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Growing the Certification Program with Lean Resources

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Poll

What's your experience with certification programs?

1. I have extensive experience.
2. I've built and launched one.
3. I'm considering launching one.
4. I'm just here to learn.



Agenda



**The certification
journey**



**High-impact,
low-cost tactics**



**Hard lessons from
the field**



**Scaling for
long-term success**

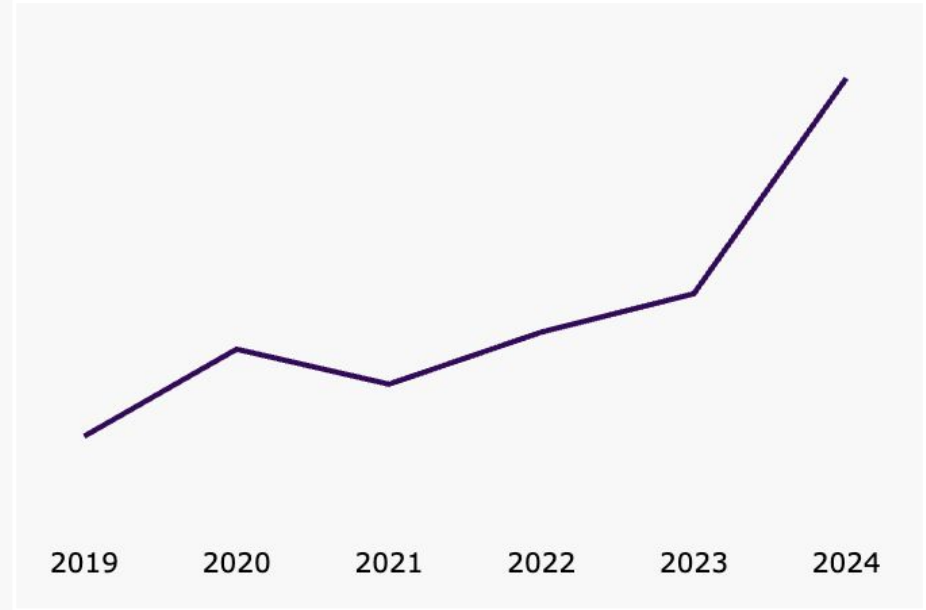




The certification journey

From a slow start to growth

- Limited growth in the first four years
 - Inconsistent engagement
 - Slow adoption
- 2X growth in 2024
 - Increased visibility and success





Hard lessons from the field

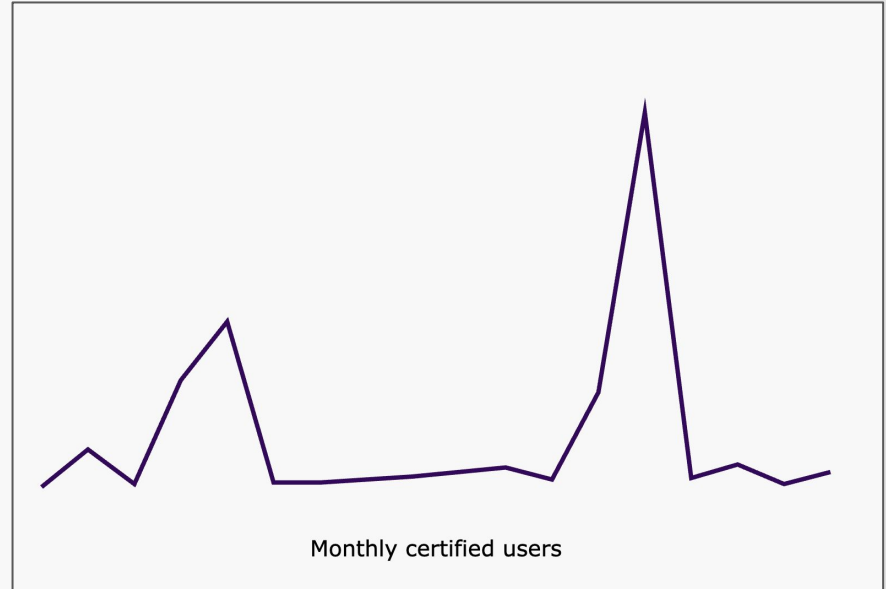
**Misusing the term
“certification” from
the start** led to
confusion and extra
effort to re-educate



**Rushing the
certification to
market too quickly**
resulted in credibility
issues



Lacking a cohesive GTM strategy made it harder to sustain momentum and drive continuous growth



Not defining clear KPIs made it difficult to prove value and drive success



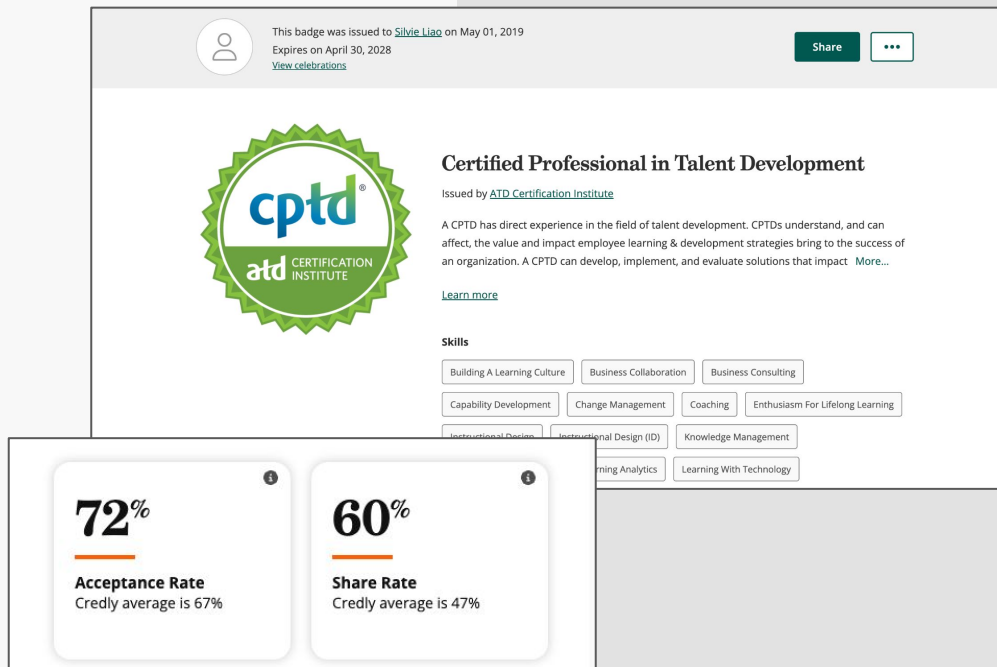


High-impact, low cost tactics

**Focus on one
target persona
at a time - and
do it well**



Make it easy to share and showcase achievements



Bundle certifications with services



Leverage internal teams and key customers to drive adoption



Make certification a company-wide requirement





Scaling for long-term success

How do we scale for long-term success?



Expand from
one product to
multi-products



Create a
repeatable
process



Leverage AI
for greater
efficiency



Key Takeaways



Go slow to go fast later



Ensure company-wide alignment



Have a GTM strategy from the get-go



Discussion

What's one idea you plan to bring back to your org or one hard lesson you'd avoid doing?



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Thank You!

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