

Badges, Branding and Business Growth:

The ROI of an Ethnographic Praxis Professional Certification

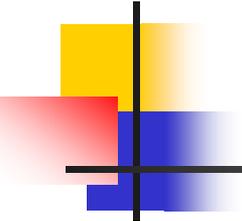
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Ethnographic Praxis in Industry Conference
Savannah, Georgia
October 2012



"Badges? We don't need no stinkin' badges!"

- *Treasure of Sierra Madre*



Business case



- Growth in formal certifications linked to recruitment keywords
- Demand from employers and clients for clarification and standardization of ethnographic activities, deliverables and skillsets
- Need for training new practitioners who transfer from other occupations
- Desire of practitioners for ongoing professional development and a stronger community network
- Preference of students for fields that have clear career paths



Proposed strategy

- Goal: Expand our influence
 - More jobs
 - More impact upon organizations
 - More recognition of ethnography's value

- Deliverables: A 3-part certification program
 - Ethnographic Body of Knowledge (EBOK)
 - Ethnographic Praxis Professional certification (EPP)
 - Ethnographic Praxis Institute (EPI)



HARBORLIGHT Management Services

- Founded in 2003
- Management consulting and training
- Clients include corporations, government, NGOs, non-profit organizations
- Ethnographic concepts and methods
- Project/program management
- Business analysis
- Requirements engineering
- Quality assurance



American Management
Association®

- Founded in 1923
- Non-profit educational institution
- International organization
- 140 management training courses
- Corporate, government and public seminars
- Classroom and on-line instruction
- Webinars and podcasts
- Events and conferences



International Institute of Business Analysis

www.theiiba.org

Business Analysis Body of Knowledge (BABOK)

The screenshot shows the IIBA website homepage. At the top left is the IIBA logo and the text "International Institute of Business Analysis". To the right is a navigation menu with links: Home, Contact, Sitemap, Help, Manage Account, Login/Logout. Below this is a secondary navigation menu: About IIBA, Membership, Chapters, Certification, Professional Development, Careers, News & Events, Sponsorship, Advertise. A search bar is located below the secondary navigation. The main content area is divided into several sections:

- Membership:** Two buttons: "BECOME A Member" and "RENEW Membership".
- Main Text:** "IIBA® is the independent non-profit professional association serving the growing field of Business Analysis. Whatever your role—requirements management, systems analysis, business analysis, requirements analysis, project management, or consulting—IIBA® can help you do your job better." This text is accompanied by an image of a woman working on a laptop.
- Right Sidebar:** A purple box with the IIL logo and text: "INTERNATIONAL Institute for Learning, Inc. www.iil.com". Below it is a white box for "iRise" with the text: "Join the 21st century. Visualize business software before you build it. VISUALIZE BEFORE YOU BUILD". At the bottom of the sidebar is a box for "MOUNT ROYAL" with a photo of a man and text: "Take our accredited online Business Analyst certification program. IIBA Endorsed Education Provider. click here".
- Professional Development:** A section with a laptop icon and text: "Discover the Business Analysis Body of Knowledge® (BABOK®), the accepted standard for the BA profession. IIBA® Webinar Series - find upcoming topics, view archived webinars. Offer business analysis courses? Become an IIBA® Endorsed Education Provider (EEP™). Looking for IIBA® approved business analysis courses? See a complete list offered by our EEPs (A-B, C-E, F-L, M-O, P-R, S-T, U-Z)." Below this is a link: "Online CBAP® Application. Apply now to take the exam." and "Register for the IIBA® Career Center ...".
- Get Certified:** A section with a certificate icon and text: "Take your career to the next level! Earn a Professional Certification required by many top employers. Check out the benefits of certification! Find a computer-based testing location for your CCBA™ or CBAP® exam."
- Become a Member:** A section with a handshake icon and text: "Become a member of IIBA®, the leading international association for business analysis professionals. Member Benefits: Become an IIBA® Sponsor and gain access to this large and growing professional community. Join an IIBA® Chapter. Find the local chapter nearest you."
- News:** A section on the left with several news items: "New! Membership Kits are now available online. Learn more...", "New! Certification of Competency in Business Analysis™ (CCBA™) designation. Learn more...", "New! Global Membership Program. Learn more...", "Visit the blog 'From the Virtual Desk of Kathleen' hosted by the CEO of IIBA. Learn more...", "Online CBAP® Application. Apply now to take the exam.", "Register for the IIBA® Career Center ...", "IIBA® Webinar Series - ongoing webinars. Learn more..."

At the bottom of the page, there is a footer with the text: "©2010 International Institute of Business Analysis Trademark Notice" and "This is an IILMS Web site".



Institute for Electrical and Electronics Engineers (IEEE)

<http://www.computer.org/portal/web/swebok>

Software Engineering Body Of Knowledge (SWEBOK)

IEEE computer society

The Community for Technology Leaders

Publications - Conferences - Digital Library - Jobs Board - e-Learning Campus - Certification & Training - Communities - Store

SWEBOK Home - SWEBOK V2 - Sponsorship - FAQ + Resources - Worldwide Usage - Translations - Get Involved - Contact - Test Page

Guide to the Software Engineering Body of Knowledge (SWEBOK)



Get the 2004 SWEBOK Guide

- > HTML (free)
- > PDF
- > Book



SWEBOK Guide V3 Refresh In Progress

You can now download the draft of the Software Engineering Body of Knowledge (SWEBOK) v3 refresh in progress (RFP) and review it for the draft materials available for public review, please visit our [SWEBOK V3 Public Review site](#).

The draft materials are now available for public review (through September 22, 2012).

- Software Design
- Software Engineering Management
- Software Engineering Professional Practice

Each of the 3 kits will be available in a 100 page available for review in the draft materials available for review available in the 2nd column of the news site. <http://computer.com/aid/swebok.com/swebok3review/>

The draft will be provided as either draft materials (available for review) or as a 100 page available for review. Reviewers of the 100 page materials and an earlier review summary along with the requested information (see the 3rd column of the news site).

External parties for SWEBOK v3 public review:

- Software Construction
- Software Configuration Management
- Computing Foundations
- Software Engineering Models and Methods
- Software Maintenance
- Mathematical Foundations

Download version 3.0 of the SWEBOK Guide (2004 edition), the Software Engineering 2004 (SE2004) curriculum guide and the Certified Software Development Professional (CSDP) certification with a provided a foundation of the Software Engineering profession. Download the SWEBOK Guide (2004) curriculum guide and the Certified Software Development Professional (CSDP) certification with a provided a foundation of the Software Engineering profession. Download the SWEBOK Guide (2004) curriculum guide and the Certified Software Development Professional (CSDP) certification with a provided a foundation of the Software Engineering profession. Download the SWEBOK Guide (2004) curriculum guide and the Certified Software Development Professional (CSDP) certification with a provided a foundation of the Software Engineering profession.

The curriculum of the SWEBOK Guide:

- International Standards of Software Engineering Disciplines

Changes to the 2004 version of the SWEBOK Guide include updating of the SWEBOK Guide, inclusion of the SWEBOK Guide (2004) curriculum guide and the Certified Software Development Professional (CSDP) certification with a provided a foundation of the Software Engineering profession. Download the SWEBOK Guide (2004) curriculum guide and the Certified Software Development Professional (CSDP) certification with a provided a foundation of the Software Engineering profession. Download the SWEBOK Guide (2004) curriculum guide and the Certified Software Development Professional (CSDP) certification with a provided a foundation of the Software Engineering profession. Download the SWEBOK Guide (2004) curriculum guide and the Certified Software Development Professional (CSDP) certification with a provided a foundation of the Software Engineering profession.

The Certified Software Development Professional (CSDP) certification is aligned with the new SWEBOK v3 refresh. The new SWEBOK v3 refresh is aligned with the new SWEBOK v3 refresh.

[Click Here](#)



VOLUNTEER
Network with Peers
Define the Profession



Project Management Institute

www.pmi.org

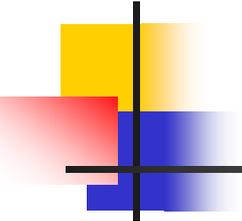
Project Management Body of Knowledge (PMBOK)

The screenshot shows the PMI website homepage with a blue header and navigation menu. The main content area features a large banner with the text "Making project management indispensable for business results." Below this, there is a section for the "Public Review of the Latest PMI Standard" for the Practice Standard for Scheduling. A sidebar on the right lists various events and webinars, including "Introducing IIL Webinars 2.0" and "PMI Global Congresses". At the bottom, there is a "Marketplace" section featuring the book "Interpersonal Skills for Portfolio, Program, and Project Managers" by Ginger Levin. The footer contains several small advertisements and a copyright notice for 2014.



EBOOK Knowledge Areas

Management	Engineering	Design	Sales
Practice/process research	Product development	User experience design	Advertising
Risk analysis	Service development	Interaction design	Market/consumer research
Quality assurance	Systems development	Innovation design	Political activism



EBOOK Phases and Activities

Engagement

Establish sponsorship
Identify target community
Define scope
Obtain approvals

Strategy

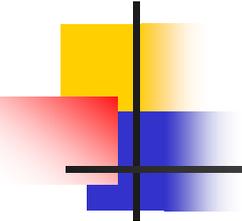
Align goals and methods
Create workplan
Recruit team
Perform training

Fieldwork

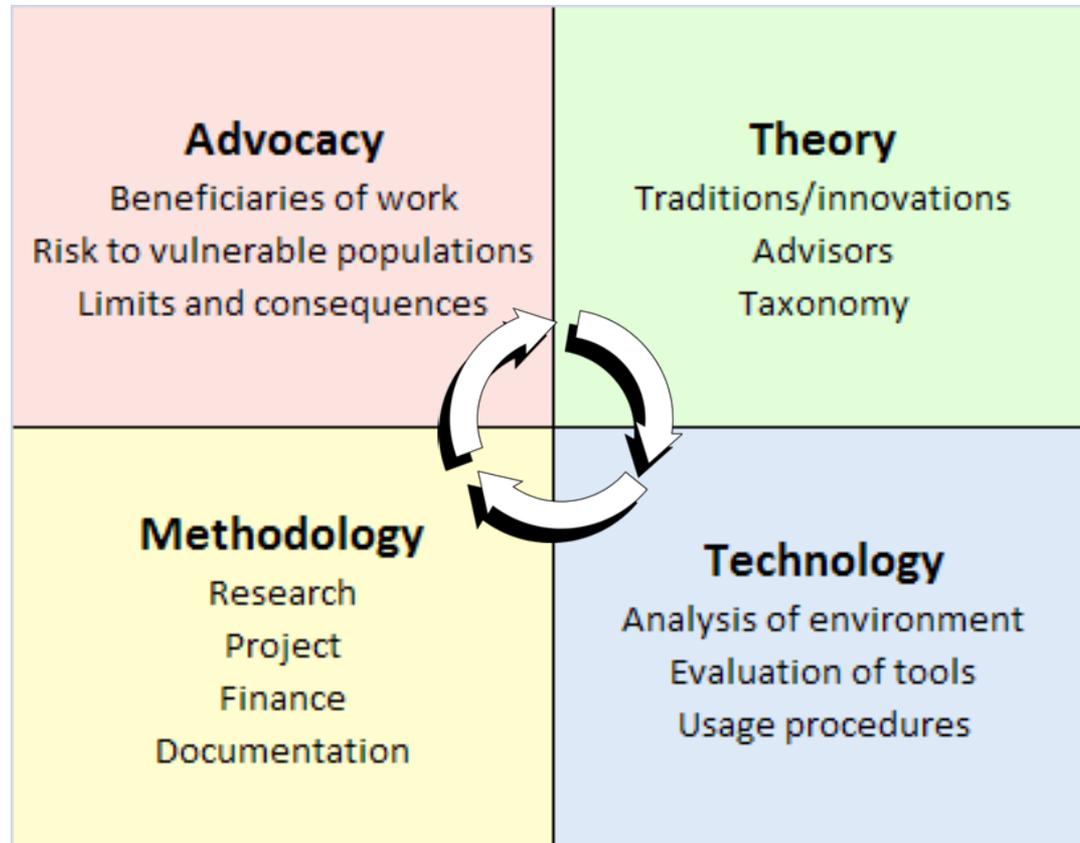
Select location
Build schedule
Identify participants
Establish procedures

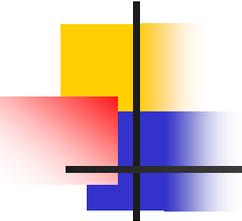
Results

Organize data
Perform analysis
Report conclusions
Record outcomes



EBOOK Process Cycles

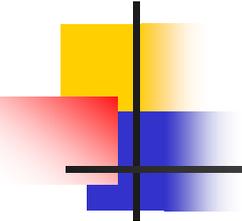




EPP certification criteria



- Documented years of experience performing ethnographic work
- Work samples
- Education in ethnographic concepts and methods
- Satisfactory exam results
- References



EPI structure



- Membership organization
- Non-profit status
- Board representing all Knowledge Areas
- Permanent office with paid staff and IT resources
- Revenue from memberships
- Revenue from certifications, training and publications



Risks and issues



Product

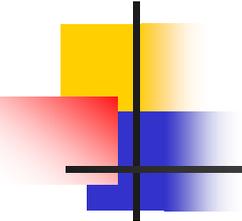
- Business model
- Boundary definitions
- Assessment tool validation
- Certification criteria acceptance
- Publication review board

Process

- Administrative infrastructure
- IT infrastructure
- Volunteer vs. paid labor
- Revisions
- Renewal requirements
- Marketing plan
- Adoption by training companies

People

- Barriers to entry
- Theological disputes
- Institutional ossification



Next steps



- Task force
- EBOK first draft
- EPP criteria first draft
- Ethnographic research
- Feasibility study
- EPIC 2013 workshop