Gain Insight

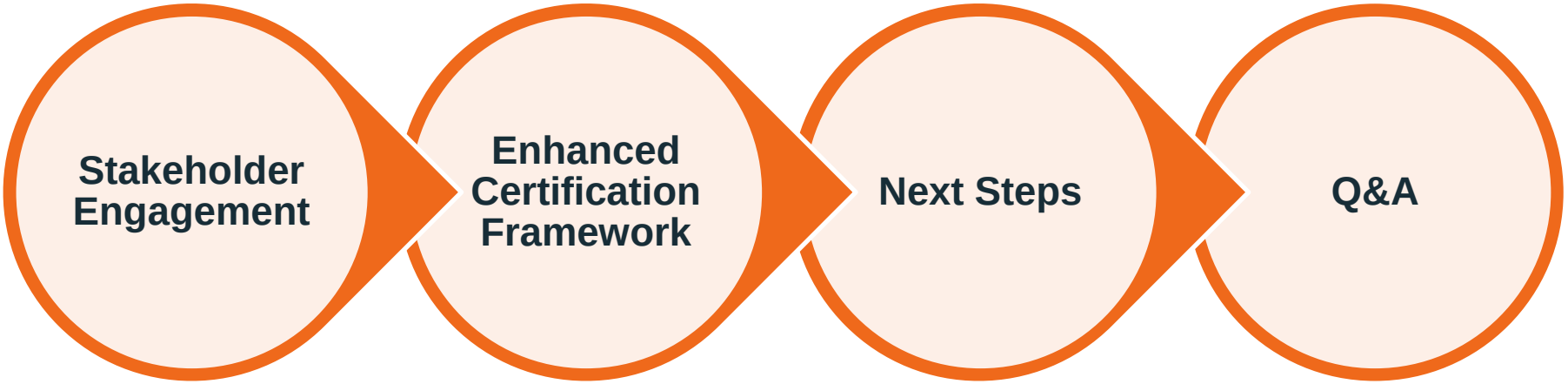
IIBA Enhanced Certification

May 2016
Certification and Recognition

IIBA International Institute of Business Analysis™

Connect. Collaborate. Unite.

Agenda


Stakeholder Engagement
Enhanced Certification Framework
Next Steps
Q&A

Stakeholder Engagement

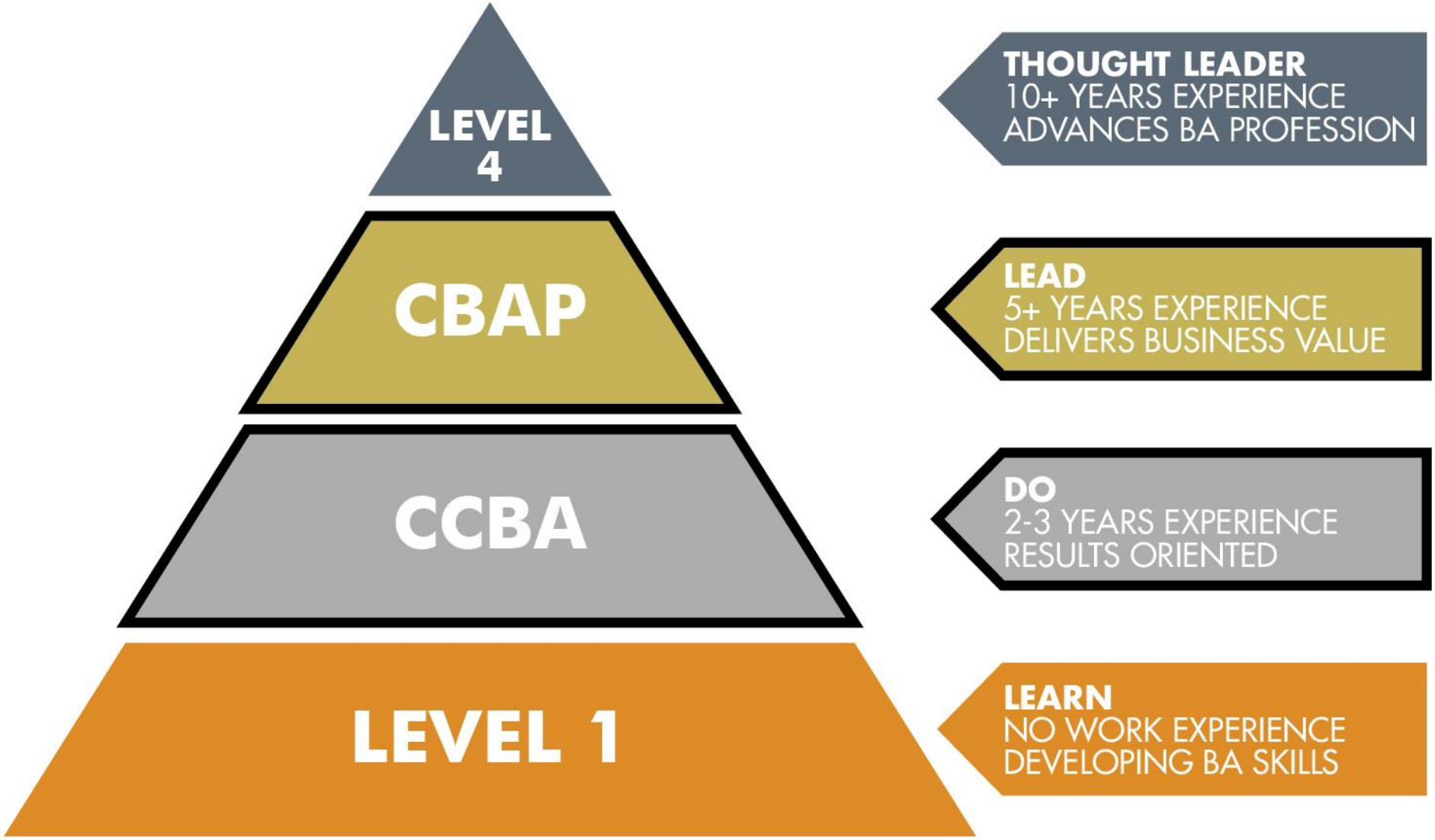
	Framework & Levels 1-3 Competency Validation	Item Writing – Levels 1, 2, 3	Item Review – Levels 1, 2, 3
Timing	Oct 2015 – Feb 2016	April 2016	May-June 2016
Stakeholders Engaged	F2F workshop, 14 virtual global focus group meetings (EEPs, Chapter Ldrs, Corporate Mbrs CBAP/CCBA recipients)	3 virtual focus group	Global representation of CBAP and CCBA recipients; Level 1 – virtual Level 2 – 2 day in person Level 3 – 3 day in person
Tasks Performed	Input collected and de made to finalize frame levels 1-3 competenc		Attend review training and provide put to existing exams/questions finalize item bank.
Countries Represented	Australia, Austria, Bru Bulgaria, Canada, Egy England, Greece, India, Italy, Netherlands, New Z Nigeria, Philippines, Portuga Republic of Moldova, Romania, Sao Paulo, Saudi Arabia, Singapore, Sweden, Switzerland, Taiwan, UAE, UK, Ukraine, US		ustralia, Austria, Brazil, Canada, ndia, Malaysia, New Zealand, Nigeria, South Africa, UK, US
Volunteers Engaged	136	155	97

Total volunteers
335

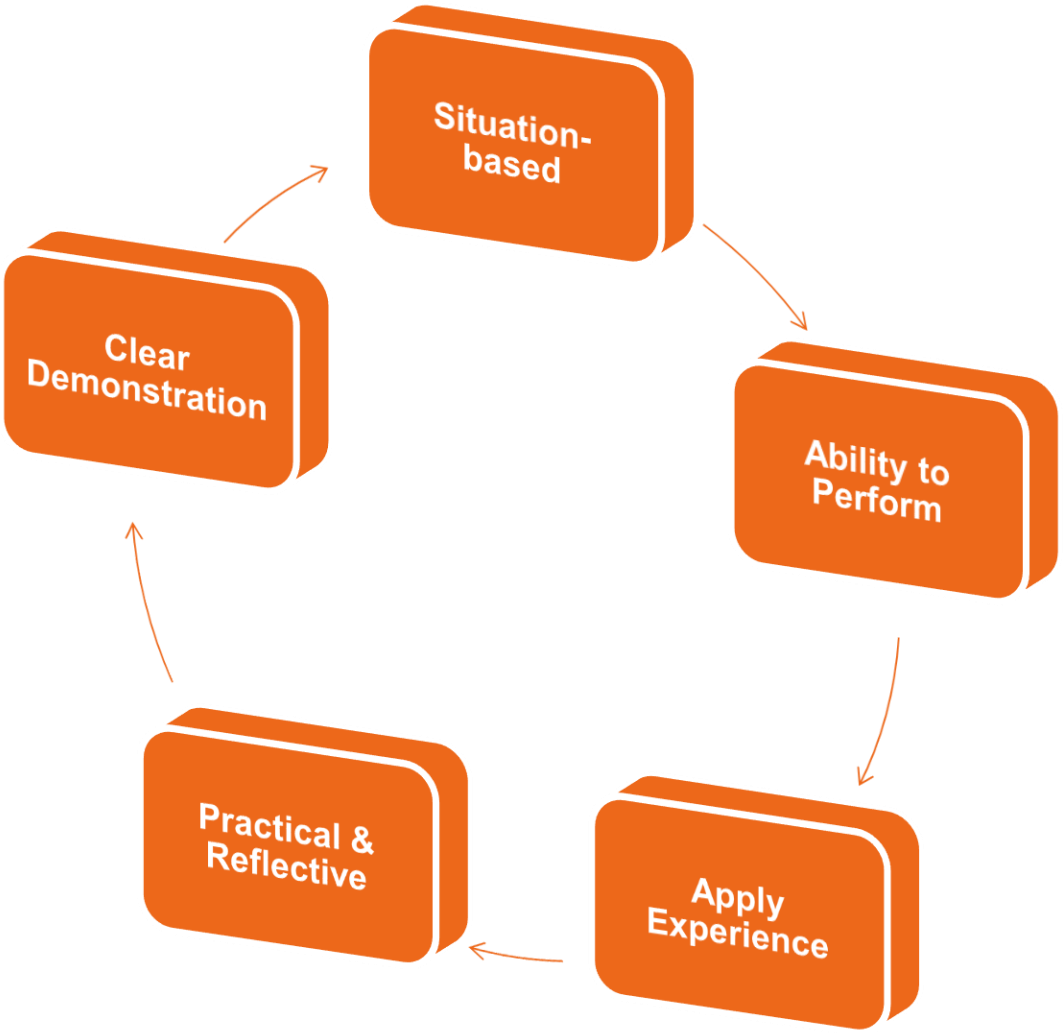
Total engaged to date
388

Stakeholder Engagement

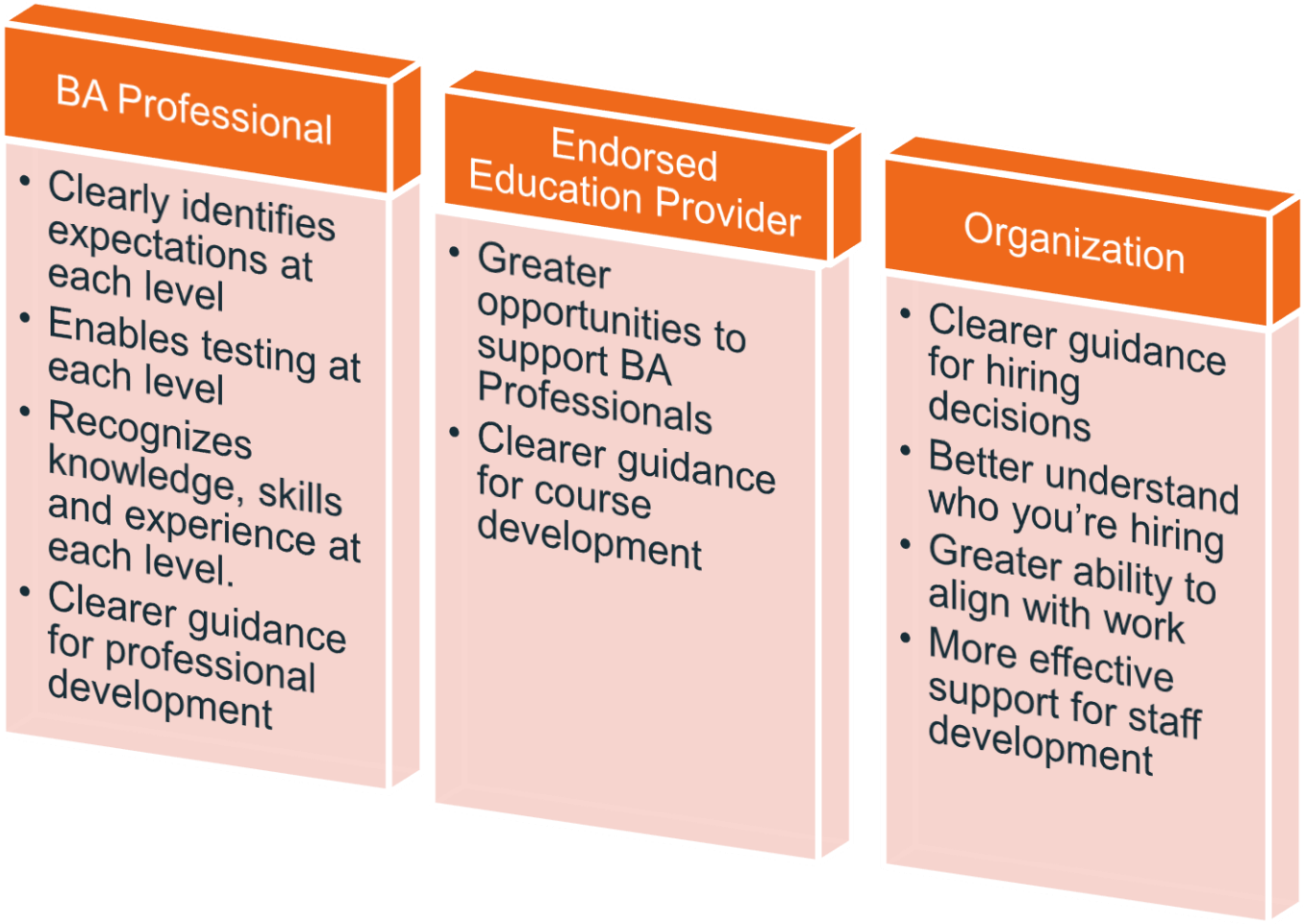
4 Level
Certification Framework



Competency Based Certification Framework - Why?



Competency Based Certification Framework - Benefits?



Level 2
Audience & Assessment

TARGET AUDIENCE

- Current CCBAs
- Level I's
- Those who have fallen into the role
- Developing BAs
- Hybrid BAs (PMs, testers, QA, change managers, designers)
- Product owners/managers
- Non-BA consultants
- Trainers

ASSESSMENT

Scenario-based examination

Situations described in a 2-4 sentences where candidates must answer a question based on the situation

Level 3
Audience & Assessment

TARGET AUDIENCE	ASSESSMENT
• Current CBAPs • Seasoned BAs • BA Consultants • Trainers	Case study-based examination Longer cases (1-1.5 pages) of information where candidates must analyze, synthesize, and evaluate the situation and answer multiple questions about the case

Competency Based Exams – Other Professional Associations?

CFA Institute

- *Global association of investment professionals*
- *Chartered Financial Analyst® (CFA®)*
- *"… measuring the competence and integrity of investment professionals."*

Financial Planning Standards Council

- Not-for-profit
- Certified Financial Planner™
- 17k CFP™ professionals across Canada. International network of160k
- "… pass a rigorous exam that assesses competency"

American Academy of Nurse Practitioners

- *Certification program consists of competency-based examinations that are reflective of nurse practitioner knowledge and expertise within clearly defined specialties*

Society for Human Resource Management

- More than 65 years.
- Introduced **two Competency based certifications**
- **"Next Generation Credentials for HR Professionals".**

Level 2 & 3
Learning Objectives

1	• Developed Level 2&3 competencies and proficiencies	Industry Best Practices
2	• Reviewed proposed competencies and assigned proficiencies with stakeholders	BABOK Guide v3
3	• Finalized competencies and proficiencies based on input provided	IIBA BA Competency Model
4	• Created Learning Objectives based on final competencies and proficiencies	Practice Analysis Study
5	• May – communicate learning objectives to stakeholders post webinar	Validated with our Global Community

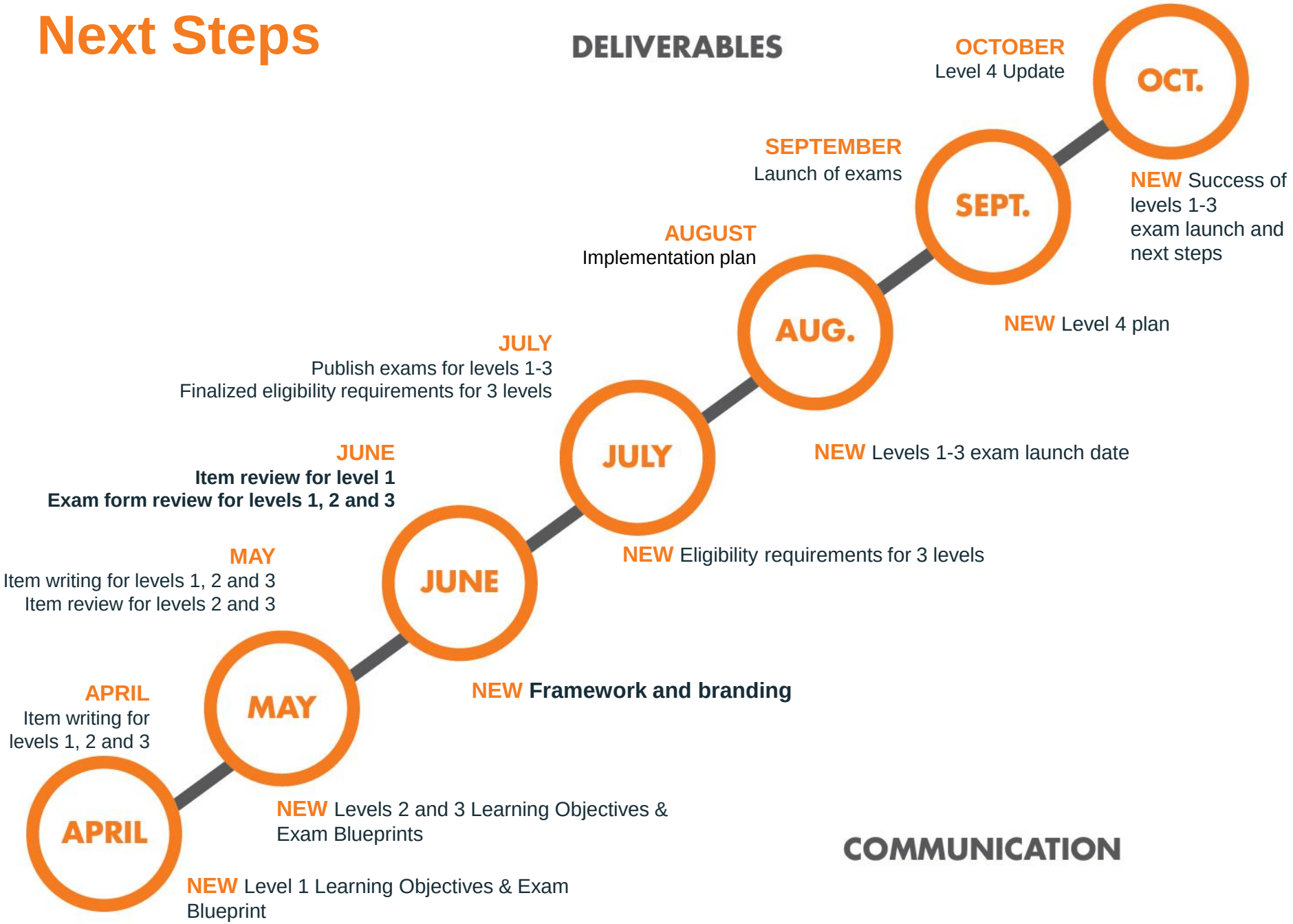
Level 2 & 3
Learning Objectives - Examples

Business Analysis Planning & Monitoring Plan Stakeholder Engagement	
Level 2	• **Applied Knowledge** of performing stakeholder analysis. • **Applied Knowledge** of defining the level of stakeholder collaboration that will be required to support the change. • **Applied Knowledge** in identifying appropriate stakeholder communication needs.
Level 3	• **Guides Practice** for performing stakeholder analysis. • **Advanced Knowledge** of defining the level of stakeholder collaboration that will be required to support the change. • **Advanced Knowledge** in identifying appropriate stakeholder communication needs.

Level 2 & 3
Exam Blueprints

Domain	Level 2	Level 3
Business Analysis Planning and Monitoring	12%	14%
Elicitation and Collaboration	20%	12%
Requirements Life Cycle Management	18%	15%
Strategy Analysis	12%	15%
Requirements Analysis and Design Definition	32%	30%
Solution Evaluation	6%	14%

Next Steps


DELIVERABLES
OCTOBER
Level 4 Update
OCT.
SEPTEMBER
Launch of exams
SEPT.
NEW Success of levels 1-3 exam launch and next steps
AUGUST
Implementation plan
AUG.
NEW Level 4 plan
JULY
Publish exams for levels 1-3
Finalized eligibility requirements for 3 levels
JULY
NEW Levels 1-3 exam launch date
JUNE
Item review for level 1
Exam form review for levels 1, 2 and 3
JUNE
NEW Eligibility requirements for 3 levels
MAY
Item writing for levels 1, 2 and 3
Item review for levels 2 and 3
MAY
NEW Framework and branding
APRIL
Item writing for levels 1, 2 and 3
APRIL
NEW Levels 2 and 3 Learning Objectives & Exam Blueprints
NEW Level 1 Learning Objectives & Exam Blueprint
COMMUNICATION

Thank You

Questions?

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