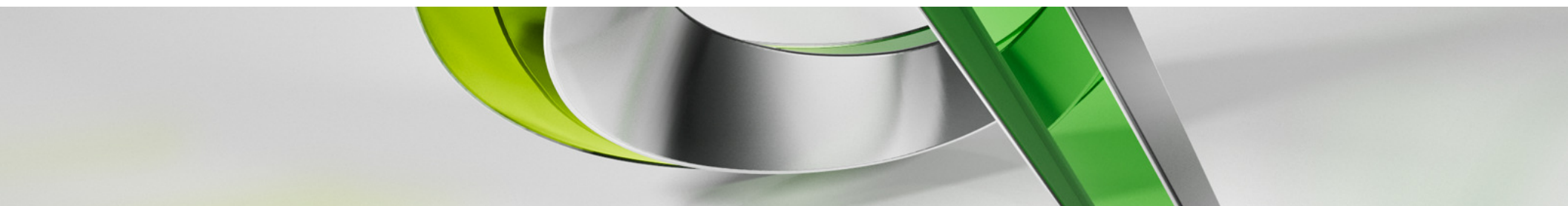




EDU3605: Are you Leveraging all there is in ATC?

Kirstin Donoghue - Autodesk Program Manager, EU - Connect by KnowledgePoint Ltd.

Julie Gaudet-Lupinacci - Autodesk Program Manager, North America - Gilmore Global





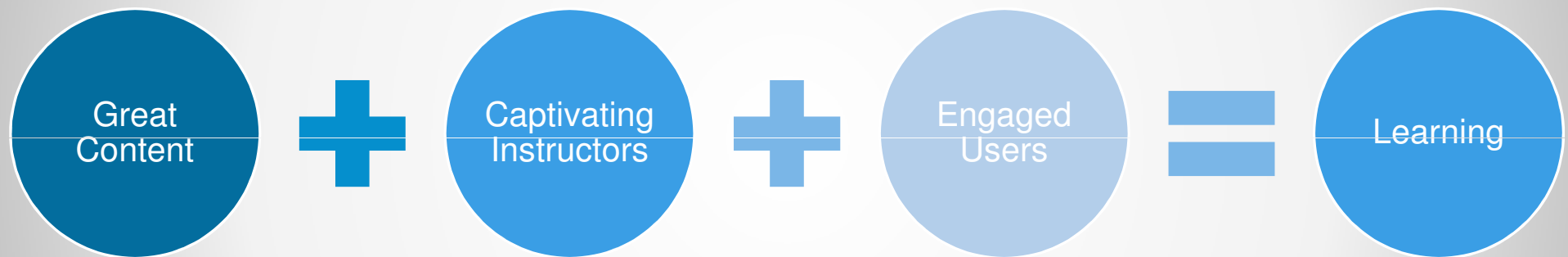
Look at Training from Different Angles!

Julie Gaudet-Lupinacci - Autodesk Program Manager, North America - Gilmore Global



Questions of the Day

You have a **Training** program ...



... why **you** over everyone else?
... is it **adding value** for your customers?
... how do you prove the **Learning** happens?

Prep Work → Hands-on Training → Stay Connected!



Add Value through Class Scheduling

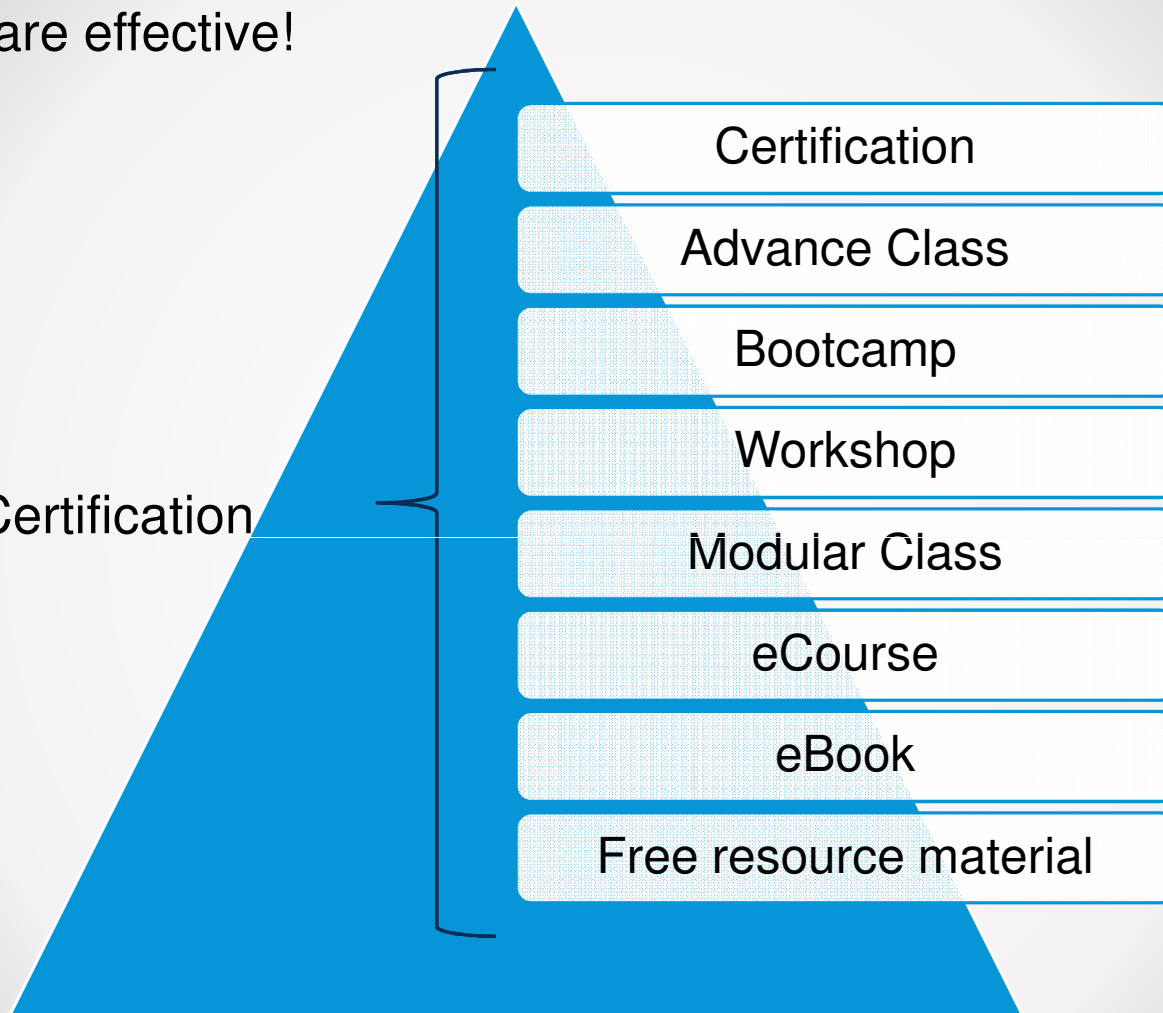
One size does **not** fit all ...

Day 1 (AM)	Day 1 (PM)	Day 2 (AM)	Day 2 (PM)	Day 3 (AM)	Day 3 (PM)	Day 4 (AM)	Day 4 (PM)
Advanced Training Course (8 modules)							
2 Day Boot camp				2 Day Boot camp			
1 Day Workshop		1 Day Workshop		1 Day Workshop		1 Day Workshop	
Modular Class	Modular Class	Modular Class	Modular Class	Modular Class	Modular Class	Modular Class	Modular Class

... modularize your courses and **enable 4 tiers of participants** in the same class.

Product bundles are effective!

Bundles =
Class + eBook + Certification



Activity

How many people are designing training toward Certification?

What would your Training & Exam bundle look like?

What would need to be included to create LOTS of value?

How would you sell this to your customers?

... be open... let's dive deeper!



Let's Dive into Certification!

Kirstin Donoghue - Autodesk Program Manager, EU - Connect by KnowledgePoint Ltd.



Certification – what does it actually mean?

- The purpose of any professional certification is to provide official and public recognition of an individual's competencies and capabilities in a professional subject area.

Distinction

Accreditation

Could Certification = Training & Exam.....?

- What IF.....certification actually meant “training and exam” together as one product – imagine the revenue opportunities it could provide....the additional “bundled courses”, the “prep courses” for when an exam is failed and resits required....the new version “refresher” certification courses....the possibilities are endless but ONLY if both training and the exam are put together and sold as one opportunity ..

Certification in the Classroom

- Bridging the Education Gap
- Job-focused Education Programs
- Validate the training investment



What is the Value Add of Certification?

- Training should be seen as a product not a service
- Certification as a *warranty* or *guarantee* for that product - Validation of the “product” knowledge gained
- Creating a commercial opportunity



Why is Certification Important?

- To raise professional standards - improve practice by giving special recognition to those who have demonstrated and maintained a high level of competence and practice.
- To identify the capability of an individual to professionally apply the principals learnt during training
- To establish a program with the goal of continuous improvement for an individuals professional development
- To clarify the skills, knowledge and standards of conduct for the relevant practice

Global Trends in certification

\$+11%

Those who engaged in training were twice as likely as the overall average to see a **raise of 11% or higher**, and raises were more pronounced for those who had completed a new certification within the prior 12 months.

2013 IT Skills and Salary Report, www.globalknowledge.com, January, 2013

89%

of IT hiring managers say that IT certifications help **confirm subject matter knowledge and expertise**.

84%

of IT hiring managers say that IT certifications are used as a measure of a person's ability to **work hard and achieve goals**.

CompTIA, Employer Perceptions of IT Training and Certification, Jan 2011

80%

of IT managers believe effective training is critical to the **success of a project**.



IDC MarketScape, Worldwide IT Education and Training 2012 Vendor Analysis, Feb 2012

Certification programs impact student outcomes

A+ **17%** higher GPA's

93% decrease in dropout rates



7% decrease in absentees



23% Increase in secondary students earning diplomas

Source: Florida Career Academies

How can YOU promote Certification



- Lifelong Learning

- learning at the higher levels is dependent on having attained prerequisite knowledge and skills at lower levels

- The Instructor as the “secret” sales person

- Promotion within the classroom environment
- “Buzz” of seeing your students validate the knowledge you impart by them passing an exam

Certification benefits for students

Helps gain **industry recognition** for your skill set



Helps **prepare** for career success.

Gain confidence and peer recognition



Align with an industry leader

Earn a portable credential that maximizes career mobility



Get an **electronic certificate** suitable for printing and framing

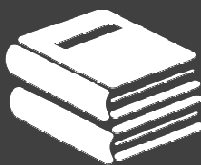
Get a **certification logo** for use on business cards, resumes, and letterhead, identifying you as Autodesk Certified.



Become part of an **elite team** of professionals

Certification benefits for institutions

Assess the students' readiness & validate their skills and knowledge.



The tests are **performance-based** to demonstrate real world practical skills.

Get **affordable pricing** for Autodesk® Suites and stand-alone software, along with numerous support tools.



Accelerate the students professional development, **enhance their credibility** & **increase job opportunity**.

Certification benefits for individuals

Help gain **industry recognition** for your skill set



Align with an industry leader



Improve your performance and **add value** to your company



Get an **electronic certificate** suitable for printing and framing

Gain confidence and peer recognition



Get a **certification logo** for use on business cards, resumes, and letterhead, identifying you as Autodesk Certified.



Earn a portable credential to help job retention and mobility



Become part of an **elite team** of professionals

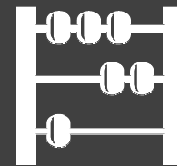
Certification benefits for employers

Gain **improved performance** and higher value from certified staff.



Gain **employees that invest** to expand their knowledge and further their careers.

Help Increase customer, investor and business partner confidence and thereby **boost your organization's credibility, reputation and value.**



Help **Reduce turnover** by investing in certified staff through training courses, books and technical materials, practice equipment, time of for study and exams.



