

Certification and the LogicBay Performance Center Solution

The LogicBay Performance Center solution provides the optimal environment for certification, enabling clients to certify their audiences on multiple levels while providing ongoing on-the-job support throughout an employee's tenure.

How do you combine certification and ongoing support?

As a scalable and easily configurable solution, the Performance Center allows you to seamlessly integrate new online and instructor-led training modules into an ongoing certification program that may also include performance-based assessments, ongoing communications, and recognition programs to provide additional motivation and rewards for successful learners and top performers.

What makes this a scalable and easily configurable solution?

Training is often the foundation for many of our Performance Center programs in corporate and association settings and Enrichment Center programs in higher education. Our clients can design their environment to focus solely on training and certification or additionally as an ongoing tool for providing the surrounding informational resources that support the training and performance on a daily basis.

The underlying Learning Management System (LMS) provides the necessary courseware tracking and reporting capabilities to measure training completion, to group courses into requirement groups and catalogues, and to provide your organization with the success metrics for measuring the effectiveness of your program.

The content management capabilities of the platform provide an easily navigable and searchable repository of knowledge to add to your audience's knowledge base on an ongoing basis.

Expert and peer-to-peer communications are also seamlessly integrated into the environment such that your users can access expert advice and share best practices with their peers all within the same environment as their training.

The Performance Center and Enrichment Center environments are designed so that you can utilize the power of the LMS alone as a training and certification tool, or use it in conjunction with these other components to enhance the training solution and extend its value by making ongoing certification more than a one-time event.

How do you know what type of certification program is right for a particular client?

The heart of any training or certification program is determining the knowledge, skills, information access, and decision-making gaps that form barriers to success. We work with you to determine how you measure success and where the challenges exist to achieving those success measures, or Key Performance Indicators (KPIs). In sales certification programs, for example, certification may involve improving product knowledge, developing territory planning skills, and offering practice in the overcoming common customer objections. Service certification programs will typically involve written and hands-on training at multiple levels. Software certification will likely include training on the application as well as immersion in a variety of situations requiring effective use of the software.

Measuring certification completion rates against your organization's KPIs will validate the effectiveness of the training program.

How do you determine how robust of an environment is needed to support the certification?

Certification serves many purposes, ranging from onboarding new employees and developing existing ones to new product introduction and adherence to standards or technical certification. LogicBay helps design, develop, and deliver certification-based programs that support these initiatives through the Performance Center environment.

Not too long ago, Forrester did a study that blew the lid on the traditional concept of one-time training events (see the Forrester model below). This resulted in a lot of conversation around contextualized learning. We believe that offering the ongoing informational, communications, and motivational components of a full performance improving environment is the most effective way to ensure the success of your organization. In addition to a thorough assessment of the training goals in the context of your success metrics, LogicBay will review the currently available informational resources, technology, audience behaviors and organizational communications styles in order to determine the scope of the Performance Center solution that will support your certification program.

