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APMP Certification

It Works for You

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Agenda



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- Benefits
- Program Overview
- Foundation
- Practitioner
- Professional
- Questions

- Unlimited access to APMP's Body of Knowledge (BOK)
- Access to APMP monthly webinars
- Access to APMP Career Center
- Participation in APMP Communities
- APMP Publications
- APMP Certification

Why pursue certification in general?



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Certification:

- Demonstrates your personal commitment to your career and profession
- Improves your business development capabilities
- Creates a focus on best practices for your team
- Gains you the respect and credibility of your peers, clients and your organization's leaders and, in some cases, additional compensation.
- Reinforces bid/proposal management as an important role within your organization and not an ad hoc function that anyone can do

APMP's Certification Program



	Foundation	Practitioner	Professional
Required Experience	1 year	3 years	7 years
Industry Position	Foundation is the beginning point for a member's professional growth.	Practitioners not only have extensive knowledge of best practices but can also demonstrate that they have a mastery of how to apply an expanded set of competencies.	Professionals are advocates and thought leaders in their organizations.
Career Position	Junior-level proposal professionals	Experienced proposal professionals	Senior proposal and BD professionals
Assessment Tests	Basic knowledge of best practice	Application of best practice	Advocacy for best practice
Type of Assessment	Multiple choice examination	Assessment of documented experience record	Assessment of impact, presentation, and competency-based interview
Current Number Certified	> 9,000	910	156



Foundation

Demonstrates your knowledge of best practices

Why to pursue Foundation certification



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Foundation status shows that you:

- Know and understand best practices for proposal and bid management
- Are committed to your own professional development
- Are preparing for additional responsibility and more complex assignments

Who should pursue Foundation certification



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To qualify for Foundation, you must:

- Have at least 1 year of bid/proposal experience (verified by a reference)
- Pass a multiple choice exam on industry best practices

Two options for taking the exam:

- Face-to-face
- Online

- APMP Foundation Study Guide (APMP Body of Knowledge Edition)
 - ✓ Online and printed
- APMP Glossary of Terms
- Certification syllabus
- Practice exam
- Self-paced e-learning (Shiple, CSK, Bid to Win)
- Webinar series (Bid to Win, CSK Management, Lohfeld Consulting)
- Face to face training with an APMP ATO (BidWrite)

What others say about Foundation certification



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Individuals

- “It confirms my knowledge and understanding of the right way to do proposals.” (Construction)
- “It brands me as an influencer.” (Finance)
- “It makes me more valued by my clients.” (Consultant)

Team Leaders

- “Get involved, or you will be left behind.” (Technology Consulting)
- “It sets my team on par with other professions.” (Aerospace)
- “It’s a hiring baseline—an independent validation of knowledge.” (IT)



Practitioner

Demonstrates your hands-on mastery of best practices

Why to pursue Practitioner certification



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Practitioner status shows that you:

- Are committed to improving your professional skills through a rigorous review of your experience record against the global standard
- Have a mastery of best practices and can effectively lead/coach teams in their use
- Can build and manage a cohesive team that can communicate a consistent winning strategy and positively impact the customer's decision
- Are positioned to be among the top in your profession

Who should pursue Practitioner certification



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To achieve Practitioner status, you must:

- Be a current APMP member with Foundation-level status
- Have three years of experience in a bid/proposal environment
- Prepare and submit the Proposal Practitioner Assessment Questionnaire (PPAQ)
- Provide a reference who can verify your experience and support a random check of the evidence you supply in your PPAQ

How to prepare for Practitioner certification



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- APMP Practitioner Tutorial (free to APMP members):
<http://www.apmp.org/?page=TutorialOverview>
- Other online resources (sample completed PPAQ, Tips for Preparing Your PPAQ)
- Certification mentors
- FAQs:
http://c.ymcdn.com/sites/www.apmp.org/resource/resmgr/Accreditation/Certification_FAQ_5_20_2013.pdf
- Contact us: Certification Director Charlie Divine or Chief Examiner Cathy Day

How to prepare for Practitioner certification



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Use the “How to Complete Your PPAQ” Tutorial

- ✓ 10 easy to follow modules
- ✓ Proposal Practitioner Assessment Questionnaire (PPAQ) Word template
- ✓ APMP Proposal Practitioner Assessment Questionnaire (PPAQ) Standards and Guidelines

Complete two evidence responses

- ✓ Send them to your mentor or Certification Director for review

Complete the remainder your PPAQ

- ✓ Respond to all mandatory competencies, only required number of desirable competencies

What others say about Practitioner certification



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Individuals

- “I am now valued for my skills, and not just because I work hard.” (IT)
- “It gives me instant credibility (and confidence) because I have demonstrated I can ‘walk the walk.’” (DoD)
- I learned a lot preparing for Foundation Exam but completing the Practitioner self-assessment has significantly improved my work and my boss has noticed. (Accounting)

Team Leaders

- “Our practitioners are the experts and team leaders.” (Technology)
- “It provides credibility with the development side of the house.” (Environmental)
- “Our goal is to be 100% Practitioner-certified.” (Consulting)
- “It’s one factor in promotions to senior proposal positions.” (Research)
- “Senior management is beginning to notice the difference—they no longer just pick anybody to lead a proposal.” (Staffing)



Professional

*Demonstrates achievement through leadership
and communications*

Why to pursue Professional certification



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Professional status shows that you:

- Have achieved the highest certification attainable in your profession
- Have made a significant contribution to your profession
- Have demonstrated your ability to lead and direct others in achieving broad-reaching goals
- Are a thought leader and champion for improvement

Who should pursue Professional certification



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To achieve Professional status, you must:

- Be a current APMP member who holds Practitioner-level status
- Have 7 years' experience in bid and proposal environments
- Provide a reference who can rate your managerial and communications skills
- Complete a Proposal Professional Impact Paper (PPIP™) explaining how you have had a significant impact on your organization and/or the profession
- Participate in a panel interview during which you present and answer questions about your PPIP

Begin brainstorming types of impact:

- Set up team to diagnose root cause(s) and build corrective action to address declining win rates
- Educated sales and marketing communities on the business benefits of bid professionalism
- Developed integrated sales and bid processes
- Led creation of common terminology and techniques across proposal team
- Changed perception of role of proposal support within organization by introducing proposal management as a brand new certified profession. This improved the professionalism and quality of proposals, thereby increasing revenue
- Set up proposal management procedures at ABC Group culminating in a central proposal center and a promotion for me
- Led, organized, managed, and directed the team that developed and instituted a new business development process

What others say about Professional certification



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Individuals

- “Each time I achieved a level of certification, I got a promotion and a better job.” (Small Setting)

Team Leaders

- “Professional certification gives our clients and partners more confidence in our teams.” (Multi-Practice Consulting)
- “It’s the one way we demonstrate we are continually improving our capability to win business.” (Telecommunications)
- “Professionals are our coaches, educators, mentors and visionaries.” (Defense)
- “They are viewed as agents for change and process improvement.” (Large Government Contractor)

Making certification meaningful



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This entire process, from the very early preparation for the Foundation exam through the Professional interview, has been a great experience.

So often in our work there's no time for reflection – it's all forward motion.

The APMP Certification process forces you to stop and evaluate not only what you've done in the past, but also how well your approach has worked, how you can improve, and how you can build your own future within our profession.

Peggy Dufour

Proposal Center Manager

Bechtel National, Inc.

Thank you for your APMP membership



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Association of Proposal Management Professionals[®] (APMP[®])

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Director of Certification

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