



## CREDENTIALING BASICS TO BUILD CONSUMER CONFIDENCE & PROFESSIONAL BRAND

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## WHOM DO WE SERVE ?

**Professionals:**


- ensuring quality professional practice
- Brand power for those credentialed

**Clients:**

- Differentiate quality service
- Quality assurance

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### OUR DISCUSSION TODAY

Our journey: credentialing from a start up and a 10+ year period.

A nuts and bolts description of research, design, financial commitments of adding credentialing to member services.

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### AT THE BEGINNING: A WORD

On the surface, venturing into credentialing seems like a natural pathway to support career practitioners.

However, it is not a journey to be taken lightly.

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## OUR AGENDA

Rationale

Structure decisions
Leadership  
Key start up tasks

Key operational components
Assessment & Assessors  
Relationships (independence)  
Marketing  
Funding

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### LANGUAGE IS IMPORTANT CREDENTIAL

- **QUALIFICATION: ISSUED BY AN EDUCATIONAL AUTHORITY**
- **CERTIFICATION: STATEMENT OF PARTICIPATION OR COMPLETION BY PROVIDER OR AUTHORITY**
- **ACCREDITATION: PEER RECOGNITION**
- **DESIGNATION: ASSIGNED STATUS**

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### WHAT IS A CREDENTIAL?

- Generally issued by a 3<sup>rd</sup> party with authoritative power
- Is proof of individual's qualification or competence in a given subject.
- To obtain a credential, an individual must meet certain requirements

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### TWO COMPONENTS OF NCDA CREDENTIALS


1. **TRAINING and/or EDUCATION** – these standards are specifically defined by credential. You will have to document that you have successfully completed this training or education. For NCDA, the training is based on competencies.
2. **Demonstration of your KNOWLEDGE** – here you will show how you have used, are using, or can apply knowledge. For NCDA credentials, this demonstration is based on competencies. You may be asked to demonstrate your knowledge through documentation of your EXPERIENCE or through an ASSESSMENT.

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### FOUNDATION PRINCIPLES FOR CREDENTIALS

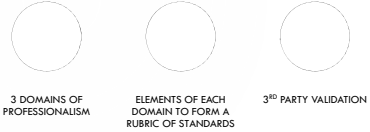

To build brand power & confidence ...

- Independence
- Objectivity
- Authority
- 'Judgement against a standard'
- Rigor in the determination & judgement



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### ICCI TOOK A DIFFERENT ROAD: PORTFOLIO OF COMPETENCIES

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### GETTING STARTED: THE LEADERSHIP OF A CREDENTIALING INITIATIVE

- Who to involve?
- Describe authority
- Describe decision making
- Size & characteristics of group

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### GETTING THE RIGHT PLAYERS

- Carefully considering who are the team members – skills, commitment, knowledge
- What is optimal size?
- What will be the structure – committees, task forces etc.

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