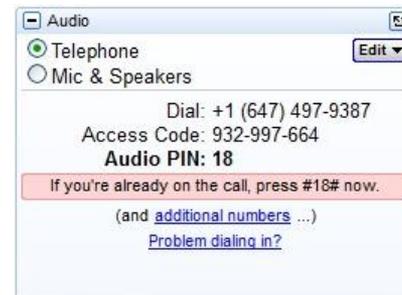


Welcome to the webinar...

We will begin shortly

- There are two methods for listening to this webinar.
- Select *Audio* from the tool box on the right side of your screen, and select either *Telephone* to call in and listen using your telephone, or *Mic & Speakers* to use your computer's speakers.
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- All participants are muted during the webinar.

For Demonstration Purposes



Gain Insight

IIBA Enhanced Certification

**September 2016
Certification and Recognition**

Agenda



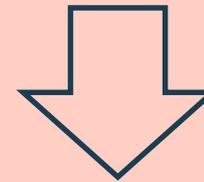
Rationale for Change

Constant & Rapid Change

Competitive pressures
Information-overload
Innovation
Government regulations
New business models
Diversity
Strategic thinking
Technology
Complexity
Uncertainty

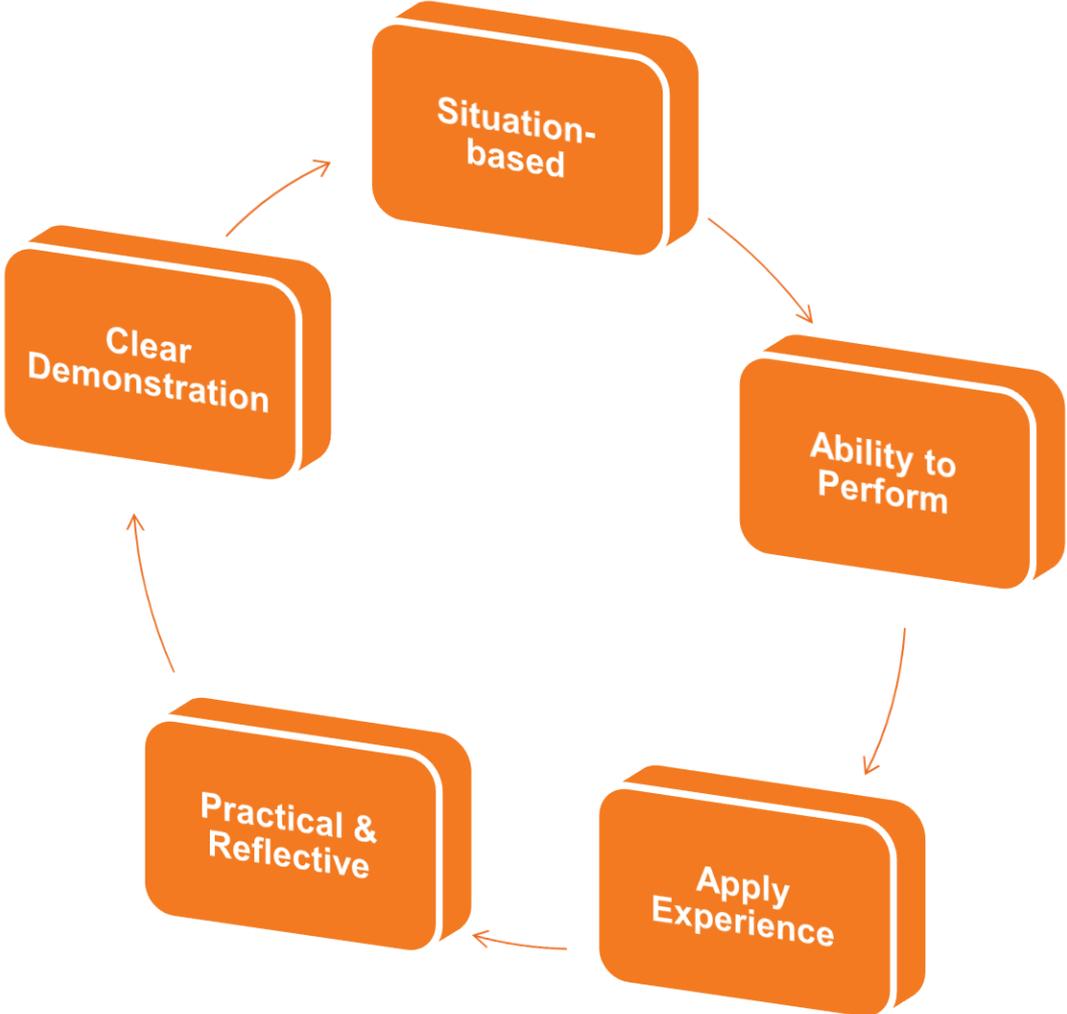
Resulting In Continuous

**Evolution of Business
Analysis Discipline,
Practices & Profession**



**Evolution of BA
Competencies**

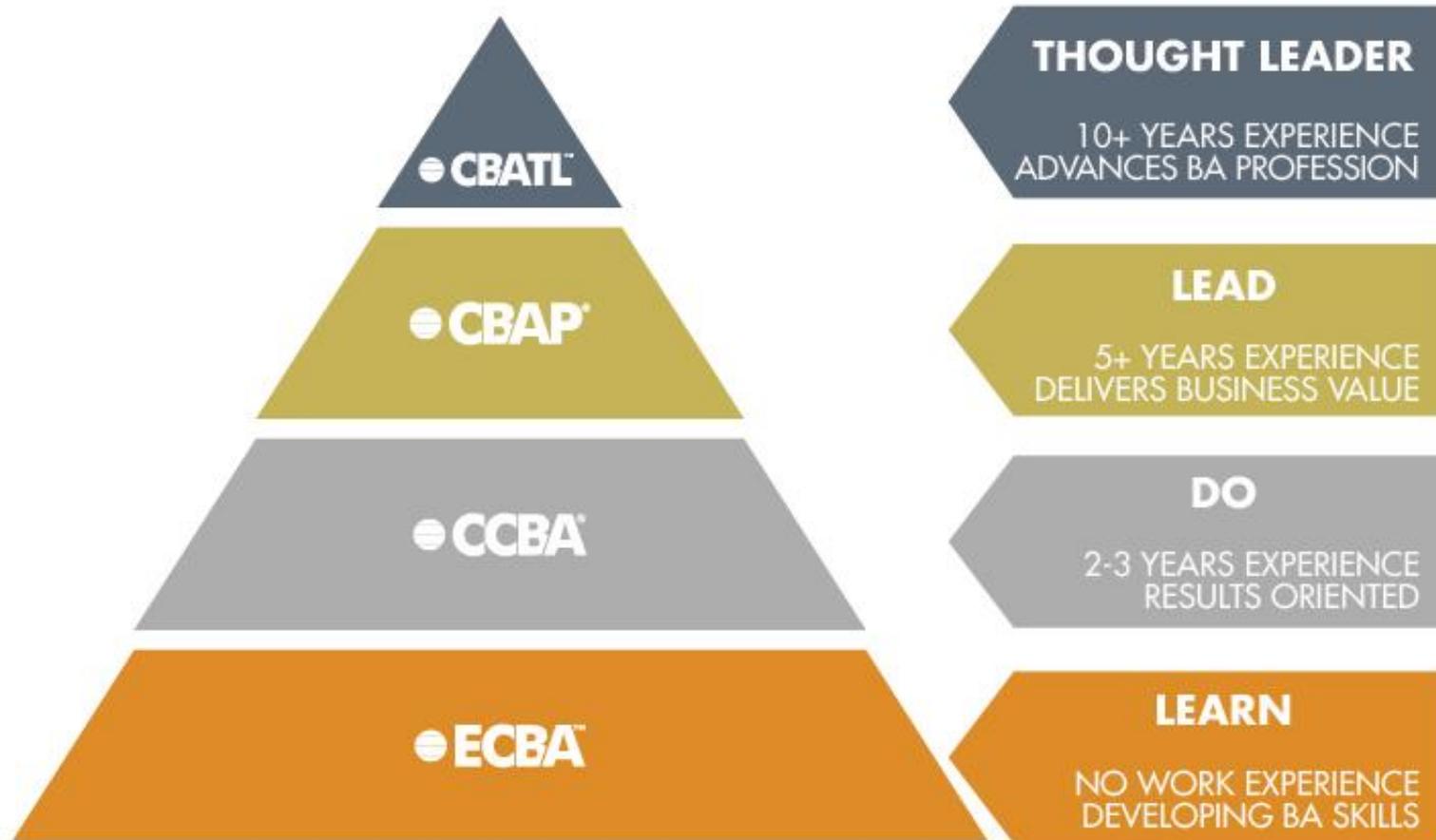
Competency Based Certification



Understanding Global Perspective



Enhanced Certification Program



**September 30th
Launch**

Key Program Changes

	Current	New
Certification Framework	<ul style="list-style-type: none">• 2 designations• Created at points in time to meet point in time demand• No defined career path or progression• No clear expectations set for a BA at different points along their career path• No support for those new to the field• No progression beyond CBAP• No recognition for BA professionals who 'give back to the community' and 'advance the profession'• Only differentiator in eligibility requirements is work experience hours	<ul style="list-style-type: none">• 4 distinct levels• Identifies career path & progression• Supports those new to the field• Identifies competencies expected at each level• Direct link to new IIBA competency model• Support for:<ul style="list-style-type: none">• Students, graduates and other professionals entering the BA profession• Thought Leaders who inspire others and advance the profession within the BA community• Recognizes need for CBAPs to invest more hours in growing their knowledge and skills than CCBAAs

Key Process Changes

	Current	New
Assessment of Eligibility Requirements	<ul style="list-style-type: none">• Self Assessment• Forced to select valid tasks• Requires significant time and several iterations to complete and submit	<ul style="list-style-type: none">• No Assessment• No tasks to select• Validates eligibility requirements only• More audits performed to verify validity of information



Key Support Changes

	Current	New
Online Application	<ul style="list-style-type: none">• Only supports 2 levels• Have to update work experience and PD separately in app and in My Profile• References not reusable	<ul style="list-style-type: none">• Streamlined and more user friendly• Updated Profile webpage with levels and, status and next steps for each• Supports new framework – 4 levels (3 for launch)• Work experience and PD entries update automatically in app and in My Profile• Reusable PD, Work Experience and Reference capability
Branding and Marketing	<ul style="list-style-type: none">• Distinct brands – no clear connection• CBAP mainly recognized• Mostly word of mouth marketing• Minimal marketing collateral	<ul style="list-style-type: none">• Clear branding that reflects each level as well as connection between levels• Clear marketing campaign• Marketing collateral:<ul style="list-style-type: none">• Video• Recorded standard webinar



Key Exam Changes

	Current	New
Exams	<ul style="list-style-type: none"> Very similar with slight differences in format of questions 	<ul style="list-style-type: none"> Competency based testing of specific knowledge, skills and behaviours expected at each level
Exam Process	<ul style="list-style-type: none"> 2 attempts permitted Candidates forced to wait 3 months between exams 	<ul style="list-style-type: none"> 3 attempts permitted - a more competitive approach Candidates can retake exams at their leisure
Exam Structure	<p>CCBA & CBAP</p> <ul style="list-style-type: none"> Knowledge and practical application 150 questions 3.5 hours 	<p>ECBA Knowledge-based, 50 questions, 1 hr</p> <p>CCBA Scenario-based, 130 questions, 3 hrs</p> <p>CBAP Case study-based, 120 questions, 3.5 hrs</p>
Exam Delivery	<p>CBT at Prometric test centers worldwide</p>	<p>CCBA & CBAP CBT at Prometric test centers worldwide</p> <p>ECBA Other option...stay tuned...</p>

EEP/Academic/Chapter Support

	Current	New
Learning Objectives	None	Describe competencies and proficiencies required at each level
Exam Blueprints	Almost identical	Clear distinction of focus of exams
Sample Exam Questions	none	5 per level

Additional Support for BA practitioners:

- Interactive, actionable handbooks – **demo coming up**
- A Guide to Competency-Based Certification – **coming soon**



Pricing Structure

	Application Fee	Exam Fee
 ECBA™	\$60 US Non refundable	\$110 US Members \$235 US Non Members
 CCBA®	\$125 US Non refundable	\$325 US Members \$450 US Non Members
 CBAP®	\$125 US Non refundable	\$325 US Members \$450 US Non Members

50% DISCOUNT:

- For first 200 candidates who take the exam by November 30th 2016
- Applies to all 3 levels
- Discount will be reimbursed after exam date via same method of payment



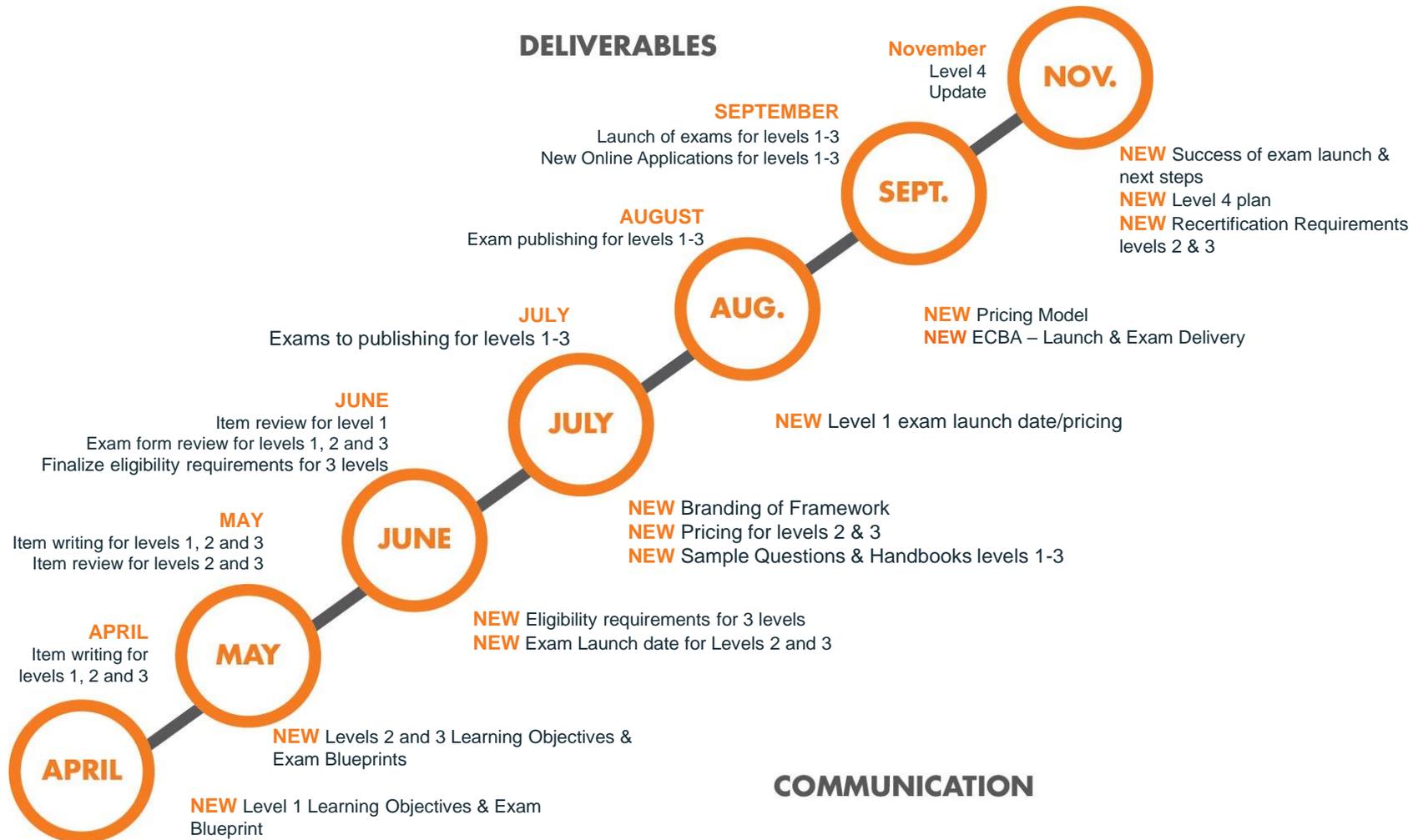
Exciting News!



- Launch Date – **September 30th**
- Exam delivered via **Remote Online Proctoring**
- **Benefits**
 - Candidates can take exam anywhere – home, office, etc
 - Global Reach
 - Flexible scheduling
- **Process**
 - Recorded by a camera/microphone on their computer or external to their computer
 - Monitored by a trained proctor at a remote location.



Launch Progress



Short Demo: Interactive Handbooks

Key Takeaways!

Thank You Questions?

Suzanne Bertschi
Head of Certification and Recognition

Jas Phul
Associate Director, Education
Standards and Research