



Badges, Branding and Business Growth:

The ROI of an Ethnographic Praxis Professional Certification

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"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



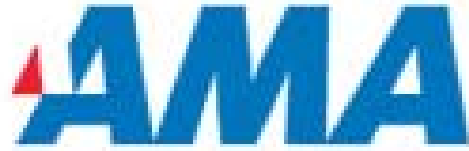
Proposed strategy

- 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 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 at a computer.
- 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 the 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 copyright notice: "©2010 International Institute of Business Analysis Trademark Notice" and a footer: "This is an IIMS 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 **JOIN**

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 materials (KtAs) and review them for the draft materials available for public review, please visit our **SWEBOK V3 Public Review** site.

The draft knowledge areas are available for public review (through September 23, 2012):

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

Each of the 18 KtAs will be available in a draft document available for review in the draft knowledge areas available for review listed in the draft column of the refresh site. <http://computer.computer.org/swebok/v3/refresh/>

The draft will be provided as draft knowledge areas available for review. Reviewers should read the review instructions and answer their review comments with the requested information (see Drafting column of the refresh site).

Additional knowledge areas (KtAs) public review:

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

Download version 2 of the SWEBOK Guide (2004 edition), the Software Engineering 2004 (SE2004) curriculum guide and the Draft Software Development Professional (CSDP) certification syllabus and information of the Software Engineering Learning, Development and Career Development, the Draft Informal Degree Examination syllabus. The primary purpose of the current version of the SWEBOK Guide is to provide the Software Engineering Body of Knowledge.

The current version of the SWEBOK Guide:

- Defines the core of the Software Engineering discipline.
- Defines the essential knowledge engineering world.
- Defines the essential and the Software Engineering with respect to the discipline.
- Defines the foundation for training materials and curriculum development.
- and defines the basis for certification and licensing of Software Engineers.

Changes to the 2004 version of the SWEBOK Guide include the addition of the Software Engineering Learning, Development and Career Development syllabus (CSDP), information of the Informal Degree Examination syllabus (KtAs) that provide a guide to the Software Engineering Body of Knowledge, and the addition of the Informal Degree Examination syllabus.

The Draft Software Development Professional (CSDP) certification syllabus is aligned with the refresh of the knowledge. The current version of CSDP will align with the new draft knowledge.

Additional KtAs in SWEBOK V2
Open for Public Review
27 August 2011 - The Software Design, Software Engineering Management and Software Engineering Professional Practice Knowledge areas for SWEBOK V2 are now available for public review.
[Click Here](#)

2 New KtAs in SWEBOK V2 Open for Public Review
2 March 2011 - The Software Engineering Models and Methods, Software Configuration Management and Mathematical Foundations Knowledge areas for SWEBOK V2 are now available for public review.
[Click Here](#)

2 KtAs in SWEBOK V2 Open for Public Review
6 December 2011 - The Software Construction, Software Configuration Management and Computing Foundations Knowledge areas for SWEBOK V2 are now available for public review.
[Click Here](#)

Additional Engineering College Degree SWEBOK and CSDA
17 January 2011 - Software Engineering Learning, Development and Career Development syllabus and information of the Informal Degree Examination syllabus are available for public review.
[Click Here](#)



Project Management Institute

www.pmi.org

Project Management Body of Knowledge (PMBOK)

The screenshot shows the Project Management Institute (PMI) website homepage. At the top, there is a navigation menu with links for Home, About, Join, Contact, Help, My Profile, and Log In. Below the navigation is a main banner with the text: "Making project management indispensable for business results." and "We serve practitioners and organizations with standards that describe good practices, globally recognized credentials that certify project management expertise, and resources for professional development, networking and community."

Below the banner, there is a section titled "Public Review of the Latest PMI Standard" with a sub-heading "Exposure Draft" and a small image of a book cover titled "PRACTICE STANDARD FOR SCHEDULING".

On the right side, there is a sidebar with a section titled "Introducing IIL Webinars 2.0" and "Choose from 200 webinars plus a Featured Free webinar". Below this, there is a list of events including "PMI® Global Congresses" and "North America (2010) - Download".

At the bottom of the page, there is a section titled "Learn more about project management" with tabs for "Marketplace", "From Our Blogs", "Manage India", and "Case Study". Below this, there is a featured article titled "Interpersonal Skills for Portfolio, Program, and Project Managers" by Ginger Levin, CPA, PMP, PgMP.

At the very bottom, there are several small advertisements, including one for "LEARN TO SEE INNOVATION OPPORTUNITIES AT EVERY TURN" and another for "Project Management for Social Good".



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

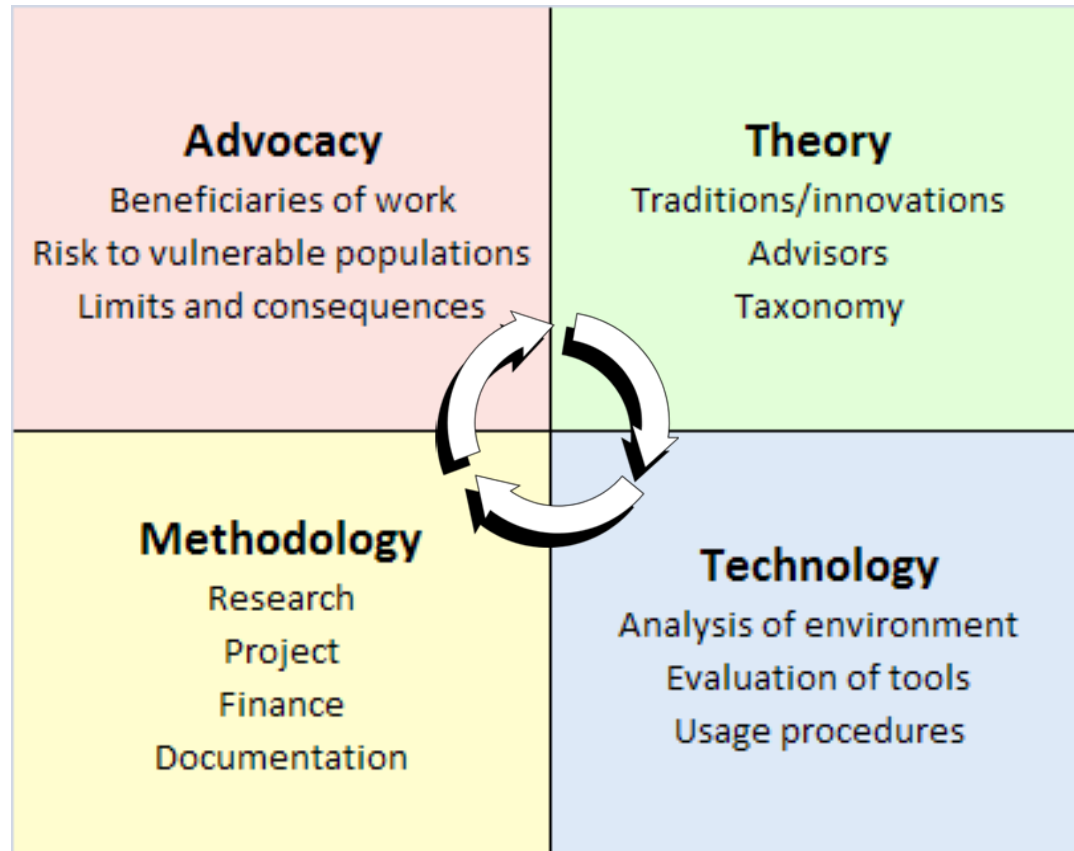
- Select location
- Build schedule
- Identify participants
- Establish procedures

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