

IS IT TIME TO GIVE YOUR CERTIFICATION PROGRAM A FACELIFT?

Yes	No	Tell-Tale Signs
		1. Program expenses exceed revenues.
		2. The annual number of candidates is less than projected.
		3. The annual number of recertification candidates is less than projected.
		4. The program does not meet technical (psychometric) and/or accreditation standards.
		5. The nature of the profession has changed such that a change in the nature of the certification program is warranted.
		6. Environment forces are expected to influence the nature of the certification in the near future.
		7. There are indicators that certificants are dissatisfied with the program and related products and services.
		8. Certificants and other program stakeholders question the value of the certification program.
		9. There are overlapping or competing certifications.
		10. Volunteers are less eager to contribute their time and effort to the program.
		11. Technology is not being used effectively in program development, operations and delivery.
		12. The program lacks a strategic and/or business plan.

What's Your Score?

0 - 3 = Your program has just a few "wrinkles."

4 - 7 = Your program needs some "nips and tucks" here and there.

8 - 12 = Your program needs major cosmetic surgery!

For more information, check out *Prescriptions for Rejuvenating Your Certification Program* in the Client Resources section of our website.