

The Certificant LifeCycle Model™ (a.k.a. Opportunity Matrix)

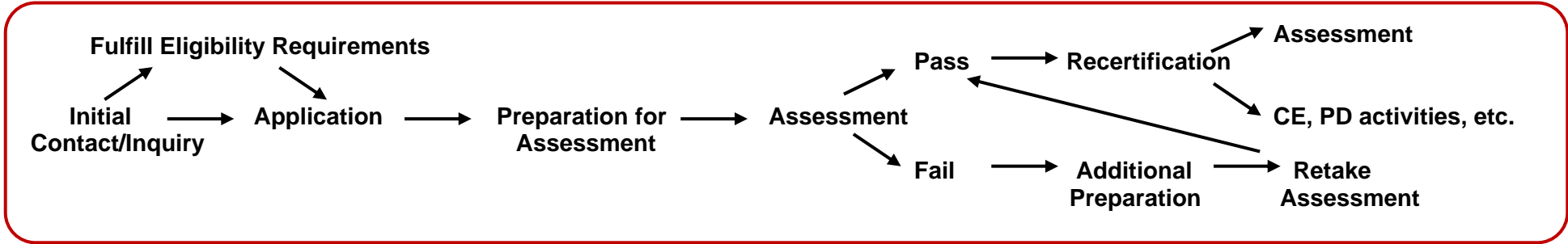
- Which of these events/circumstances represents an opportunity to increase awareness of the certification, foster your relationship with candidates/certificants, create value, and/or generate revenue from programs/products/services?
- What intermediaries can we leverage?

PRE-CERTIFICATION

Who touches our candidates even before we do?

Education/Training Presecondary school Secondary school Technical school/community college College/university Graduate/professional degree	Special Interests (e.g., hobbies) Clubs Online communities Blogosphere Events
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CERTIFICATION



POST-CERTIFICATION

What else is going on in our certificants' lives?

Additional Education/Training Executive education programs CE/Professional development programs Certificate programs Non-credit courses In-house training Graduate/professional degree	Work-Related Events New job responsibilities Promotion Job change (new employer) Job loss	Career Change Reskilling	"Retirement" New job role New career Volunteering
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Using the Certificant LifeCycle™ Model

When mapping out the lifecycle for your certificants, ask the following core questions for *all* phases:

- 1. Which of these events/circumstances represents an opportunity to:**
 - increase awareness of the certification;
 - foster our relationship with candidates/certificants;
 - create value for the certification; and/or
 - generate revenue from new/expanded programs/products/services
- 2. What intermediaries can we leverage or what channels can we build/use to create/maximize opportunities?**

Key questions and activities for each phase in the lifecycle are:

Pre-Certification

Who touches our candidates even before we do?

Key Tasks:

- Map the path individuals take into the job role
- Collect data on the demographics of your market segments
- Describe the psychographics of your market segments

Certification

What happens at each touch point in the process?

Key Tasks:

- Determine where the touch points occur
- Describe what happens at each touch point (i.e., what do we do, how do we interact with candidates/certificants, what do they experience?)
- Brainstorm what can be done to ensure the optimal outcome and facilitate a smooth transition to the next step

Post-Certification

What else is going on in our certificants' lives?

Key Tasks:

- Map the path individuals take following certification
- Identify events which require that certificants update existing, or develop new, knowledge/skills
- Brainstorm what factors contribute to certificants' ability to effectively transition to new/different job roles
- Track demographic and workplace trends on a routine basis