Certified or certifiable?

A question of trust

Seb Rose
Agenda

- Motivation
- Survey
- Certification quadrant
- CAT program design
- Certification and agile adoption
- Wrap up
Motivation

Why would anyone:

• offer certification?
• obtain certification?
• require certification?
Are you sitting comfortably?

Then we’ll begin …
The certifier

We choose to offer certification to:

• decrease our risk in recommending people
• increase our customers’ trust in people they hire
• increase peoples’ confidence
• increase our ability to “service the market”
The certified

We choose to gain certification to:

• increase our confidence in our own ability
• increase the number of services that we provide
• add another sales channel
• promote our services to new customers
The customer

We choose to value certification, because it:

• provides a simple differentiator
• increases our trust in the people we hire
• delegates some of the risk to a trusted 3rd party
Some certifications

Certifications come in lots of different flavours. Here are some examples:

• Oracle administrator
• Protecting Vulnerable Groups
• Chartered IT Professional
• Chain Saw
Oracle administrator

- Easy to get
- Discretionary
- One-off payment
- Mid-range price
- Decaying value

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Protecting vulnerable groups (PVG)

- Easy to get
- Mandatory
- Repeating payment
- Cheap
- Recertification needed
Chain saw

- Harder to get
- Mandatory
- Repeating payment
- Mid-range price
- Recertification needed
Chartered IT Professional (CITP)

- Harder to get
- Discretionary
- Repeating payment
- Mid-range price
- Recertification needed
Certification quadrant

- Mandatory
  - PVG
  - Chain saw
- Discretionary
  - Oracle administrator
  - CITP
Trustworthy certification

Key properties to look for are:

- Transparency
- Value
- Currency
Cucumber Approved Trainer program
Cucumber Approved Trainer program

- Harder to get
- Discretionary
- No payments
- Time investment
- CPD needed
Cucumber Approved Trainer program

- Harder to get
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What would Dan North say?

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Cucumber Approved Trainer program

• Apply & screen
• See it
• Do it
• Nail it
• Approved

https://cucumber.io/training/ApprovedTrainerProgramDescription.pdf
Cucumber Approved Trainer program

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(We still haven’t asked Dan)
Certification and agile adoption
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Making it up

1980

2018

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Making it up

Personal recommendation

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- Discretionary certification
- Personal recommendation
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Personal recommendation

Discretionary certification

2018

Mandatory certification?

Making it up

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Which came first?
Takeaways

• All certification is not the same
  • Each participant needs to verify value

• Agile certification and adoption are related
  • But, is it a causative relationship?
Questions?

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