Business Case for Training and Certification

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What is Professional Certification and who is providing it ?

Definition of Professional Certification

"Professional certification is a process in which a person proves that he or she has the knowledge, experience, and skills to perform a specific job. The proof comes in the form of a certificate earned by passing an exam that is accredited by an organization or association that monitors and upholds prescribed standards for the particular industry involved."

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Well Known Professional Certifications

Certification Name   **Sponsoring Organization**

- Certified Public Accountant (CPA)   American Institute of CPA's
- Architects Certification (AIA)   American Institute of Architects
- Private Pilot License (PPL)   Federal Aviation Administration
- Commercial Pilot License (CPL)   Federal Aviation Administration
- Project Management Professional (PMP)   Project Management Institute
- Lawyers Admitted to the BAR   American Bar Association & State
- Professional Engineer (PE)   National Society of Professional Engineers

Why do Organizations Develop Certifications ?

Research studies have identified benefits for professional associations in establishing certification credentials:

- Defined a common body of knowledge
- Served as a moral compass by promoting ethical conduct
- Elevated reputation of credential holders
- Built connections and community among credential holders
- Supported compliance with external standards
- Had instrumental value for credential holders
- Allowed for self regulation while safeguarding the public
- Increased legitimacy as a voice of members to government
- Increased loyalty of members

Manufacturing Institute Special Report, Manufacturing Skills Certification: Employer Perspectives
"The Benefits of Credentialing Programs to Membership Associations" American Society of Association Executives Foundation Research Series, 2012

Why do Organizations Develop Certifications ?

Several research studies have identified the benefits to individuals for obtaining certification credentials :

- Serves as recognition/reward to those who perform to standards
- Provided a sense of achievement
- Elevates status and prestige of the credential holder
- Improves reputation of credential holders
- Provides a competitive advantage to credential holders
- Expands the opportunities of credential holders
- Built connections and community among credential holders
- Promotes ethical conduct
- Helps employers as a recruitment and retention tool

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Why was the Certified Outsourcing Professional (COP) Certification Developed ?

- To establish a baseline set of skills and knowledge for outsourcing based on the Outsourcing Standards and the Outsourcing Professional Body Of Knowledge

- To provide a formal measurement standard for assessing advanced skills and knowledge in the outsourcing profession - through knowledge measurement and experience assessment

- To allow those with advanced knowledge and specialized management experience to demonstrate their specialized knowledge and experience as outsourcing professionals
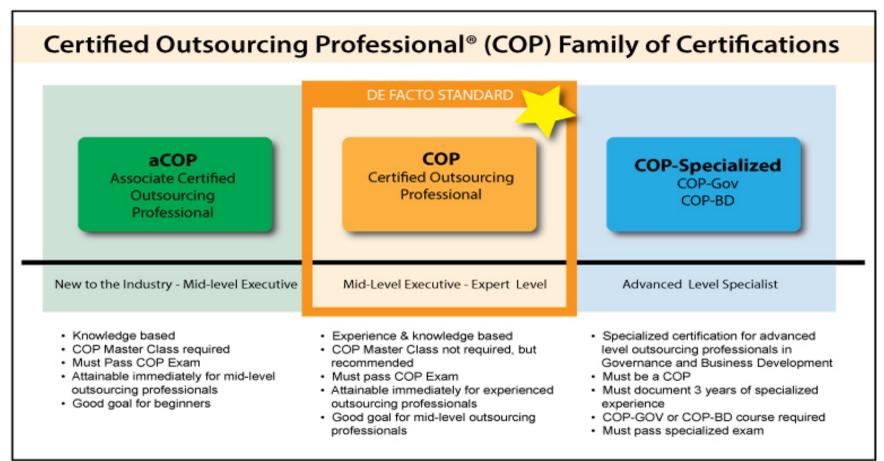
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How Was COP Certification Developed ?

The Outsourcing Professional Standards and the Outsourcing Professional Body of Knowledge were used to create the COP Master Class and COP Certification Exam

A committee of IAOP Certified Outsourcing Professionals, Content Experts, Certification Exam Experts , and Academic Experts was convened to create, , review, and test the exam questions.

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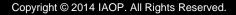
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Certified Outsourcing Professional® (COP) Family of Certifications

DE FACTO STANDARD

aCOP Associate Certified Outsourcing Professional	COP Certified Outsourcing Professional	COP-Specialized COP-Gov COP-BD
New to the Industry - Mid-level Executive	Mid-Level Executive - Expert Level	Advanced Level Specialist
• Knowledge based • COP Master Class required • Must Pass COP Exam • Attainable immediately for mid-level outsourcing professionals • Good goal for beginners	• Experience & knowledge based • COP Master Class not required, but recommended • Must pass COP Exam • Attainable immediately for experienced outsourcing professionals • Good goal for mid-level outsourcing professionals	• Specialized certification for advanced level outsourcing professionals in Governance and Business Development • Must be a COP • Must document 3 years of specialized experience • COP-GOV or COP-BD course required • Must pass specialized exam

IAOP 2013 Training and Certification Survey Highlights

- 162 members took the Survey
- 80% were managers, senior managers or senior executives
- 80% had indirect or direct outsourcing responsibility
- 73% participated in 3 or more outsourcing contracts in the past 2 years
- 65% of survey responders were providers and 35% were customers
- 64% of service providers managed more than 20 outsourcing customers
- 89% of customers had more than 3 service providers currently under contract
- 60% of respondents managed contracts of 10 million or more (up to 10 billion)

IAOP 2013 Training and Certification Survey Highlights

Member Participation in IAOP training programs

- 20% had taken the COP Master Class
- 11% had taken the COP Governance Workshop
- 14% had taken the COP Webinar
- 3% had taken some "other" IAOP training
- 1% had taken the Service Provider Business Development Workshop

51 % had not yet taken any IAOP sponsored training

IAOP 2013 Training and Certification Survey Highlights

Member Obstacles to taking an IAOP Training Class

- 28 % reported lack of budget funding for training
- 21% reported travel required for training was an obstacle
- 20% reported no obstacles for training
- 13% taking the time to complete training was an obstacle
- 7% a lack of support for training from upper management
- 7% did not see the value in training
- 5% indicated "other" obstacles to taking training

IAOP 2013 Training and Certification Survey Highlights

Members perception of the value of the COP Master Class

- 47% rated the training as "extremely valuable"
- 42% rated the training as "very valuable"
- 11 % rated the training as somewhat valuable

89% rated the COP Master Class training as very valuable or extremely valuable !

Other outsourcing training programs

92 % believed there were no other outsourcing training programs more valuable to their career or to their organization than IAOP's !!!

IAOP 2013 Training and Certification Survey Highlights

Top reasons members gave for taking COP training

1. 31 % - to develop knowledge for personal development
2. 28% - to understand new trends an ideas in outsourcing
3. 26% - to develop knowledge for the benefit of my company
4. 18% - to get ahead or keep up with the competition
5. 15% - to earn points toward the COP certification
6. 8% - to understand the basics of the outsourcing process
7. 3% - required training or retraining for my job
8. 1% - it is a requirement from my customer

IAOP 2013 Training and Certification Survey Highlights

Member Awareness of COP Certification Programs

32 % were very familiar with the COP certification & requirements

31% were somewhat familiar with COP certification requirements

8% were currently in the process of becoming a COP

28% did not know anything about the COP certification program !

IAOP 2013 Training and Certification Survey Highlights

Members reasons for seeking the COP certification

57 % - to increase and verify my knowledge and skills as an outsourcing professional

44% - to increase the success rate and outcomes of my companies outsourcing engagements

38% - to increase my worth to the organization I work for

32% - the designation has credibility within the outsourcing community

24 % - to obtain a better job in the outsourcing field

IAOP 2013 Training and Certification Survey Highlights

**Member obstacles to becoming a
Certified Outsourcing Professional (COP)**

24 % reported lack of budget funding for certification

21% reported no obstacles for certification

19% did not understand the value in COP certification

18% reported not having the time to apply for certification

10% reported not having the experience required for a COP certification

9% indicated "other" obstacles to becoming a COP

IAOP 2013 Training and Certification Survey Highlights

Member attitudes on hiring Certified Outsourcing Professionals

73 % responded that all other factors being equal, they would rather hire a Certified Outsourcing Professional (COP) as opposed to someone without the certification

37% responded that they do, or would pay a higher salary for someone with a COP certification

16% of customers are requiring their service providers to have Certified Outsourcing Professionals (COP's) on their staff

85% of companies report that they get better results when they have Certified Outsourcing Professionals work on their programs !!

(Source: IAOP 2009/2010 Corporate Value Survey)

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Selected IAOP corporate members that have supported and adopted IAOP's training & certification program

Companies Benefiting from COP Program Certification and Training

Advisors/Industry Associations/Governments

• PwC, Avasant and other advisory firms have augmented their top advisors who are COP's

• MDeC – Malaysia has contracted multi-year agreements with IAOP to hold authorized private class training and COP certifications to their executives, and has recognized the COP training as part of their official government initiative

• CareerOneStop and the US Department of Labor have recognized and approved all IAOP certifications and training

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Organizations Benefiting from COP Program Certification and Training

Customers – increasingly want trained outsourcing professionals on both ends of the deal

- Symantec, Comcast, SAB Miller, Capital One, Safeco/Liberty Mutual, American Express, Kraft, P & G and other customers are employing COP training widely, and adding new COP's each month.

Providers – get the edge on competition and keep up with customers

- ISS, CBRE, and many others held private COP Master Classes
- Orange Business Services has in-house training COP accredited.
- Many providers are making the COP certification mandatory for key executives, and as a requirement for promotion

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Summary and Conclusions

- IAOP's family of certifications is consistent with what other professional organizations are providing their members
- Professional certifications in general are highly valuable to both the organizations that develop and sponsor them as well as to the individual members that obtain them
- IAOP certifications were developed using a rigorous and professional methodology
- IAOP training is highly valued among members overall and no other third party training programs are valued more

Summary and Conclusions

- Although some obstacles exist to obtaining training and certification, these are obstacles that can be addressed
- There is room for growth in increasing the IAOP training and certification program participation from it's members
- Awareness of IAOP's training and certification program needs to increase and IAOP is addressing that
- Members generally have strong positive attitudes and preferences toward hiring Certified Outsourcing Professionals
- Many member organizations see great value in IAOP training & certification and are increasingly using this as a competitive advantage

Panel Discussion

Peter Ankerstjerne, Group Marketing Director, ISS World Services

Carlos Hernandez, COP, Partner, Avasant

Donald Mones, COP , VP Vendor Management & Governance, Viacom

Jane Siegel, Ph.D., COP, Director, ITSqc, Co-Director, Cloud Services Measurement Consortium (CSMIC), Senior Scientist, Carnegie Mellon

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