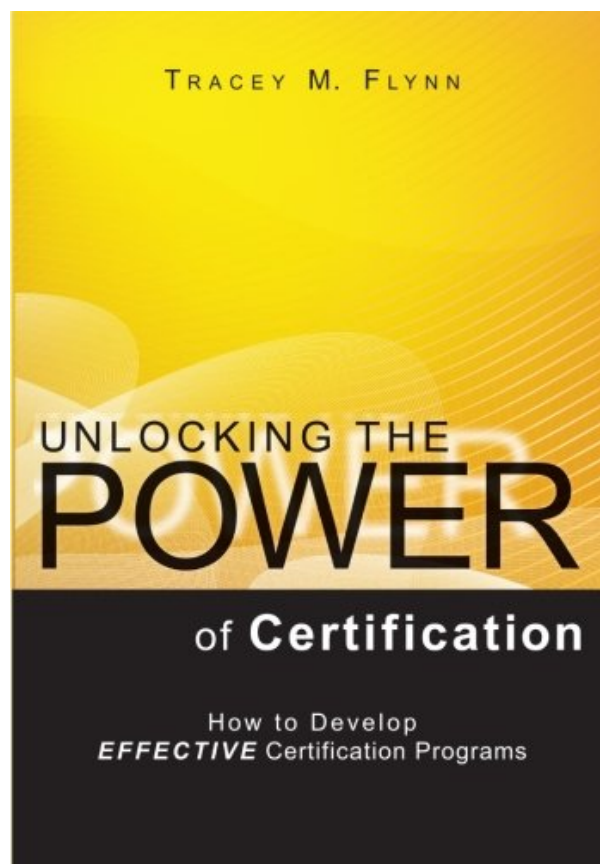
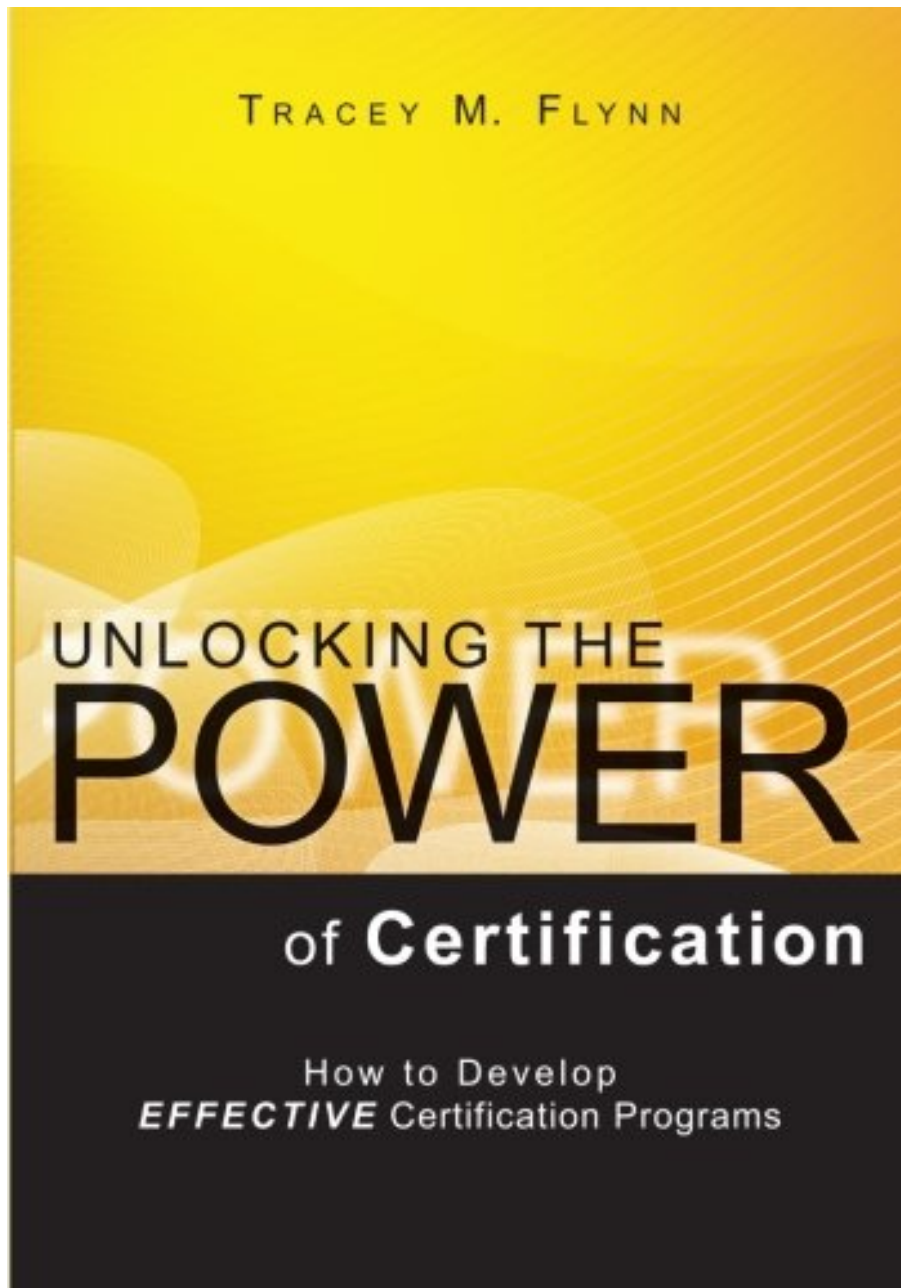


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Tracey Flynn provides you the advantage of a comprehensive perspective on certification as she's worked the issue both externally and internally. She's been an Independent Consultant, Adjunct Professor, internal Performance Consultant, Strategist, Certification Architect, Program Manager, Project Manager, Instructional Designer and Developer. Tracey has worked in adult education over the last twenty five years and has presented on certification, evaluation and instructional design issues at colleges and national conferences. She holds a Masters of Education from the University of Massachusetts, Boston and is a member of the American Society for Training and Development and the International Society for Performance Improvement. For more dialog on certification she can be reached at: TraceyFlynn@Performetrics.Biz

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A great book for anyone who needs to create a certification program

By Ankur

When I came up with the idea to create a certification program and proposed it to my Company, it excited pretty much everyone. The challenge was of course to come up with a Business Plan to create it and convince the Senior Management about its benefits.

I started researching on this topic and the only useful resources I managed to find on internet were written by Tracey. That's when I decided to get this book and take a deeper dive in this subject.

This book has been immensely helpful to me. Its also probably the only on on this topic. Getting down to creating certifications is quite a challenge you need a mentor to guide you on the right path. And this book does exactly the same. You get to know so much about this subject, especially those areas which might go unnoticed during initial evaluation and planning.

I will recommend this to anyone who has been assigned this job of creating a certification program or who wants to understand this topic better.

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Why reinvent the wheel?

By Jennifer Shiu Yip

I work on the Education team of a nonprofit dedicated to providing standards for use by publicly-listed corporations in the U.S. in disclosing material sustainability issues. We ordered this book after deciding to launch a professional certification program and coming across several of Tracey's blog posts.

It's been a marvelous resource for us. The chapters are well-organized and the lists and templates are concise yet comprehensive. I would highly recommend this book to anyone tasked with developing a certification program. Tracey's authority on the subject is obvious and leveraging her expertise on the matter provides a useful launching point for any organization looking to design such a program.

2 of 2 people found the following review helpful.

Very Helpful

By D. Weber

I have been asked to build out a certification program at my company, and with no previous experience on this type of project, this book is very helpful. It really takes you through the whole process in a clear and thorough way. I would appreciate more references to programs for customers and partners, as my program is for external facing audiences.

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