

CedMA CONFERENCE 2021

Certified Technical Training Manager Program (CTTM)

Mike Dowsey, Executive, CEEdMA Europe

AGENDA

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Where are we now?



Mike Dowsey

BSc Mathematics Magna Cum Laude, PhD Computing Science

IBM UK: Scientist, Systems Engineer, Education Manager

JD Edwards, European Training Manager

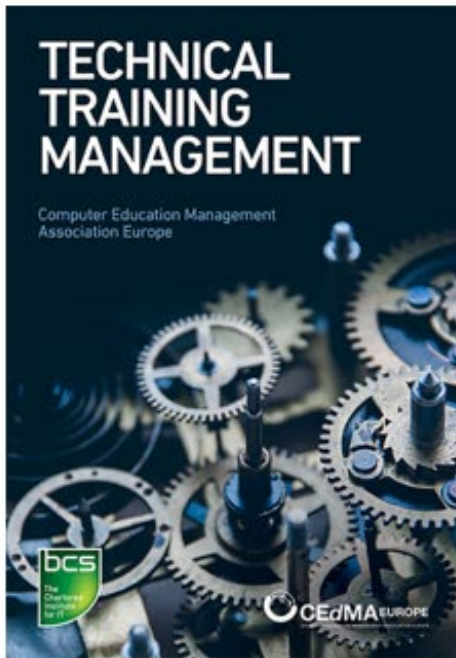
CEdMA Europe:

Founder Member in 1993, Board Member, Chairman
Executive since 2004

CEdMA US:

Librarian and General Dogsbody since 2006

CEdMA Certified Technical Training Manager (CTTM)



**1 Badge with
5 mini-modules**



19 Knowledge Badges

6 Roles



6 Learning Path Badges



Credential Badge



Interviewed by
Nigel Paine



**Kevin Streater,
Chairman of CEEdMA Europe**

[local](#)

Book Contents

The Technical Training Organisation	Consulting Services
Strategy and Business Execution	Offerings and Modalities
Technical Training Product Management	Curriculum Development and Management
Business Model	Certification
Business Development	Governance and Metrics Management
Marketing Management	Financials
Revenue Generation	Staff Management and Development
Sales	Legal
Schedule and Resource Management	Infrastructure and Tools
Authorised Training Partner Management	



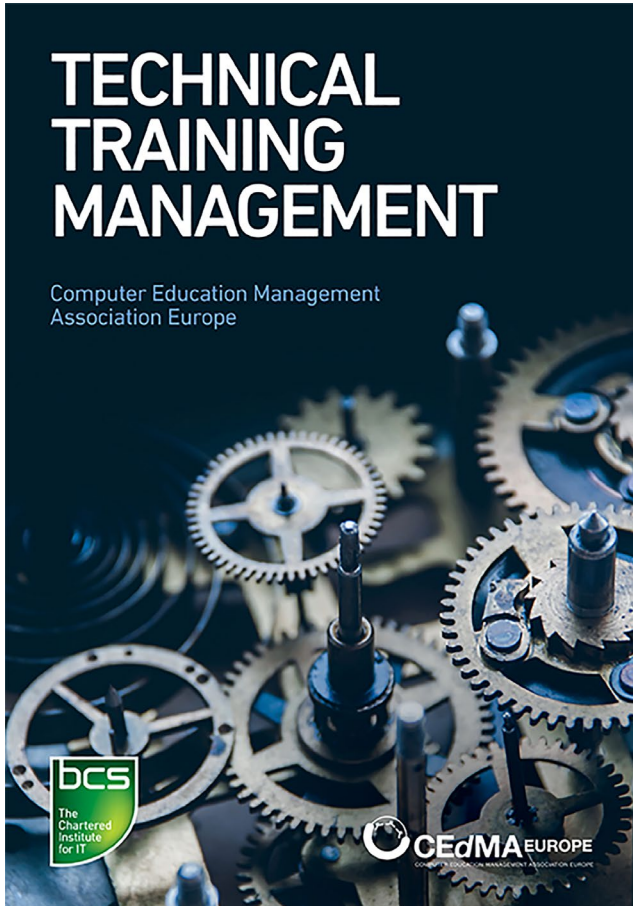
Philip Bourne
Ex-Senior Director, Symantec
Ex-Chairman of CEdMA Europe
Ex-Non-Exec Director, BCS and
CEdMA Europe

Author

“Technical Training Manager”

- Published by the British Computer Society (BCS) for CEdMA Europe
- Available from Amazon.

The Book



Endorsements

For experienced business leaders or professionals new to the area, this book provides a comprehensive, detailed guide to managing a technical training business. It includes concise definitions of often misunderstood training concepts, time-proven examples of organization design, contracts, workflows and decision trees. CEdMA Europe and the British Computer Society have created both a valuable primer and essential day-to-day handbook to building and leading a top notch, profitable, technical training business.

Cushing Anderson, VP of IT Education and Certification Research at IDC

‘Technical Training Management’ provides a comprehensive framework for companies who are just getting their customer technical education programs off the ground, and a nice refresher for more seasoned leaders. Philip shares his real-world experience and has also managed to provide a modern perspective on customer technical education models for today’s customer success focused world.

Danielle Campbell, SVP, Global Enablement and Education, Infor and ex-President, CEdMA

CEdMA Europe has created an impressively comprehensive reference guide for the technical/customer training business. Every level of training manager (from novice to expert) can leverage this deep dive into all aspects of the training business. Excited to see the sections on Offering Managements and Business Development/Marketing which cover topics that are often overlooked by many training organizations.

Terry Vyas, VP Education Services, PTC

The Knowledge Modules



- Foundation module available to all for free
- Knowledge modules follow the book
- Quiz at the end of each module
- Users may follow any of 6 Learning Paths/Roles
- Developed by CE_dMA Europe members using PowerPoint and iSpring
- Credly badges awarded.

The Knowledge Modules

Technical Training Management	Role	Business Mgmt	Business Devt	Product Mgmt	Curriculum Devt	Delivery Mgmt	Operations Mgmt	Duration minutes
Knowledge Modules	Codes	R1	R2	R3	R4	R5	R6	V
The Technical Training Organisation	K01							30
Strategy & Business Execution	K02							30
Technical Training Product Management	K03							60
Business Model	K04							30
Business Development	K05A							40
Marketing Management	K05B							60
Revenue Generation	K06							50
Sales	K07							40
Schedule & Resource Management	K08							80
Authorised Training Partner Managem't	K09							30
Consulting Services	K10							50
Offerings and Modalities	K11							35
Curriculum Development & Management	K12							35
Certification	K13							45
Governance & Metrics Management	K14							30
Financials	K15							50
Staff Management & Development	K16							40
Legal	K17							40
Infrastructure & Tools	K18							40
Number of modules	==>	19	12	11	8	12	9	
Duration (hours)	==>	14	8	8	5	9	7	

What we used

Student registration and attendance records:

Administrate

Digital Credential platform:

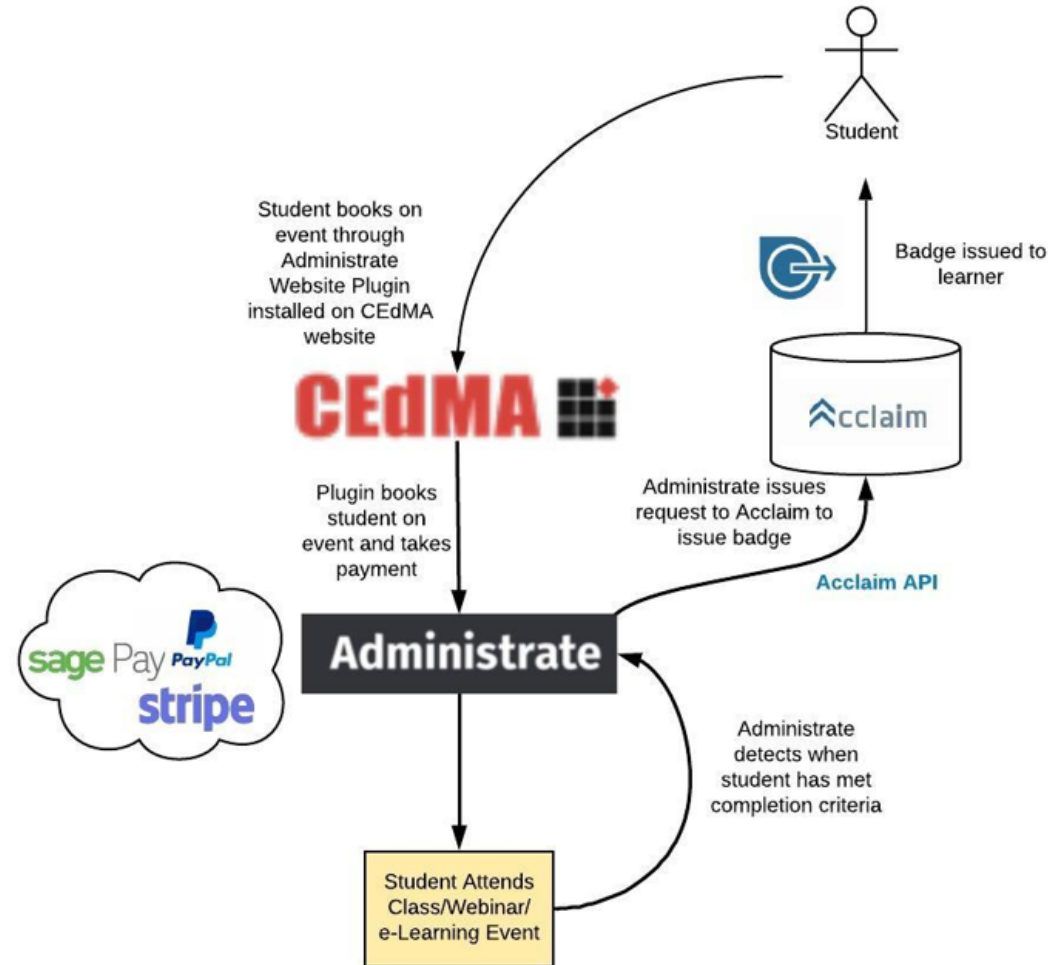
Credly/Acclaim

Self-study Materials development:

PowerPoint/iSpring

Proctored Exam Delivery:

Kryterion



The Certification Exam



- Written by CEdMA Europe members under the guidance of Peter Manijak
- Based on knowledge from the book/online modules and field experience
- Scenario-based multiple-choice questions
- Two forms, 60 questions, 90 minutes
- Available from Kryterion as a proctored test.

Exam Blueprint

Topic: Business Management (13% of exam)

Objectives:

- Define Technical Training Organizations
- Describe strategy & business execution
- Identify the differences in business models

Topic: Business Development (24% of exam)

Objectives:

- Demonstrate the ability to build a training business
- Determine how to manage marketing programs and initiatives
- Demonstrate ability to create a Revenue Generation plan
- Create and measure sales strategies and plans

Topic: Product Management (10% of exam)

Objectives:

- Determine plan to introduce offerings at the right time and price point

Topic: Curriculum Management (20% of exam)

Objectives:

- Demonstrate the ability to develop and manage curriculum
- Identify how to utilize the different types of offerings and modalities
- Identify key elements to a Certification program

Topic: Delivery Management (20% of exam)

Objectives:

- Demonstrate ability to build and develop staff
- Demonstrate ability to schedule and manage resources
- Identify when and how to leverage consulting services
- Determine the need for an Authorized Training Partner Program

Topic: Operations Management (13% of exam)

Objectives:

- Identify infrastructure and tools
- Understand legal ramifications and impact on the business
- Determine and manage key finance elements
- Understand Governance Metrics and Management

What is a Scenario-based multiple-choice question?

A business development manager is seeking guidance on how to write a value proposition. The marketing and sales departments provide key points on how to construct a successful one.

What two actions did they recommend? Choose two.

- A. Write from the customer viewpoint
- B. Provide a strong and meaningful positioning statement
- C. Assess and analyse evidence the deliverable will meet the customer's need
- D. Align value to cost and expected return on investment

What is a Scenario-based multiple-choice question?

Your organization had decided to open an office in a new country. You have been asked to determine the optimal level of training delivery resources for the first 12 months of operation.

Which two activities are the minimum requirements needed before building the course schedule? Choose two.

- A. Build a schedule of the top selling courses to determine the number of classrooms and Instructors needed
- B. Research the level of importance of training delivered in local language and assess the existing language skills of the Instructor team
- C. Calculate the list price for each course based on the current exchange rate for the local currency against USD
- D. Engage with the Product/License business leaders to understand the entry strategy and leading market offerings

What is a Scenario-based multiple-choice question?

Your department is based in the United States and wants to expand the virtual instructor led training portfolio to cover the European Union. The instructors will continue to operate from the United States while the sales agents are based in India.

As a training manager, what is the appropriate action to take in relation to tax implications of this expansion?

- A. No action required since the country of delivery remains the same
- B. Charge VAT aligned to the EU tax rules for training not sold from India
- C. Consult with the finance and accounts team
- D. Charge VAT aligned to the EU tax rules irrespective of where the training is sold from

What can you do??



\$35



**1 Badge with
5 mini-modules**

\$0



19 Knowledge Badges



6 Learning Path Badges

\$495



Credential Badge

\$295

What can you do??



\$35



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\$0



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\$495



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Credential Badge

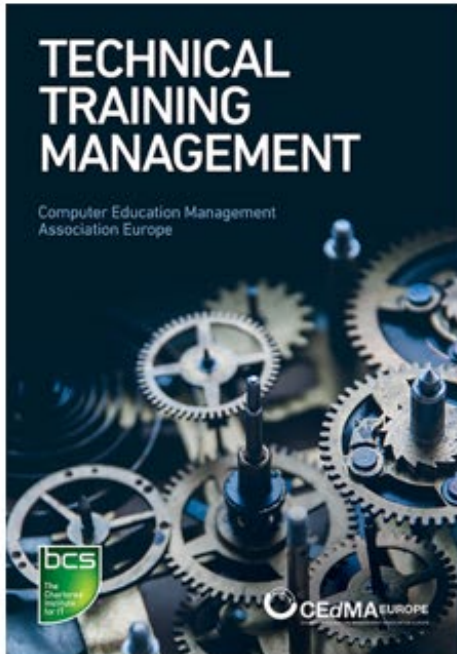
\$295

A bundle for everything is \$495 (APAC and LATAM \$295)

Find out more at www.cedma.org/cttm-summary

What can you do??

STOP PRESS
IF YOU PAID \$99 TO
ATTEND, TAKE A \$99
INSTANT DISCOUNT



\$35



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\$0



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\$495



6 Learning Path Badges



Credential Badge

\$295

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Where are we now?

CEdMA Europe:

Members receive two bundles as part of membership each year

CEdMA US:

Company members have received two bundles once

So far, 151 individuals from 36 member companies have been involved in the program. 12 have completed the Technical Training Manager Role badge and eight people from companies including Alteryx, Ceridian, Google, Palo Alto Networks, and AppDynamics have received the credential badge.

If you want to start the program, please contact cttm@cedma-europe.org to find out **if there is a bundle available for you at your company**. If there isn't, the **price for the program is \$495**. However, if you have paid to join this conference, your \$99 fee will be deducted from the price.

Summary

In 2019, [CEdMA Europe](#) published “[Technical Training Management](#)” covering everything you need to know about setting up and running a commercial technical training organization. Following on from the book, in mid-2020 the CEdMA [Certified Technical Training Manager Program \(CTTM\)](#), a self-guided accreditation based on digital badges, was launched. It includes a [free foundation module](#), 19 knowledge modules distributed within six training paths, and finally a high stakes [certification](#) exam. (See www.cedma.org.)

To explore this further, visit the [CTTM store](#), or for questions contact cttm@cedma-europe.org

THANK YOU

executive@cedma-europe.org



Customer Education Management Association

cedma.org