



Proposed Certification Model

SUKAD contact information

- ④ Main Website: <http://www.sukad.com>
- ④ Learning Division: <http://learning.sukad.com>
- ④ Solutions Division: <http://solutions.sukad.com>
- ④ Knowledge Portal: <http://knowledge.sukad.com>
- ④ English Blog: <http://blog.sukad.com>
- ④ Arabic Blog: <http://blog-ar.sukad.com>
- ④ SUKAD main email: info@sukad.com



SUKAD social media

Facebook

- Page: <http://www.facebook.com/SUKADgroup>
- Group: <https://www.facebook.com/groups/sukad/>

Twitter: <http://twitter.com/SUKADgroup>

YouTube: <http://www.youtube.com/user/SUKADipms>

LinkedIn:

- Page: <http://www.linkedin.com/company/sukad>
- Group: <http://www.linkedin.com/groups/SUKAD-Group-Integrated-Project-Management>



MOUNIR A. AJAM

SUKAD Co-Founder and CEO

Personal Twitter: @mounirajam

SUKAD Twitter: @SUKADgroup



Learning
SUKAD



Solutions
SUKAD

© 2013 SUKAD Group
Proposed Certification Model
www.sukad.com



Discussion Main Points

- ① Setting the Scene
- ① The Certification Model Structure
- ① The Certification Levels
- ① Implementation
- ① Closing Remarks



Setting the Scene

- ① How many would agree that **certifications are valuable?**
- ① How many would agree that **some certifications are more valuable than others?**
- ① How many believe that **some certifications lost ... or ... losing their value?**
- ① **Why?**



Need for New Approach?

- ① **What are some issues with the current certifications?**

- ② **If there is ONE thing you want from certifications ... or certifications should have, what would it be?**



Our Proposal

- ① We did not re-invent the wheel – just finding a new approach to improve it
- ① Some might say – just another project management certification, who needs it ...
maybe – maybe not
- ① What is different? Later ...



PROPOSED MODEL

Structure



Level 1: Foundation

- ① Purpose: demonstrate knowledge
- ① Pre-Qualifications: university degree & no work experience is necessary
- ① To Obtain: exam based
- ① Valid: for 5 years
- ① To Maintain: re-exam, credits, or go to next level



Level 2: Professional

- ① Purpose: demonstrate competence (link to job)
- ① Pre-Qualifications: university degree, 5 years in **project management role**, letters of reference
- ① To Obtain: exam and interview
- ① Valid: for 5 years
- ① To Maintain: re-exam, credits, or go to next level



Level 3: Subject Matter Expert

- Ⓜ Purpose: senior level proven expertise/competence
- Ⓜ Pre-Qualifications: university degree, 10 years in **project management role**, letters of reference
- Ⓜ To Obtain: exam, interviews, **work site visit**
- Ⓜ Valid: for 10 years
- Ⓜ To Maintain: credits or go to next level
- Ⓜ **Special Note: link to industry / sector**



Level 4: Subject Master

- ④ Purpose: domain expert and thought leadership
- ④ Pre-Qualifications: university degree, 15 years in **project management role**, letters of reference
- ④ To Obtain: interviews and **work site visit**
- ④ Valid: for life if continuing in domain
- ④ **Special Note: link to industry/sector/domain**



IMPLEMENTATION

Two Aspects

 Within an “Entity”

 Open to All



Within an “Entity”

- ① Basis: Open Source (Creative Commons)?
- ① Entity would be:
 - Organizations (private / public) or
 - National level
- ① Each entity can adopt, customize and adapt to their environment and requirements
- ① Certification is internally recognized



Open to All

- ① Need “certification agency” to administer
- ① Certify individuals based on generic global model
- ① Accredite “entities” who have internal program
- ① Emphasis
 - Transparency in qualifications and accreditations
 - Need for stringent criteria – to earn respect



Differentiating Factors?

- Open to all who want to adopt
 - Can be part of national project management programs
- Does not require “certification agency” for internal certifications
- Stringent criteria: **need proof** not “blindly trust”
- Industry links, especially at level 3 and 4
 - Which will lead to various certificates at these levels



Closing Remark

Project Management has become a
necessity for organizational success

... and ...

is too valuable to be left for “paper
certifications” to destroy it



Thank You