

## Certification: How and Who It Benefits

### Overview

Many people wonder about the value of certification and whether an industry credential provides enough benefits to warrant the work and time required to obtain one. Spend a little time and learn the benefits to you and your organization for becoming certified. Find out why so many of your colleagues have gone down this path and decide if it's right for you.

### Abstract

Our industry grows more complex and standards keep evolving. The nature of our work expands, contracts, and changes. Our careers might plateau, or we may be between jobs. These and other factors are potential reasons to think about certification. Many people wonder about the value of certification and whether an industry credential provides enough benefits to warrant the work and time required to obtain one.

If you have wondered the same thing, you are not alone. Yes, there is a significant amount of work and often a degree of stress in finding time to do the hard work of earning a certification in your field. Yet, a significant number of professionals choose to take on the challenge of certification and succeed. They do so because there *are* benefits and value from obtaining an industry credential like the CBAP, PMI-PBA, PMP or others.

Spend a little time and learn the benefits to you and your organization for becoming certified. Find out why so many of your colleagues have gone down this path and decide if its right for you.

### Learning Objectives

Attendees will be able to:

- Discover the importance of certification for yourself and your organization
- Learn insights of certification value that Watermark Learning has observed in over 20 years of providing certification training
- Create a list of benefits that apply to your own situation

### Speaker Bio - Richard Larson, PMP, CBAP, PMI-PBA



President and Founder of Watermark Learning, Richard Larson is a successful entrepreneur with over 30 years of experience in business analysis, project management, training, and consulting. He has presented workshops and seminars on BA and PM topics to over 10,000 participants on five different continents.

Rich is a frequent speaker at Business Analysis and Project Management national conferences and IIBA® and PMI® chapters around the world. He has contributed to the BA

Body of Knowledge version 2.0 and 3.0, was a lead author for the Needs Assessment chapter of the PMI publication *Business Analysis for Practitioners: A Practice Guide* and was an author of the PM Body of Knowledge, 4<sup>th</sup> edition. He and his wife Elizabeth Larson have co-authored five books on business analysis.

### Comments from past attendees of Rich's presentations:

"Great presentation! Thank you for sharing. Very helpful visual aids and examples to drive home the topics under discussion."

"Great material and ideas! Thanks"

"A big thank you to Rich Larson. His scenario illustrations had helped me understand better how to use the 5 needs assessment tools."

"Great presentation. Very detailed with good examples."

"Great presentation - very experienced presenter"

"Thanks Richard, very good content; not easy to fit such a subject into one hour, you did great!"

"Rich's presentation was excellent. Looking forward to getting your newsletters."

"Thoroughly enjoyable talk with real substance."

"Rich was awesome. He really made me think!"

"Best presentation I attended today." [at Building Business Capability (BBC) conference]

"Clear, actionable information. Engaging delivery. Interactive w/ audience. Affirmed my current approach and gave tangible ideas to improve in areas. Glad I attended this track."

"As always, Mr. Larson gave a very good presentation, with many ideas to take back to my daily job and implement."