

Training, Accrediting, Certifying Partners

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Setting the scene

- **Training, Accrediting and Certifying partners**
 - Some definitions
- Sales Partners (NOT just Training Sales; eg Product Sales)
 - Training
 - Accreditation
 - Certification
 - Delivery partners (NOT just Training Delivery; eg Support Outsourcing)
 - Training
 - Accreditation
 - Certification
- **Format:**
 - Not a presentation
 - Facilitated discussion
 - Ask questions as we go
 - Participation from all

Training - definitions

- activity leading to **skilled** behaviour
- the process of **learning** (the practical side of) a job
- Making someone **proficient** with specialized instruction and practice
- **improving fitness:** the process of improving physical fitness by exercise and diet

Training Types – (TR Media Dict)

- Training media may be grouped into four major categories:
 - **Lockstep**
 - Classroom (Conventional)
 - Boot Camp
 - Lecture
 - Telecommunication
 - Video
 - **Self-Paced**
 - Personalized System of Instruction (PSI)
 - Programmed Learning
 - Text Instruction
 - Action Learning (experimental)
 - Workbook
 - Computer Based Training (CBT)
 - e-learning or Internet Distance Learning (IDL) (online, networked, web)
 - **Job**
 - Job Performance Aid (JPA)
 - On-The-Job (OJT)
 - **Specialized**
 - Best-Of-Class Model (blended, hybrid or modular)
 - Coaching
 - Mentoring

<http://www.nwlink.com/~donclark/hrd/media.html>

Accreditation - definitions

- the act of granting **credit or recognition** (especially with respect to educational institution that maintains suitable standards)
- to certify (a school, college, or the like) as **meeting all formal official requirements** of academic excellence, curriculum, facilities .
- **give somebody authority:** to give somebody the authority to perform a function
- to **attribute** or **ascribe**; consider as belonging
- **appoint somebody as envoy:** to appoint somebody as an envoy or ambassador to another country

Certification - definitions

- the act of certifying or **bestowing a franchise** on
- **give certificate to somebody or something:** to award a certificate to somebody or something
- confirmation that some fact or statement is true through the use of documentary **evidence**
- **validating the authenticity** of something or someone
- In IT
 - **testing**, examining knowledge/ability
 - Measuring performance

Training Sales Partners

- What training should be provided?
 - Product knowledge
 - Solution Selling
 - How to represent the “Principal” (YOU) and your strategy
 - How to sell the products/services
 - Benefits, USPs etc
 - Customer / business development skills
 - Market and industry
- How will “training” be provided?
 - Classroom, seminars etc
 - Online
 - Reference materials
 - Wikis, blogs etc

Product
Selling product
Try the product
Same as internal
Order processing,
distribution
“Short, sharp bursts”
OJT or JIT
Face to face

Accrediting Sales Partners

- What is accreditation?
 - Clear statement of “program” requirements and compliance
 - Business performance requirements
 - Contracts and agreements
 - Candidate search and selection
 - Candidate negotiation and appointment
 - Monitoring, validation, re-accreditation
 - Promotion and marketing (reinforcing the brand/accreditation)
- What do we need in place to do it?
 - Partner support process
 - People and relationships
 - Data management
 - Marketing strategy and marketing materials

Create bus plan
Product positioning
Vol of sales capability

Certifying Sales Partners

- What are we certifying?
 - Knowledge and product familiarity
 - Sales performance capability/resourcing
 - Facilities and physical resources
 - Sales performance (revenues, margins etc)
- How will we certify it?
 - Knowledge testing
 - Ability verification
 - Professional skills, qualifications etc
 - Resource inventory
 - Marketing and sales plans, activities and results
 - Customer satisfaction and quality feedback

Product knowledge
Product strategy
Exam/test
Demonstrate sales plan
Forecast
Meeting forecast

Training Delivery Partners

- What training do they need?

- Product Knowledge
- Industry knowledge
- Course knowledge (for standardised curricula)
- Training skills
- YOUR business practices, market propositions etc

Ongoing assessments
Customer feedback
"Deeper" (tech), "earlier"
TTT

- How do we deliver it?

- Classes
- Other "course" delivery means
- Information resources (e.g. wikis, blogs, documentation etc.)
- Trained by in-house resource
- Outsourced (e.g. IITT, consultants)

Accrediting Delivery Partners

- What is accreditation?
 - Clear resource and operational compliance requirements
 - Contracts and agreements
 - Fees/ revenue sharing model
 - Candidate search, negotiation, selection
 - Materials and equipment verification
 - Marketing and sales support
- What do we need in place to do it?
 - Partner support process
 - Materials and training frameworks / curricula
 - People and relationships
 - Data management
 - Marketing strategy

of certified trainers
of quality of CR's
of classes/time
observation/ECQ's

Certifying Delivery Partners

- What capabilities do we want to validate?
 - Validating product knowledge
 - Assessing training delivery skills
 - Approving materials developed / localised
 - Meeting business performance criteria
 - Meeting customer satisfaction and quality standards
- How do we validate?
 - Testing and skills assessments
 - Training records
 - Resourcing assessments
 - Business performance records
 - Customer references, “happy sheets”, complaint stats

Q & A

- Any outstanding questions or points to discuss?

