

Become a High-Performing
Project Manager or
Business Analyst

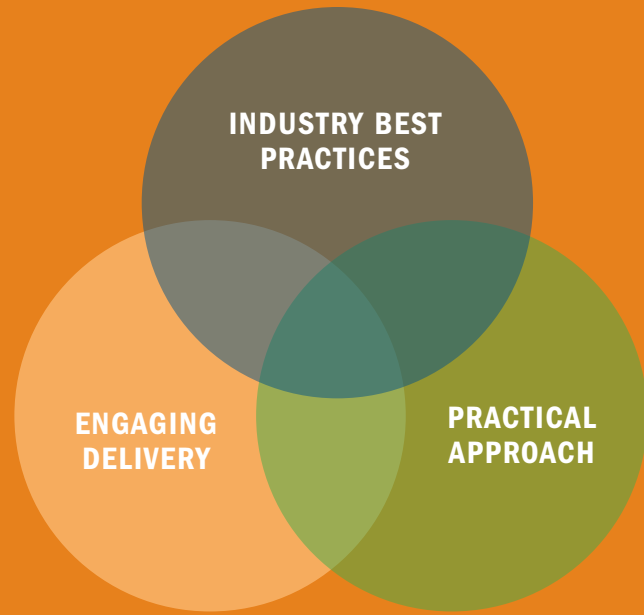


BUSINESS ANALYSIS AND PROJECT MANAGEMENT TRAINING · CERTIFICATION · MENTORING

Watermark Learning
ENHANCED PERFORMANCE. ENDURING RESULTS.



WATERMARK LEARNING'S UNIQUE APPROACH



Watermark Learning

Creating Tomorrow's **Business Leaders**

Today, employers are looking for more than just job expertise, they're looking for tomorrow's leaders—high performing professionals who have the practical know-how to solve problems fast and inspire team members to succeed. Since 1992, Watermark Learning has been cultivating tomorrow's leaders through business analysis, project management, and related skill development training.

Watermark Learning is more than just a training company. We personally invest in the career advancement and professional development of every individual we teach. We believe that training should be relevant, immediately applicable, and fun. It's our combination of best practices, a practical approach, and an engaging delivery that distinguishes the Watermark Learning portfolio of training services.

Our instructors are authorities in their respective fields, published authors, and distinguished public speakers. And, we are an IIBA Charter Endorsed Education Provider and PMI Registered Education Provider, which assures you the utmost quality training available.

TRAINING SERVICES

Private Training: Minimize scheduling hassles and travel expenses by inviting a Watermark Learning expert to your site. Your business team will benefit from personalized curricula that incorporates your organization's business processes and corporate culture.

Public Training: From Project Management and Business Analysis training to Unified Modeling Language and Influencing Skills, our instructor-led courses cover today's most relevant topics to help you keep pace in today's demanding business environment. Train at our public facilities in Minneapolis, Phoenix, and select markets.

Mentoring/Coaching: Need a customized training blitz on a specific topic? Designed for one-on-one or small groups, our mentoring program tackles your unique needs while helping you keep projects on track. Try mentoring as reinforcement to classroom learning.

Masters Certificate Program: Certification takes you to the next level. Whether your focus is Business Analysis or Project Management, we've partnered with prestigious Auburn University so you can receive Continuing Education Units (CEUs) when you enroll in a Masters Certificate Program.

- Have you put off training because you can't find the time?
- Do you find it difficult to remember everything you've learned from a course?
- Does training content often seem to lag behind current methods?
- Wouldn't you love to learn without falling so far behind on your projects?
- Do you want training that addresses your current business challenges?

Watermark Learning



CERTIFICATION TO TAKE

Masters Certificate in **Business Analysis**

Become a top business analyst with our Masters Certificate Program. Partnering with Auburn University, we've developed a series of courses that emphasize industry best practices and practical techniques that you can apply immediately to current and future business projects.

Learn how to:

- Better identify business problems and opportunities in relation to organizational processes in order to achieve business goals
- Increase your skills and confidence in recommending solutions that positively impact business results
- Gain practical knowledge that you can apply today, in a dynamic corporate environment

Our Masters Certificate in Business Analysis is comprised of five required courses and one elective. Each course builds upon knowledge obtained in previous courses. After completing the Masters Certificate program, you will have a well-rounded and comprehensive skill set that will put you in top demand as a leading business analyst. Organizations gain enduring results from the extensive skills learned in the program.

REQUIRED COURSES

1. Eliciting Business Requirements

2 days—14 PDUs | 1.4 CEUs

2. Planning and Managing Requirements

2 days—14 PDUs | 1.4 CEUs

3. Business Process Modeling

2 days—14 PDUs | 1.4 CEUs

4. Use Case Modeling

3 days—21 PDUs | 2.1 CEUs

5. Facilitation Skills Workshop

2 days—14 PDUs | 1.4 CEUs

ELECTIVE COURSES

Choose One

1. Consulting Skills to Solve Business Problems

2 days—14 PDUs | 1.4 CEUs

2. Data Modeling

2 days—14 PDUs | 1.4 CEUs

3. Software Testing for Business Analysts

2 days—14 PDUs | 1.4 CEUs

4. Project Management Fundamentals

3 days—21 PDUs | 2.1 CEUs

Earn CEUs and PDUs



Watermark Learning has partnered with Auburn University to grant students Continuing Education Units (CEUs) and Professional Developmental Units (PDUs) to maintain PMP® and CBAP™ certification.



YOU TO THE NEXT LEVEL

Masters Certificate in **Project Management**

Become a high performing project manager with our Masters Certificate Program. Our program applies a practical, hands-on approach to project management with an emphasis on the “what”, “why” and “how” of the discipline.

Learn how to:

- Develop the fundamental skills project managers need to be effective
- Align business and project goals to achieve success
- Create project plans that leverage the input, understanding and support of your stakeholders
- Assemble the most effective team and develop your team players
- Control and manage change (not resist it) to ensure changes are beneficial

Our Masters Certificate in Project Management is comprised of five required courses and one elective. Each course builds upon knowledge obtained in previous courses. By committing to this comprehensive Project Management certification program, you will have the skills needed to become a truly respected resource within your organization. Organizations benefit from improved project effectiveness and performance.

REQUIRED COURSES

1. Project Management Fundamentals

3 days—21 PDUs | 2.1 CEUs

2. Estimating and Scheduling Projects

2 days—14 PDUs | 1.4 CEUs

3. Risk Management

1 day—7 PDUs | .7 CEUs

4. Eliciting Business Requirements

2 days—14 PDUs | 1.4 CEUs

5. Facilitation Skills Workshop

2 days—14 PDUs | 1.4 CEUs

ELECTIVE COURSES

Choose One

1. PMP® Certification Preparation

3 days—21 PDUs | 2.1 CEUs

2. Consulting Skills to Solve Business Problems

2 days—14 PDUs | 1.4 CEUs

3. Influencing without Authority **NEW!**

2 days—14 PDUs | 1.4 CEUs

4. Microsoft Project® for Project Managers

2 days—14 PDUs | 1.4 CEUs



www.watermarklearning.com

Ensuring Our **Client's Success**

Every day we deliver world-class training and support to reinforce our belief that our customers' success is our success. We've trained thousands of individuals in hundreds of organizations on three different continents. Here is a partial list of the satisfied clients we've served:

| | |
|---|----------------------------------|
| 3M Company | Imation Corp. |
| Achieve Healthcare Technologies | ING Financial Services |
| AztraZeneca Pharmaceuticals | John Deere and Co. |
| Basys Software | Les Schwab Tire Centers |
| Best Buy Company | Lockheed Martin |
| Blue Cross and Blue Shield of Minnesota | Mayo Clinic |
| Boston Scientific | MetLife |
| Cargill, Inc. | Northwest Airlines |
| Carlson Companies | Riverside Health System |
| CheckFree Corp. | State of Minnesota |
| Cox Communications | Thomson West |
| Dell, Inc. | Thrivent Financial for Lutherans |
| Discount Tire Co. | Trane Company |
| eBay | Travelers Insurance |
| Emerson Process Management | U.S. Bank |
| Express Scripts, Inc. | U.S. Postal Service |
| GMAC/RFC (ResCap) | United Health Group |
| The Hartford | University of Minnesota |
| Honeywell | Verizon Wireless |

“ ”

What Our Clients Say...

“This class was my final requirement for the Masters Certificate in Project Management program and served as a wonderful review and refresher. I recommend this class, as well as the others that I have taken, to anyone who is looking to advance their project management skills. Thank you for presenting a great class!”

ROBERT MENK
GMAC/RFC [ResCap]

“Very good! Didn't use a lot of jargon. Taught in plain English which means the attendees will be able to apply what they learned anywhere. Great exercises and samples. The atmosphere set up from day one encouraged participation and thinking. Bravo!”

FORTUNE 100 RETAILER

“The training was very well done, with excellent training materials, case exercises, and an excellent instructor. We now have a high level of confidence in our skills and our processes as we move forward with our project.”

RICHELLE FLEISCHER
RIVERSIDE HEALTH SYSTEM

“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

“Best instructor I've had in any 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

“This was absolutely the best class I've had in a long time [if ever]. It was structured perfectly, flowed perfectly, labs fit course topics perfectly. The instructor was very professional and handled our rowdy group very politically. The course was the best I've ever had!”

META SOLV SOFTWARE

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