



BUSINESS ANALYSIS

PROJECT MANAGEMENT

BUSINESS PROCESS MANAGEMENT

TRAINING AND CERTIFICATION

WELCOME TO WATERMARK LEARNING

Effective and Practical Training in Business Analysis, Project Management, and Business Process Management

Since 1992, Watermark Learning has combined industry best practices, a practical approach, and an engaging delivery to help thousands further their professional development. Through our unique approach, our clients receive business analysis, project management, and business process management training. We enable both organizations and individuals to define, analyze, improve, and deliver products and services that solve business problems.



BUSINESS ANALYSIS



PROJECT MANAGEMENT



**BUSINESS PROCESS
MANAGEMENT**

Through our public open-enrollment classes, private on-site training courses, virtual classes, mentoring, CBAP®/CCBA™ and PMP® preparation products, and other related resources, we provide individuals and corporations with the knowledge and skills they need to succeed.

Our training is focused and immediately applicable. It's our combination of industry best practices, engaging delivery, and practical approach that distinguishes us from other training providers. See for yourself. Make Watermark Learning your training partner of choice.


EARN YOUR ASSOCIATE OR MASTERS CERTIFICATE

If you're ready to kick your career into high gear, consider earning your Associate or Masters Certificate in Business Analysis or Project Management. Certification is your chance to expand your knowledge base and skill set, build your resume and open doors to new opportunities.

- **Associate Certificate in Business Analysis**
- **Masters Certificate in Business Analysis**
- **Associate Certificate in Project Management**
- **Masters Certificate in Project Management**



ENHANCED PERFORMANCE. ENDURING RESULTS.



“Best instructor I’ve had in a business course. Instructor was excellent in every way—pacing, sense of humor, personality, presentation, sensitivity to all students and level of knowledge.”

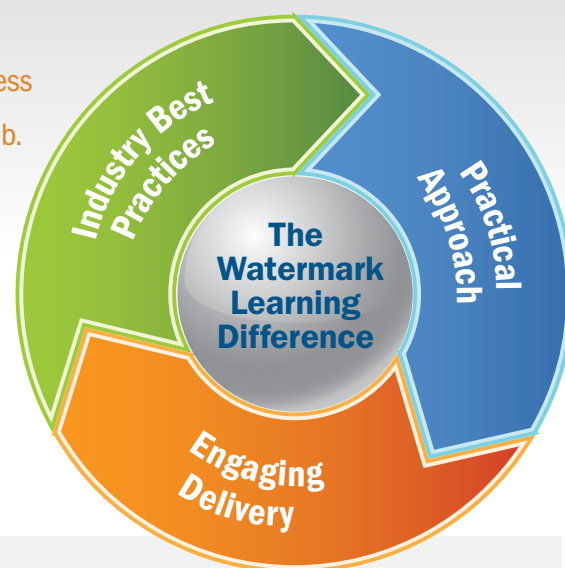
BILL SLOTT, SPANLINK COMMUNICATIONS

HOW WE DO IT

We provide a meaningful learning experience with project management, business analysis, and process management skills you can immediately apply back on the job.

OUR APPROACH

- Students learn by doing. While other companies specialize in ‘academic’ or ‘tell me’ training, we’re experts in ‘engage me’ learning.
 - Learners need to connect to training. Our courses include realistic hands-on workshops and exercises that actively involve adult learners and adapt to multiple learning styles.
 - Training needs to be relevant. Our courses include practical, proven concepts, tips and techniques, real-world case studies, lively discussion, and role play simulations that challenge and energize students.
 - Our instructors are also mentors, skilled at motivating students and building confidence. We believe strongly in the value of follow-up mentoring on the job to make the learning experience applicable in the workplace.
 - Learning happens best in a safe environment. Our instructors bring out the best in students through their concern, care, and supportive teaching style.
 - Solutions need to be flexible. No matter what your business, our goal is to transfer our knowledge and skills to our students.
- Classes are focused. Our coursework is carefully planned to provide you with the real essence of what you need to know.



EXPERIENCED STAFF

Our principals and senior instructors have each been in business, IT, and training an average of 25-plus years. Our instructors are both authorities and certified in their respective fields, published authors, and distinguished public speakers. This experience and our affiliations assure you the highest quality training available. Watermark Learning is a contributor to the *PMBOK® Guide* and *BABOK® Guide*, a Global Registered Education Provider (R.E.P.) of the Project Management Institute (PMI®) and an Endorsed Education Provider (EEP™) of International Institute of Business Analysis (IIBA).

Our education consultants are experienced professionals with extensive knowledge of Watermark Learning programs; they are involved in all aspects of course and program implementation. The consultants work closely with clients and students to help determine the most appropriate class or program to fit the students’ career paths and training budgets.

MULTIPLE WAYS TO LEARN

	CORPORATE SOLUTIONS	INDIVIDUAL SOLUTIONS
Overview	For groups of eight or more, save expenses with a personalized training class at your facility. Whether training 10 people or 1,000, our onsite training is the perfect solution for your organization.	Increase your learning potential. Be more productive, competitive, and valuable through courses and certificate programs designed to maximize your training investment.
Public Classes	Have just a few people who need training? Hiring new employees? You can also “sample” our training before committing to an on-site class.	With numerous classes scheduled throughout the year, you have many choices. Attend a public class at select locations.
Private Classes	See below	N/A
Consortium Classes	Don't have a full class? For groups of less than eight who want an on-site experience, contact us for additional options.	N/A
Virtual Training	Study from anywhere in the world and save travel expenses through our virtual training courses. Your students can attend training from anywhere in the world simultaneously.	Virtual public courses are offered several times throughout the year and can be conveniently integrated into your daily schedule. Reduce travel costs and commuting time too.
Masters and Associate Certificate Programs	Certification takes you to the next level. With our academic partner, Auburn University, we have programs for both individuals and organizations to develop skills for enduring results. Students can receive Continuing Education Units (CEUs) and certificates from Auburn University when you enroll in a Masters or Associate Certificate Program.	
eLearning	We have select courses and products available for online access. Our online training options let you focus on core content, save money, and be in complete control.	
Mentoring/Consultative Training	For one-on-one or small groups, our mentoring services tackle your unique needs while helping you keep projects on track. Mentoring/Consultative training reinforces classroom training and enhances job performance.	
CBAP®, CCBA™, and PMP® Preparation Courses	Our CBAP®/CCBA™ certification and PMP® certification preparation courses and products give you the edge you need to pass the exam on the first try. Our instructors, who are PMP- or CBAP-certified, have contributed to <i>A Guide to the Project Management Body of Knowledge—Fourth and Fifth Editions (PMBOK® Guide)</i> , and to <i>A Guide to the Business Analysis Body of Knowledge—Versions 1.6 and 2.0 (BABOK® Guide)</i> .	

ON-SITE PRIVATE TRAINING

Our on-site private training offers you:

- **Personalization**—Personalize the delivery of our individual courses to reference your templates, processes and even terminology to ensure a rapid assimilation of skills to your participants’ on-the-job experiences – all at low or no additional cost.
- **Customization**—For an additional fee, work with our knowledgeable staff to create a training class that is custom fit to your employees’ strengths and needs. This means the training you invest in will:
 - > Confidently teach your employees proven, real-world skills
 - > Effectively communicate with your employees by adapting to your company and industry
 - > Assuredly leverage the latest industry standards

“Course materials were clear, concise. Course exercises were excellent and made sense in my real world, too. Instructor was very, very good—very safe environment. Every minute was valuable—unusual for such a class. Thanks!”

MICHELLE WEBB, ALLIANZ LIFE INSURANCE



OUR PARTNERS



Watermark Learning has partnered with Auburn University to grant students Continuing Education Units (CEUs) for our classes.



Providers offering business analysis courses that meet specific criteria are designated as “endorsed” and become members of the Endorsed Education Provider (EEP) Program.



Courses offered by PMI® Registered Education Providers (R.E.P.s) and PMI are preapproved for contact hours in fulfillment of certification eligibility requirements, as well as PDUs to fulfill the continuing certification requirements (CCR) for PMI credentials.



WBENC Certification validates that the business is 51 percent owned, controlled, operated, and managed by a woman or women. To achieve WBENC Certification, women owned businesses complete a formal documentation and site visit process which is administered by one of WBENC's 14 Regional Partner Organizations.

COURSEWARE LICENSING

Watermark Learning offers a wide range of high-quality course materials in Business Analysis, Project Management, and Business Process Management to license and teach with your own instructors.

Proven Quality

Our courseware is developed by skilled professionals who are instructors, practitioners, and consultants at leading organizations. Choose from a variety of options; purchase course materials; or partner with us to provide training.

Customization and Branding

We offer customization of course materials to meet your exact requirements. This may include combining topics from multiple classes into one offering or developing new material. We will also brand courseware materials creating a product that has the exact look and feel of your organization.

FLEXIBLE LICENSING OPTIONS

One-Time Use

Our one-time use option allows you to test-drive our courses and gives you the most flexibility in cost and scheduling. Choose between the options below (certain restrictions apply):

- Book Option (price per book)—Receive all related course manuals, handouts, set-up instructions, electronic presentation files, and books within one week prior to the start of class.
- PDF Option (price per class)—Receive all course materials in electronic form, within one week prior to the start of class.

Perpetual License

Save money with this option if you plan to teach numerous classes over the years. With the Perpetual License option, you buy courses outright and then customize the courses to suit your needs. With this package you receive all necessary courseware, presentation files, and instructor notes vital for teaching the course.

Turnkey Solution

Use our Turnkey Solution if you want to offer project management or business analysis training on-site or publicly. We will provide your organization with top-notch courses to choose from, certified instructors to teach them, and all course production and copying.

“I have probably learned more these three days than I have in any other past training. The instructor did an excellent job as a facilitator. As I am a past training manager, I can appreciate her ability and enjoyed it very much.”

BRAD WOLF, MATANUSKA TELEPHONE ASSOCIATION



PROFESSIONAL RESOURCES

We are committed to providing business analysts and project managers the training and tools you need to succeed. Leveraging over 20 years of experience, we have developed our training resource center to share our knowledge and create a community of best practices.

SIGN UP FOR OUR FREE E-NEWSLETTER

- Timely, informative articles covering project management, business analysis, and business process management
- Up-to-the-minute industry news and events
- Skill development tips and tricks to help you with your daily projects
- And more...



OTHER GREAT RESOURCES

Here are just a few of the valuable industry resources and tips you will find in our online resource center. Join our Watermark Learning member network to access all these great features and more. Go to www.watermarklearning.com/resources to learn more.

- Industry articles
- Webinars
- Templates
- Blogs

Join our Watermark Learning member network to access all these great features. Go to www.watermarklearning.com/register to learn more.

EARN CEUs, CDUs, AND PDUs

Make your training count with Continuing Education Units (CEUs), Continuing Development Units (CDUs), and Professional Development Units (PDUs).

- CEUs will be granted through Business and Engineering Continuing Education at Auburn University
- CDUs can be used to obtain and maintain IIBA® CBAP® and CCBA™ certification
- PDUs can be used to obtain and maintain PMI® PMP® certification

“Taking classes at Watermark Learning has been a delightful experience, applied science and art, combined together. Courses and training materials are challenging, involved and very engaging; instructors are superb. The training strategy is based on a hands-on, problem-solving approach. I highly recommend classes at Watermark Learning to all!”

MAHV AYUB, ACCESS GENETICS

To join our mailing list, visit
www.watermarklearning.com today!

TRAINING IN: BUSINESS ANALYSIS · PROJECT MANAGEMENT · BUSINESS PROCESS MANAGEMENT

Industry Best Practices. Practical Approach. Engaging Delivery.



Watermark
Learning

ENHANCED PERFORMANCE. ENDURING RESULTS.



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