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Strategically Serve Global Markets Through Certification

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Business Operations in
Global Markets #ASAE17

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Learning Objectives

- **Increase engagement in all association activities by using credentialing as a gateway product**
- **Penetrate global markets by offering localized certification programs**
- **Advance your association's mission and global growth goals while adding positive net revenue to the bottom line**

Why Are We Here?

- [Your reasons...]
- For the purpose of what?

- **ADVANCE THE MISSION**

Why Certification Is an Optimal Globalization Approach

- **Associations in the USA grew out of complex interactions between historical processes**
 - Initiated by the growth of trade and the integration of the colonies into the British commercial system
 - Further driven by organizing the American Revolution, tensions between economic elites and the rising middle class, the abolition of slavery, the Constitutional balance between majority rule and individual rights, and the overwhelming of religious bodies' capacity to care for the underprivileged

See Peter Dobkin Hall's essay on "*A Historical Overview of Philanthropy, Voluntary Associations, and Nonprofit Organizations in the United States, 1600-2000*"

Why Certification Is an Optimal Globalization Approach

- **The value of association membership in the USA has been significant**
 - Advocacy – Influencing government
 - In-person networking
 - Sharing best practices and setting standards
- **The value of membership outside the USA is different**
 - Government often oversees professions and trades
 - Social community v. individualism
- **Credentials offer immediate value in the context of a hyperconnected, rapidly globalizing economy with few standards; helps emerging economies avoid reinventing the wheel**

See Terrance Barkan / GLOBALSTRAT's white paper on *"Global Growth Strategies for The International Association"*

Types of Credentials

- **Certification**

Independent validation by a non-governmental organization that an individual has demonstrated the level of knowledge, skill, or ability required to practice a profession, occupation, or role at a defined level of competence. Certification is sometimes voluntary but may be mandated by a government entity. Certificants are usually authorized to use a designation or title to communicate their certified status to consumers and other stakeholders.

- **Licensure**

The mandatory process by which a government entity authorizes an individual to engage in a profession, occupation, or role after verifying that he or she has satisfied relevant criteria and has demonstrated the level of knowledge, skill, or ability required to practice that profession, occupation, or role at a defined level of competence.

- **Certificate**

Recognition that an individual has completed a discrete course of study—based on attendance, participation, or an assessment. A certificate program usually has a narrower scope (course of study) than a certification program (knowledge, skill, or ability required to practice an occupation competently). A designation or title is usually not granted at the completion of a certificate program.

- **Accreditation**

Independent validation by a non-governmental organization that an institution, building, business, or other organization has satisfied a set of standardized criteria.

How to Promote a Credentialing Program Globally

- **Starts in the Development phase**
- **Job analysis includes global participation**
 - Translate job analysis survey?
- **Base credential = global core standard of practice**
- **Localize**
 - Regional endorsement modules reflect local law, units, and practice realities
 - Language
 - Price
 - Delivery mechanism
 - Passing point?

How to Promote a Credentialing Program Globally

- **Local partnerships**
 - Attend / exhibit at local conferences and tradeshow
 - Personal relationship-building through repeated visits
 - Engagement through development process and ongoing oversight body activities, including marketing
 - Stakeholder outreach
 - Government officials
 - Local associations (“
 - Local practitioner leaders
 - Employers
 - Training companies

How to Pay for Localizing a Credentialing Program

- **Local partnerships**
 - **Local entity(ies) invest in localization costs**
 - **Split revenue from localized version sales**

See Steven Worth's book, [The Association Guide to Going Global](#)

Impact on Metrics of Success

- **Membership**
 - Mostly for Member discount on credential
 - Recertification
- **Financial**
- **Standard of practice**
- **Mission**



Thank you!

Any Questions?

**Enjoy the remainder of
ASAE 2017 Annual!**

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