Globalizing Your Certification Program: Challenges and Opportunities

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Trends Impacting Global Certification

- **Increased government interest and support**
  - Post 9-11 concerns
  - WTO: Trade in products to trade in services
  - EU/NAFTA: Expansion to additional countries/personnel standards being negotiated

- **Industry:** National to global businesses
  - Outsourcing
  - Multi-national operations

- **Emphasis on consumer protection/ethics enforcement**
Trends Impacting Global Certification

- Increased Capacity:
  - E-learning
  - Electronic record keeping
  - Computer delivered exams
  - Improved communication system

- Increased portability of personnel: increased demand from certificate holders

- Increasing market for /power of credential
Models for Globalizing a Certification Program

- Uniform International Standards
- Exporting certification: multi-national exam sites
- Deference
- Licensing Agreements
- Mutual Recognition Agreements
- Reciprocal Agreements
Making Model/Country Decisions:

- Globalization rating scale
  - Educational systems/requirements
  - Occupational status and scope of work responsibilities: job analysis
  - Laws/regulatory mechanisms
  - Language /cultural issues
  - Fiscal considerations
  - Security issues
  - Mutual interest in working together