetings Pre-Launch

- Review prep materials
- Attend a 1 hour virtual meeting
    - Meeting options are as follows:
        - **Friday June 2 at 11am EST**
        - **Monday June 5 at 8:15pm EST**
        - **Wednesday June 7 at 8am EST**
    - Review & provide input to the proposed new EEP model

- Total Estimated Effort: 1-1.5 hrs.

Structure

- EEPs in good standing
- Global representation
- Participation is for initiative only

Feedback - Key Findings

- Support competency development and aligning with all areas covered in BABOK Guide for endorsement
- Suggest pricing model be low enough to enable smaller training providers to join program
- Agree with levelled approach rather than pay per class model
- Endorsement process needs to be easier, more cost competitive - not more rigorous
- Endorsed courses need to be further differentiated from non endorsed courses in specific areas
- Regular ongoing communication and engagement with EEPs by IIBA crucial
- Like online rating tool to ensure quality courses as long as validation of reviewers in place
- Prefer ‘endorsed’ so would recommend more rigour if needed to keep this label.
- Need to increase IIBA awareness (i.e. brand & programs/products) and should leverage EEPS to do this & provide marketing collateral to support this
- Like giving back incentives/rewards

New EEP Program

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SWOT Matrix

Strengths

- Active EEPs
- Professional development aligned to BABOK Guide
- Buy in to competency development approach
- Serves global community as a whole
- BABOK Guide v3 – globally recognized industry practice standard
- Global corporate membership program
- Chapters in different cities/countries

Weaknesses

- Low number of providers participating
- Low number of products/services endorsed
- Products limited to exam prep and intro to BA courses
- Not extending the benefit of IIBA Partnerships to the community or EEPs
- Not leveraging EEPs for corporate membership program
- Slow progress and responsiveness (i.e. competency framework and other products (e.g. Agile extension) are not updated with BABOK 3
- Low agility – not acting quickly to meet the need of the profession (e.g. Agile BA certification)

SWOT Matrix

Opportunities

- Revision of program to increase EEP communication/engagement
- Competency based approach to professional development
- New certification framework
- Micro credentialing
- Employment growth is anticipated to be faster than average in BA space
- Corporates have tremendous untapped potential for maturing their BA capabilities aligned with BABOK
- Leverage EEPs for corporate engagement (corp membership program, memberships, certifications, BABOK purchase, etc.)
- Leverage EEPs for IIBA partnerships to broaden the reach
- Leverage EEPs with Chapters to increase reach
- Active EEP support to the Chapters

Threats

- Competitor programs
- Unclear value proposition
- Disengaged CBAPs

EEP Program Areas Impacted

	Current	Proposed New
Products/ Services	Aligned to KAs in BABOK Mostly exam prep and BA intro courses Geared to courses	Aligned to all areas of BABOK Includes suite of products/services Must be valued by the professionals and corporates
Pricing Model	One time fee to join, one time fee per course, one fee to renew yearly	Initial and yearly renewal fee only Bundle individual product fees with yearly fee Pricing should attract new and more EEPs
Assessment Process	CBAP assessors Review course outline 75% alignment with BOK Course is endorsed	CBAP assessors Review all product outlines 75 % alignment with BABOK - all areas so could be entirely in one area (i.e. perspective, competency, techniques, KAs) Product is endorsed
Eligibility Reqts	Incorporated or sole proprietor, Feedback / complaint process, Instructor evaluation process, EEP agreement	Same + Code of conduct
Audit Process	Nothing formal, spot-checks, violations reported by eeps/students	Feedback provided by BAs on any endorsed product Formal audit process minimally semi annually Formal tracking of trademark/branding violations
Program Growth	Word of mouth, website	Outreach to net new providers in BA and other space, to past eeps and those inquiring Marketing/communication campaign post launch Incentivize EEPs for corporate memberships, # of certifications, voluntary work for building community, developing artifacts, etc. Market expansion – untapped markets, corporates, academic, etc.
Participation	One level (i.e. one size fits all)	Multi-level

NEW Framework

	Select	Premier	Current
Value Proposition	1. Limited endorsement 2. Affiliation & branding 3. License to IP 4. Online rating system 5. Regular engagement 6. Raised Profile	1. Unlimited endorsement 2. Affiliation & branding 3. License to IP 4. Online rating system 5. Regular engagement 6. Raised Profile 7. Giving Back Incentives 8. Preview to IP 9. Corporate Engagement	1. Pay per product endorsement 2. Affiliation & branding 3. License IP
Learning Events:			
Courses and/or Conference dates	Up to 3	Unlimited	Pay per course Separate conference program (ECP)
Webinars	Unlimited	Unlimited	Unlimited
Fees:			
Public Training Provider Accredited University/College Courseware Developer	**Initial fee** $1650 (incl $250 non refundable admin fee) **Yearly renewal fee** $1400 *__Add-on fee__ of $150 will apply per learning event added above limit. (note: only up to 3 online courses permitted at this level)	**Initial fee** $2250 (incl $250 non refundable admin fee) **Yearly renewal fee** $2000	**Initial fee** $1650 (incl $250 non refundable admin fee & course fee of $150) **Yearly renewal fee** $1250 **Add-on fees:** Course = $150 each Conference Provider: $1500 yrly + $150 per conference date
Internal Training Provider (i.e. no public advertising or commercial training) Corporate Member Training Provider	N/A	**Initial fee** $1250 (incl $250 non refundable admin fee) **Yearly renewal** $1000	**Initial fee** $1250 (incl $250 non refundable admin fee) **Yearly renewal** $1000

NEW Framework - Benefits

Program Benefits	Select	Premier	Current
Access to EEP online community	✔	✔	✔
Pre-approved PD hrs./CDUs for endorsed learning events	✔	✔	✔
License to use BABOK Guide content for endorsed learning events	✔	✔	✔
IIBA logos and branding	✔	✔	✔
Access to certification competency guide & learning objectives	✔	✔	✔
Complimentary individual memberships for EEP staff (potential in future to include students)	2	4	2 (staff only)
Promotion on EEP webpages (i.e. improved search, alphabetized listing)	✔	✔	Limited
Online student rating system	✔	✔	
Chapter engagement	✔	✔	
Online calendar of upcoming endorsed exam prep courses		✔	
Certification summary information/statistics		✔	
Giving Back incentive (i.e. Corporate membership, Chapter sponsorship)		✔	
Corporate member engagement		✔	
Preview of IIBA global standards		✔	
Access to customizable marketing materials for IIBA products/services		✔	
Ability to respond to RFPs for training submitted by IIBA Corporate Members		✔	
20% discount on advertising space on IIBA website		✔	

Future EEP Opportunities

- ECBA
  - From school to the real world
  - Job transition support
- Micro-credentials
  - Close the skills gap
  - Increase job placement success
  - Support different BA streams
    - Agile, BPM, etc..
- MOUs
  - Alliances/collaborations create professional development program needs

Next Steps

- Eblast to all EEPs to officially announce launch
  - Next week
- Mapping of current EEPs to new leveled program and communication to each EEP
  - End of August
- New program/fees apply at renewal for current EEPs
  - End of September
  - EEP has option at renewal to move up or down a level as they see fit
  - Until renewal, benefits apply for the level the EEP is mapped to by IIBA
- New program/fees apply for new EEPs joining program
  - Beginning August 1st

Thank You

Questions?

Email eep@iiba.org

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