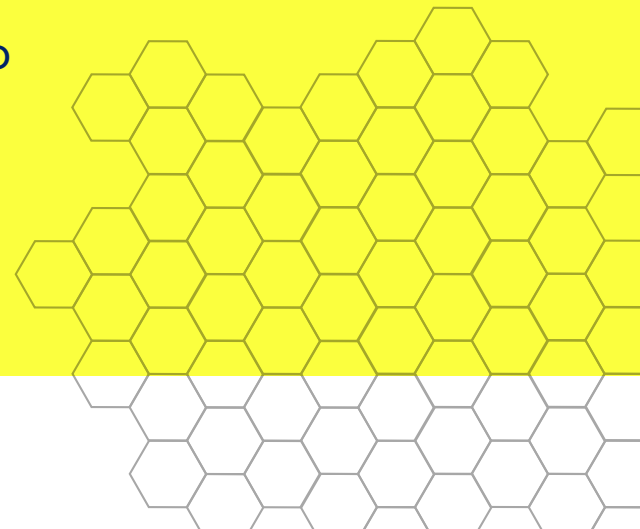
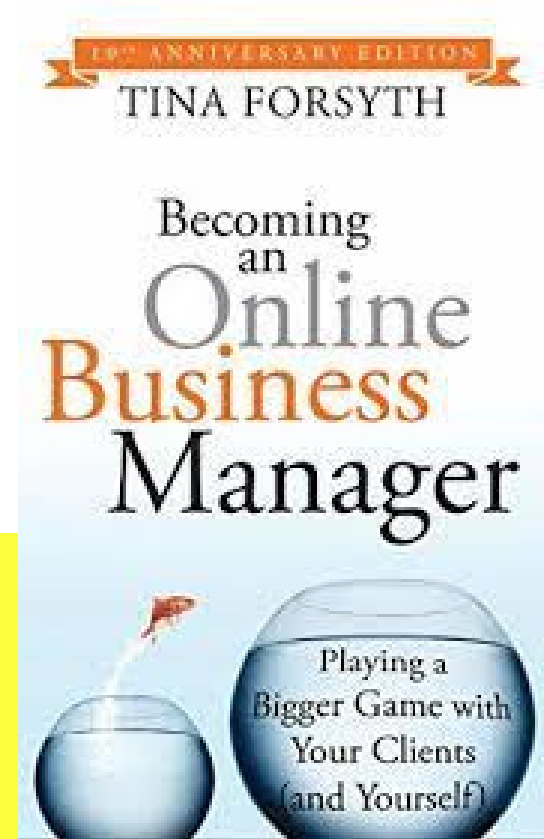


Certification Program Assessment



Snapshot

The Certified Online Business Manager® Training Program is an Advanced Training Program for professionals who want to leverage their operations, management and administrative experience into a lucrative work-from-home business.





Client Introduction

Tina is a pioneer in the world of online business – having founded the International Association of Online Business Managers in 2008, the home of the Certified OBM® Training. In the 14 years since its inception, the OBM industry has become established as a key role on the team of fast-growing online and virtually based businesses.



Tina Forsyth ([here](#))





Problem

Tina recognized over the past 5 years, the student demography changed.

Received student complaints about their lack of confidence leading up to the certification exam and inconsistencies in coaches effectiveness during group calls.

Growing coaching team had varying facilitation experiences.

Problem Details

- Certification content is overwhelming students
- No opportunities for students to apply taught skills to reinforce skills development
- Coaching calls training sessions are inconsistent across coaches
- Coaching staff has not been trained in effective facilitation
- No existing objective assessment tool for consistent evaluation



Solution

In collaboration with:
Tina Forsyth (Founder) & Executive Director
International Association of OBMs



Conducted a comprehensive review of ideal client profile, curriculum, and coaching methods.



Revised curriculum to support learning & accurate skills application.



Introduced how to integrate adult learning theory & best practices.



Conducted train-the-trainer workshops for coaching team.

Solution Details

- Introduction to adult learning theory shifting perception of training & learning development
- Modules to improve engagement, information retention, and skills application
- Trainings aligning with and integrate organizational values
- Learning communities to support staff information transfer

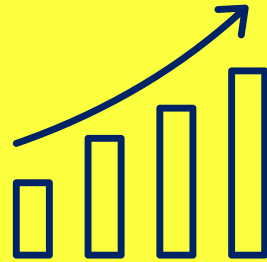


Results



Training content -
topics & delivered
curriculum.

Feb 2021 - 2.96/5
July 2022 - 4.85/5



Group coaches -
program delivery.

Feb 2021 - 3.12/5
July 2022 - 4.85/5



Program outcomes -
your preparedness to
work as an OBM.

Feb 2021 - 2.56/5
July 2022 - 4.38/5



Conclusion

“

I just have to share this with you, as I remember us talking about it when we started the training update process last year. We've continued to survey folks as they come out of the training and I'm happy to report that we've had some major shifts! I remember you saying that the proof of progress will show itself in these ratings.... and it really has! Thanks so much for your support in all of this... we couldn't have done it without you.

”

Tina Forsyth

Founder of Certified Online Business Manager

