

Are You Ready for Certification?

Following are some questions to answer before making the decision to move forward with creating a certification program:

- Is the target market sharply defined and accessible?
- Does the target market or the industry need and want this certification?
- Are there powerful stakeholder groups that will support and endorse the program?
- Do you have the staff and volunteer resources required to develop and maintain the program?
- Can your organization afford a three- to five-year timeline for the program to break even?
- Is your organization the first or an early entry into the certification market in your industry?
- Does your industry have major workforce or professional development needs for assessment and verification of knowledge and skills?
- Is there pressure on your organization to make an effort to ensure protection of public health, safety, and welfare?