

Credential Start-Up Services

Our research and consulting services provide you with data and guidance to make the right decisions at each stage of the start-up process.

STAGE 1: EARLY EXPLORATION

What Every Board and Staff Should Know About the Business of Certification

60-min Briefing

Why do some certification programs become smash successes while others turn in a lackluster performance? In this web conference briefing, we'll share the most effective drivers of program participation and the activities critical to laying the foundation for success.

Combine the briefing with our **Market Success Scorecard** to learn more about how to maximize your success

Market Success Scorecard

Assessment

Are you positioned for success in the market? We'll score the potential of your envisioned program on 10+ indicators derived from our work with more than 60 credential start-ups. You'll learn where you stand and gain insights into what's needed to increase your odds of success. Get the results in just 2 weeks!

STAGE 2: IN-DEPTH ANALYSIS

Market Interest Survey and Volume Projection Study

Research and Analysis

If you build it, will they come? Many organizations have discovered the answer to this question is a resounding, "No." The best insurance against this fate is to confirm *prior to launch* that there is sufficient market interest to make the credential a viable proposition for your organization.

We survey your target audience to gauge interest in the credential and compare the results with proprietary benchmark data we've collected on credential start-ups. Next, we formulate a range of volume projections for your proposed program based on our analysis of the survey data and specific characteristics of your market.

STAGE 2: IN-DEPTH ANALYSIS (cont'd)

Market Interest Survey (Professionals)

Helps you to answer the question ...

- Will program volumes be sufficient to financially sustain the program and meet our revenue goals?
- Will we credential enough individuals to justify the investment of resources or would our resources be better spent on other endeavors?
- Who is most likely to pursue certification (e.g., younger vs. older professionals)?
- Who should we target in our marketing efforts (to make the best use of our resources)?
- How can we fine-tune volume projections?
- What would make individuals more likely to pursue certification?
- How do we most effectively position the program?
- What market concerns may be obstacles to our success?
- Who might be our direct and indirect competitors?
- Does our proposed program compare favorably to the alternatives?
- Does the market believe our organization would be a credible sponsor of this type of credential?

Market Interest Survey (Employers)

Helps you to answer the question ...

- What level of employer buy-in might we expect at product launch?
- Is there sufficient employer interest in this program to justify the investment of resources?
- What types of employers are most likely to recommend certification to employees (e.g., US-based vs. global)?
- Who should we target in our marketing efforts (to make the best use of our resources)?
- Will there be sufficient employer recognition to ultimately create greater value for credential holders?
- Will most employers support employees in pursuing certification?
- What would make employers more likely to recommend certification?
- How do we most effectively market/position the program?
- What market concerns may be obstacles to our success?

STAGE 2: IN-DEPTH ANALYSIS (cont'd)

Volume Projection Study

Research and Analysis

Already decided to move forward with a new credential but need solid figures for your business case and revenue projections? We'll collect data on the likelihood that your target market will pursue certification and then analyze the survey data and specific characteristics of your market to formulate a range of volume projections for your proposed program.

Add a **Pricing Study** to further refine your revenue projections

Pricing Study

Research and Analysis

Fees for credentials are typically lower than what the market is willing to pay, leaving money on the table which could be used to fund strategic objectives.

Is your price right? With a Knapp pricing study, it takes just two weeks and a 5-minute market survey to get the answer. We analyze pricing data collected from the target audience and other key pricing factors (e.g., competitor's prices) to formulate a recommended fee range for your credential.

A pricing study pays for itself – literally.

What you'll learn from the study	Why this matters
The lowest price which is still associated with a quality credential	If prices are set below this point, you would risk losing more volume due to concerns about quality than you would gain from attracting customers who are seeking the lowest priced option
The highest viable price for your credential	If prices are set above this point, cost becomes a serious concern and the credential is viewed as too expensive for the value which customers believe they would receive
The Maximized Value-Cost Price	This is the price point where the value-for-cost relationship is maximized
The range of acceptable prices for your credential	There is not a single "right" price for your credential. Rather, there is a range of prices which would be acceptable to your market. The price ultimately selected within this range should be informed by a variety factors, such as competitors' pricing and anticipated program cost structure.

STAGE 3: PROGRAM DESIGN

Design-a-Certification Workshop

1-Day Event

Before building a certification program, you need a design blueprint to guide the process. Our certification experts work with your staff and subject matter experts to create this framework. By the end of the day you will have:

- A statement defining the purpose and goals of the program
- Descriptions of the target audience(s)
- A description of the intended scope and level of professional practice to be targeted
- Requirements for initial certification and maintenance of certification (recertification)
- An understanding of the advantages & challenges of different forms of assessments and a list of assessment types you'd like to explore further
- A governance and committee structure to support program operations

With this framework in hand, you'll be ready to proceed to the next step: engaging a psychometrician to assist you in building your envisioned program.

Save time and resources with our **Knapp on Demand Service** ...

You'll have **unlimited access to a Knapp principal** who will serve as an advisor and sounding board, providing guidance and insights throughout the exploration and start-up process. With this rapid response service, the answers and advice you need are only a phone call (or email) away!



Contact us today at info@knappinternational.com for more information about our credential start-up services, including **Knapp on Demand**.