If Not Certification, Then What?

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Session Description

The service management landscape is littered with certifications. Navigating this landscape can be particularly challenging when you’re trying to find the right person for the job or the right certification to get hired. In this session, Sean McClean and Lawrence Eng will be your guides, explaining how we can improve the clarity and value of existing certifications, use certifications to help get the people they want and need, and pursue credentials in a more useful and meaningful way, as well as how we will search for and validate skills and talents in the future. *(Intermediate)*

Speaker Background

**Lawrence Eng**, ServiceNow's online community manager, is a social scientist specializing in online communities, user research, and otaku studies. He received his PhD in science and technology studies from Rensselaer Polytechnic Institute. Lawrence has presented his work in popular, academic, and professional settings and has been cited in numerous publications. Some of his published work can be found in *Fandom Unbound: Otaku Culture in a Connected World *(2012)

**Sean McClean** has more than a decade of experience in training staffs and implementing ITSM tools and ITIL processes for government agencies, colleges and universities, and Fortune 500 countries. Sean is currently a senior application trainer with ServiceNow, where he is responsible for training development and process implementation. In addition to being a certified ITIL v3 Manager, he’s served on certification and test boards for CTT, ITIL, priSM, and more.
If Not Certification, Then What?

Twitter: @seanpmcclean and @Lawmune

#itSMFusion13
#training
#certification
#portfolios
#gamification
#moocs

Whitepaper: http://www.itsmfusa.org/?page=coldfusion_12
Presentation: http://tomorrowsfuturetoday.com/tft13/2013/6/19/tft13-sean-mcclean
Though we are used to Certification as the Mountain to Climb...

- These mountains have become increasingly complex, and beginning to lose relevance
- The “Space Between” as described by Johansson (Medici Effect) and Kim & Mauborge (Blue Ocean Strategy) is an opportunity for something different

Discipline A
IT Certification
MCS... CCN...

Discipline B
Process Cert
ITIL... PPM...

Time to Shake the Tree?

- Education was difficult to Obtain / later, difficult to Maintain
- Credentialling served as a differentiator
  - Highschool Diploma
  - College Degree
  - These more traditional learning methods are under increasing pressure to adapt
- “Faster, faster!” led us to: Certification
- Take the Class – Prep the test – earn the cert
  - As the model becomes ever more common, more shortcuts develop
  - Focus on the “earner” and drive to keep cert relevant: reluctance to abandon
Certification as Differentiation:

Or Maybe Not....
So.. Where are the New Spaces?

- People are looking for new ways to
  - Learn
  - Differentiate
  - Collaborate

- Hire-ers are looking for new ways to
  - Find Good Talent
  - Train People with the most current skills
  - Keep People Learning and growing

Why Gamify?

- Motivate people
  - Rewards
  - Immediate feedback
- Improve the quality of knowledge
- Make the best knowledge easy to find
- Empower people
  - Find experts
  - Become an expert
Gamification

…the use of game thinking and game mechanics in a non-game context to engage users and solve problems.

-Wikipedia (September 6th, 2013)

Diagram:

- Have to
  - Chore
  - Don't want
  - Compromise
  - Don't have to
- Want
  - Job
  - "Above and beyond"
Badges

- Iconic
- Not necessarily wrapped around tests
- Help create a Picture

What's in a TinCan?

- Tincan (AKA The Experience API) built to track more than quantitative “tests” and “classes”
- A standard to communicate “experience” and other dimensions

For More Information / Resources / Ideas – check out:

Portfolios

- Help create a Picture
- A bigger, fuller, better Picture
- Coderbits and Behance – aggregating
  - Experience
  - Learning
  - Social participation in the discipline / space
The Missing Key

Communication
• Who are the “Choosers”?  
• How do we tell them what it all means?  
• Is it Marketing? Training? Buzz?

MOOC’s
Massively Open Online Course(s) (MOOCS)
• What makes “MASSIVE” any different?  
  – Massive Students Means Massive Data  
  – New Teaching Methods – Peer Evaluation  
  – Wrapping back up into Portfolios and Badges  
  – Require more discipline, different outlook
But what does it all mean?

- Certifications are Alphabet soup
  - Badges and Portfolios Paint a better picture
- Moocs Matter
  - Cheap (free) education changes the field
- More responsibility on the individual to find / build their own future
- More thoughtful strategic efforts on organization to find / build for individuals