



**INSIGHT**  
HAPPENS HERE

# Hackathon – Developing a credentialing program

Host: Dr. Rory McCorkle

PSI Services LLC

Innovations 2016 Program Vice Chair

#atpconf

Welcome

to the fifth Hackathon



**Red**

**Yellow**

**Green**

**Purple**

**Blue**

**Pink**

**Orange**

# Your Team Leaders



**Jim Stobinski**  
**Competency and  
Credentialing Institute**



**Phillip Casesa**  
**(ISC)<sup>2</sup>**

# Your Team Leaders



**Christine M. Yoshida, Ed.D.**  
**Enlitefy, Inc.**



**Julie Ann Miles**  
**Pearson VUE**

# Your Team Leaders



**Kristin Wall Gibson**  
**IBM**



**Marc G. Thompson**  
**ITPG**

# Your Team Leaders



**Maurillo Gorito**  
**Pure Storage**

# Your Industry Leaders



Cary List

President and CEO, FPSC



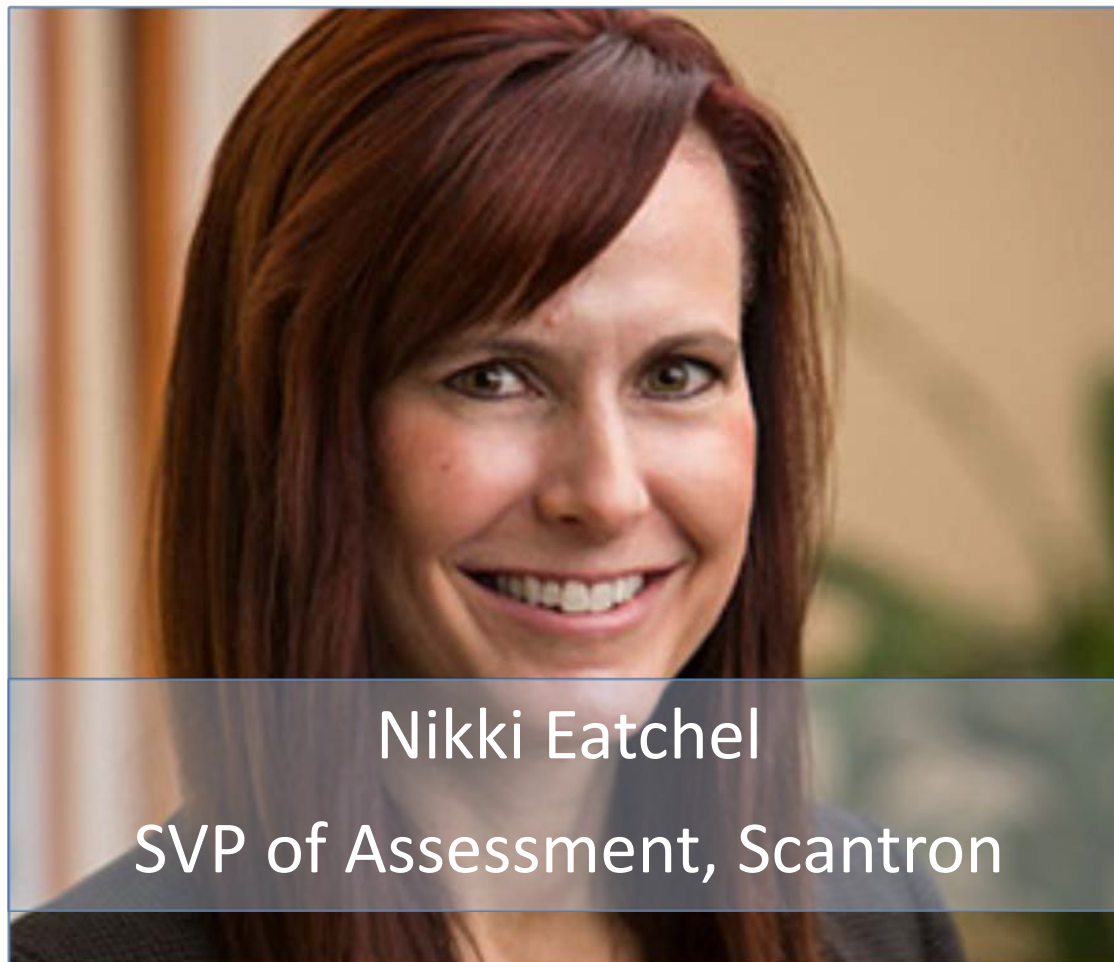
# Your Industry Leaders



Donna Senko

Director of Global Certification, Ericsson

# Your Industry Leaders



Nikki Eatchel

SVP of Assessment, Scantron

# The rules...



USB Stick  
8 predefined slides  
1 wildcard slide

3 rounds to work –  
plus short cleanup  
time  
Draft your slides  
Teams stay together  
Fair play

**SHARK**

**TANK**





**Everyone votes!**

Highest score wins

Two feature opportunities

Each team has a presenter  
Present 9 slides in 5 minutes  
Shark tank feedback

# Voting Criteria

## Review criteria

1. Realistic (plausible)
2. Use of Innovation(outside the box)
3. Quickest time to market

**Points :    0 – 4**

=    #

=    #

=    #

Total score = **0 – 12** points



Top three teams present  
Tuesday afternoon

3:30 – 4:30 pm

Bonnet Creek Ballroom XI

Winning team receives award  
at closing keynote

11:15 am – 12:30 pm

Floridian Ballroom





# Most importantly...

## Think big...Go big...

FEAR  
LESS

OPEN  
UP

SAY  
YES

MAKE  
STUFF

BET  
SMALL

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And now...

The moment we  
have been  
waiting for

## Integrity and ethics testing

- **Team goal:** Create a testing program centered around assessing integrity / personal ethics



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# Product Definition

**Nikki Eatchel**

Senior Vice President  
of Assessment  
Scantron



9:00 am – 9:10 am

# 1. Program Description and Goals

Clearly define what need you plan to fulfill, what problem you intend to solve, what gap in the market you intend to close.



# 1. Program Description and Goals

Identify the unique characteristics of your program

- What are the critical components?
- Are there similar programs on the market today?
  - If yes, how is this program different?
  - If no, how do you know its needed?

# 1. Program Description and Goals

Personal Example:



Popcorn Video, Vacaville, CA  
1979



## 2. Program Strategy

- What is your value proposition?
- What's in it for me?
  - What's my ROI?
  - Why should I participate in this program versus others?
  - What benefit will this program give me in my career?

## 2. Program Strategy

- Pay less money to watch your favorite movies
  - Watch movies in your pajamas
- Eat whatever food you want
- Enjoy an alcoholic beverage with your friends



# 3. Target Market

- What is the primary customer market you are targeting?
  - Individual Candidates
  - Certifying Organizations
  - Public Business
- Who are your secondary stakeholders?
  - Is there a different value message for your purchasers versus your stakeholders?

# 3. Target Market



Ready. . . Set. . .

# Round 1 – 9:10 am to 9:30 am



## 1. Program Description and Goals

## 2. Program Strategy

## 3. Target Market

ATP

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ATP

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**Donna M. Senko**  
Director of  
Global Certification  
Ericsson



9:30 am – 9:40 am

# Development and Delivery

ALWAYS REMEMBER TO PLAN AHEAD



Development and delivery – must be planned together.



# Development Plan

What?  
When?  
Who?  
How?  
Where?



**ALERT! Don't forget  
about standards!**

- GOALS/STEPS
- MILESTONES/TIMELINES
- RESOURCES (PEOPLE AND \$\$)
- LOGISTICS

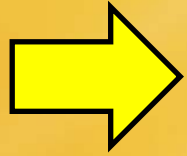
# Delivery Plan

Who?

How?

Where?

When?



**ALERT! Consider costs,  
business model**



- Vendor or self
- Open or proctored, paper/CBT
- On site, 3<sup>rd</sup> party testing centers, online proctored (live or recorded)
- Testfests, open calendar

# Pitfalls

1. Plan for the Unexpected



2. Consider the Big Picture



3. Be clear about the project scope



# Evaluating Your Plan

1. KIS

???

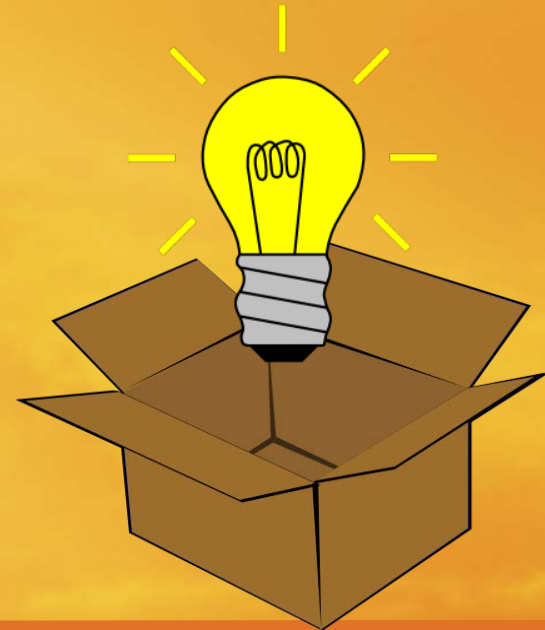
2. Detail



3. Contingency Plan



4. Creativity: Surprise me!





# Round 2 – 9:40 am to 10:00 am



## 4. Development Plan



## 5. Delivery Plan

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Coffee Break –  
10:00 am to 10:30 am



# Pause



# Brand and Go To Market

**Cary List**

**President & CEO**

**FPSC**



**10:30 am – 10:40 am**

# 6. Brand Identity

## ■ So...

- you know your product
- You've created the value proposition
- You know whom you want to market to
- And you know *how* you're going develop and deliver it

## ■ Now....

- What's your brand identity?



## 6. Brand Identity

What do you think of  
when you see this?



Innovative?  
Not like the rest?  
Simple to use?  
Cool?

Versus this

The image shows the Microsoft logo, the word "Microsoft" in a bold, black, sans-serif font, set against a white background.

Solid?  
Workmanlike?  
Gets the job done?  
Kinda boring?

# 6. Brand Identity

**What about this?**



**Look Familiar?**



Apple Computer

# Brand Identity

- Brand identity is not just about the logo or design
- Your Brand is NOT your product or service
- Neither is your Brand simply your logo
- Your Brand represents:
  - Your product or service **promise**
  - Delivered in the same way with the same attributes and values every time

# Brand Identity Examples

## ■ What do these Brands represent:



Safe



Life Saving



Modern and inexpensive



# Brand Identity

- Remember your value proposition
- Remember your target market
- Now, what brand identity will sell the value proposition to the target market?

# 7. Marketing Plan

- You've got a great product
- You've got a great value proposition
- You know whom you want to sell it to
  
- Putting it all together.....

## 2. Marketing & Sales Plans

### ■ Your marketing plan may include:

- Product goals
- Target market
- Opportunities
- Competition

### ■ Channels

- Direct?
- Through others (industry, schools, etc.?)

# 8. Marketing & Sales Plan

## ■ How are you going to market?

- Advertising?
  - Where and why
- Networking?
- Partnerships?

## ■ Pricing strategy

- How much and why?

**■ REMEMBER: YOUR BRAND IS ON THE LINE. BE CONSISTENT WITH YOUR BRAND IDENTITY!**



# Round 3 – 10:40 am to 11:00 am



## 6. Brand Identity

## 7. Marketing Plan

## 8. Sales Plan

slides

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slides

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slides

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# FINISH UP! – 11:00 am to 11:10 am



## 9. Wild Card

# Team Presentations

- **5 minutes each!**
- **You will be cut off at 5 minutes**
- **Each team will get 2 minutes of feedback**
- **Hand in your votes at the end of each presentation**

# Thank you!

Top 3 teams will be notified  
via email