

IBM



IBM

# Professionalism and Competences at IBM

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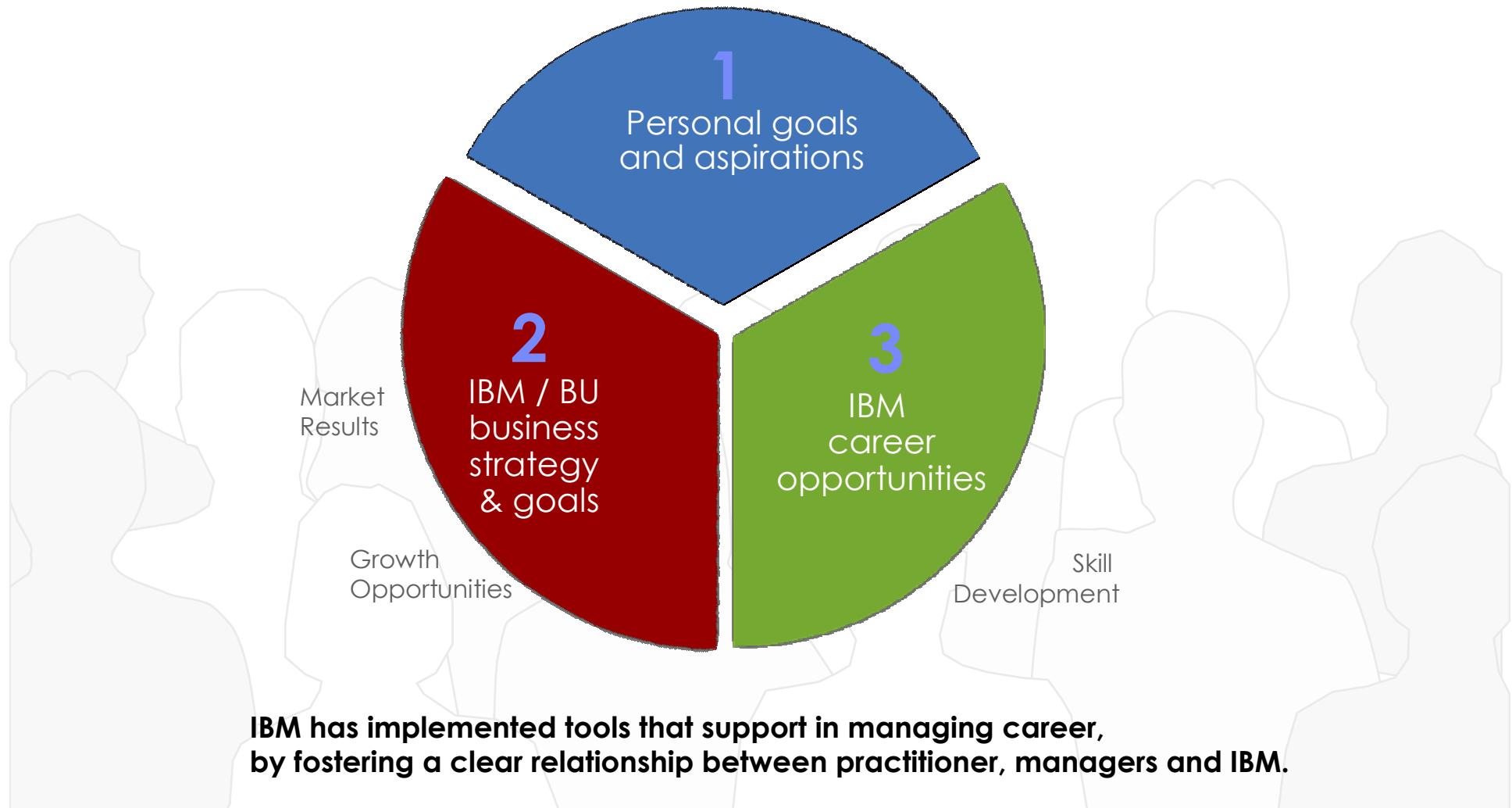
*Milan - September 8th, 2008*

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# Professionalism and Competences means...

- **A career framework based on demonstrated knowledge & professionalism**
- **A methodology (more than one, really, depending on the kind of activity)**
- **A Knowledge-base repository and a process to access it**
- **A coaching/mentoring system to help people grow**
- **A value system**
- **A talent management process**
- **A rewarding system based on the above**
- **Etc.**

# IBM career is a result of ...

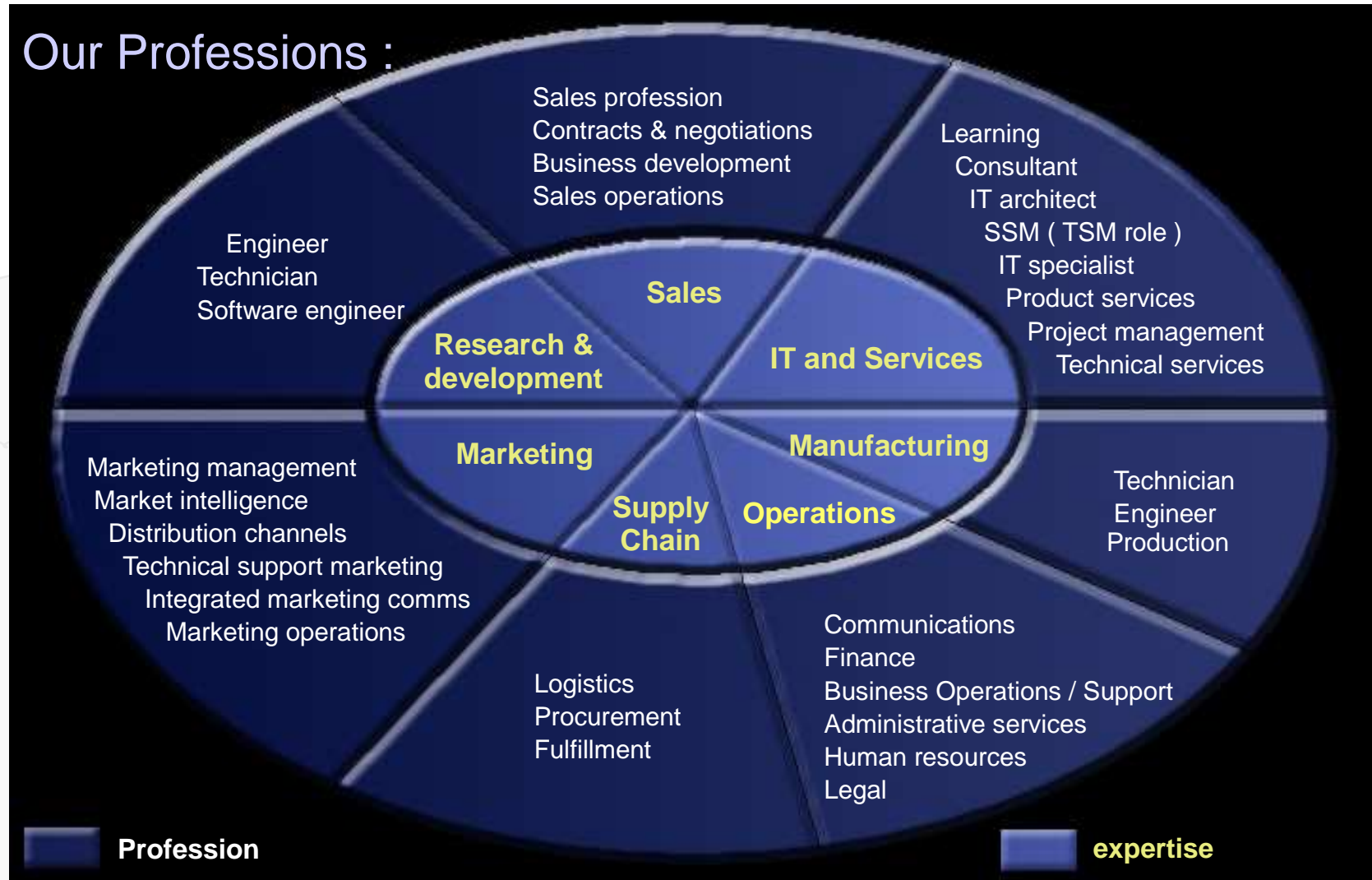


**IBM has implemented tools that support in managing career, by fostering a clear relationship between practitioner, managers and IBM.**

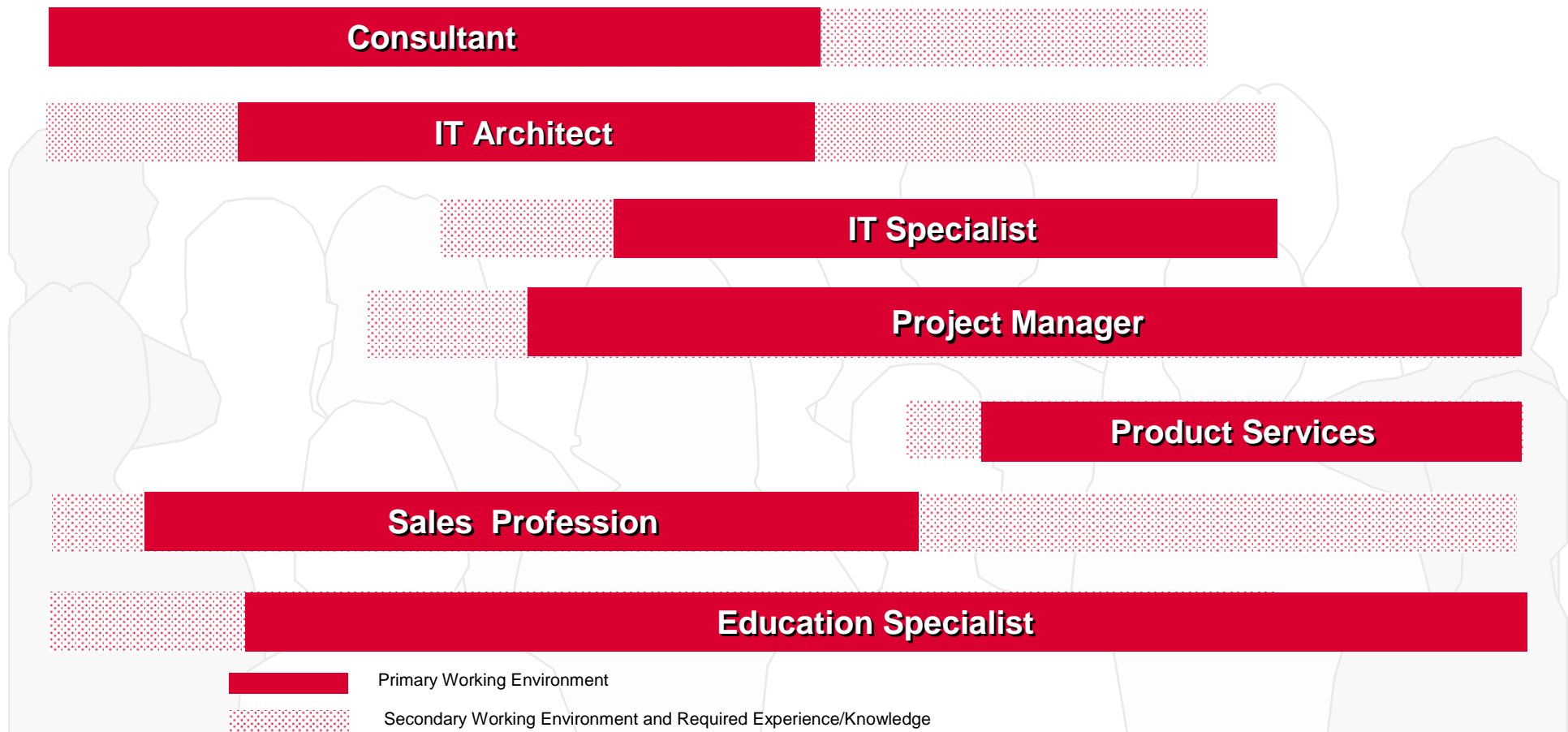
## What are the IBM Professions?

- **The IBM professions create, support and grow communities of like minded and skilled IBM professionals and managers who do similar work**
- **Profession members perform similar roles, irrespective of their current job title and the IBM organization they are in**
- **Professions represent their members worldwide, across all geographies and organizations**
- **Each profession is directed by governance boards consisting of practicing professionals and line executives, under the leadership of a Global Profession Executive. At European Level, a Profession Leader is driving each Profession.**
- **One Corporate Source: Career Planner**

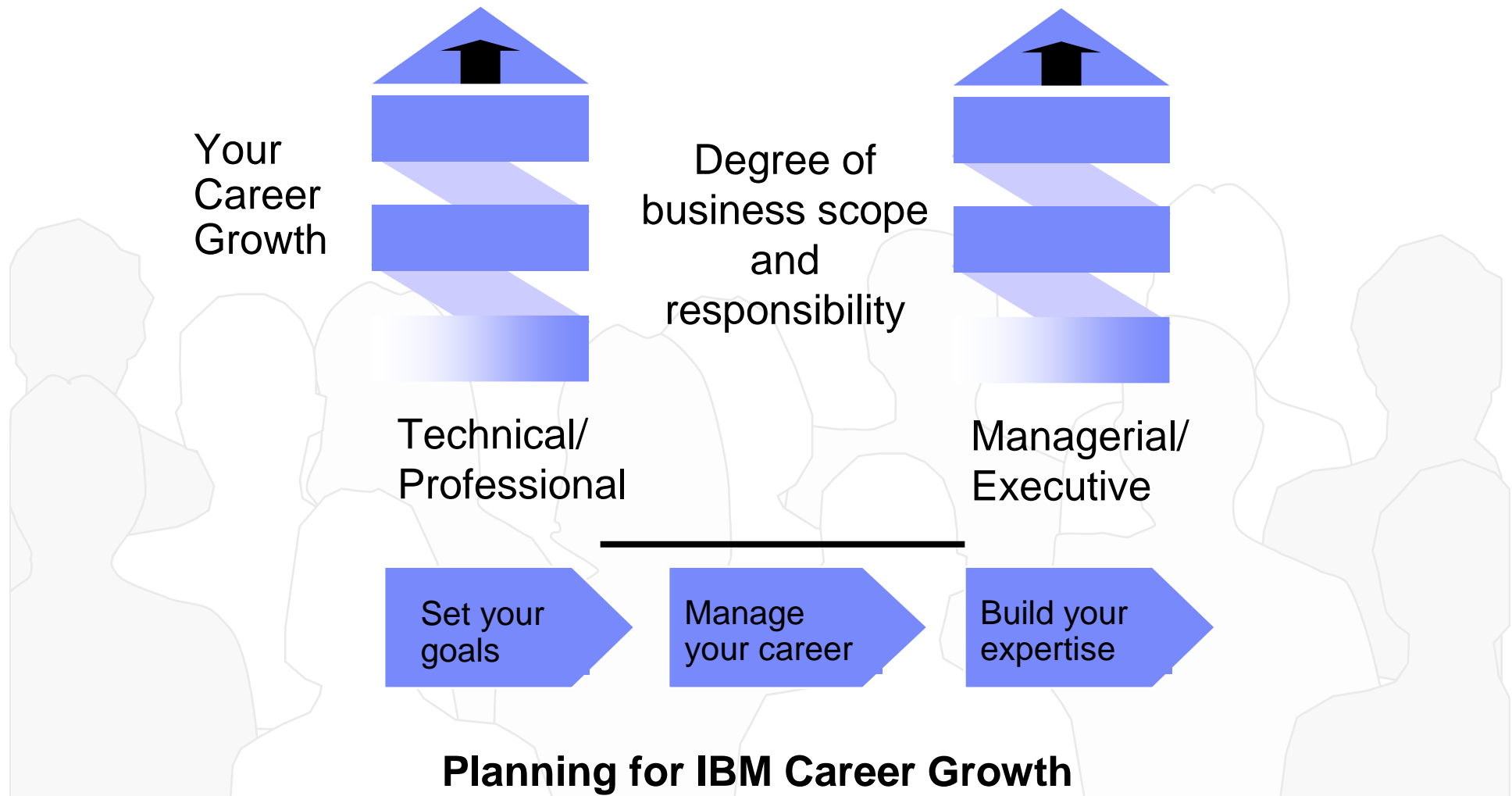
# What are the available Profession?



# Client-facing Services Professions – Customer Lifecycle



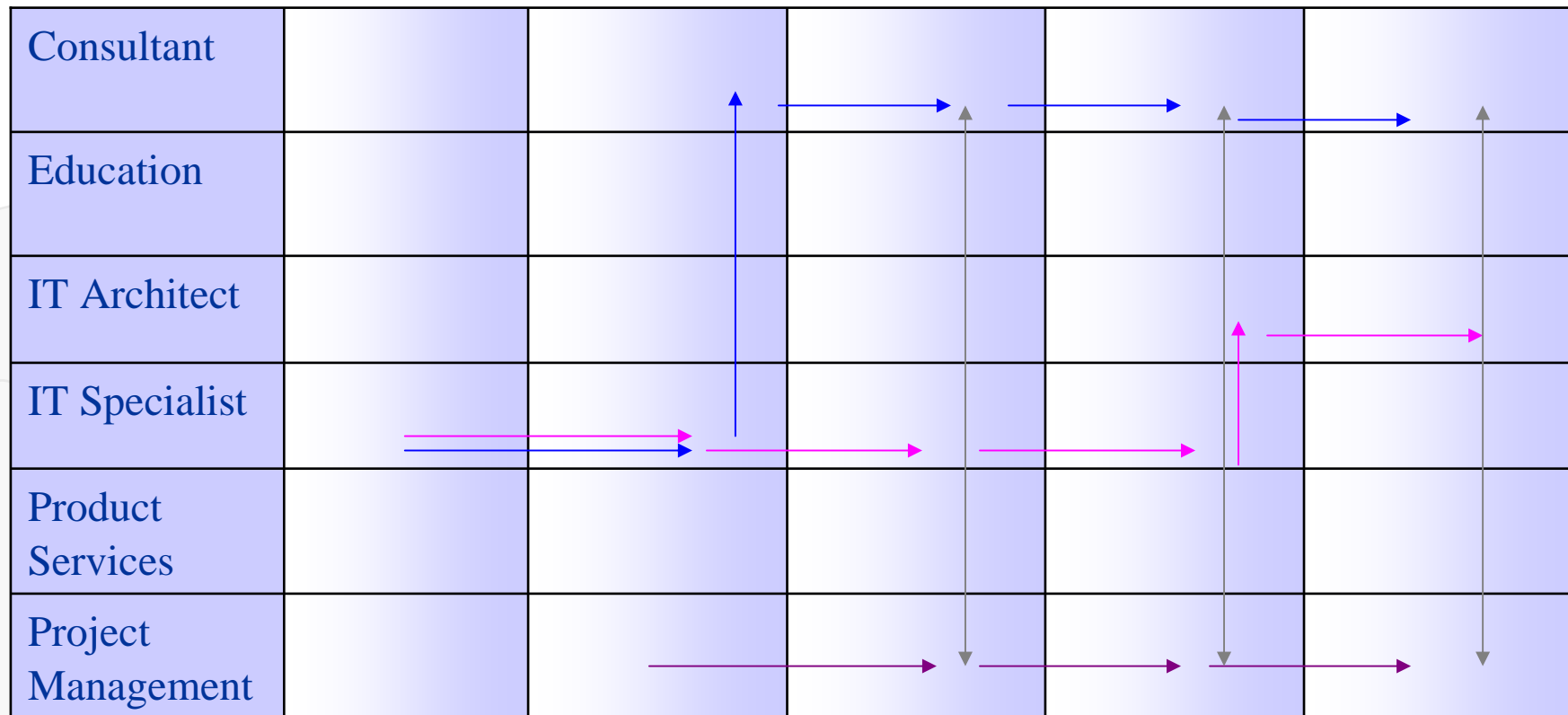
# What is the dual-career ladder?



## Planning for IBM Career Growth



# Career Growth can also be Cross-Profession



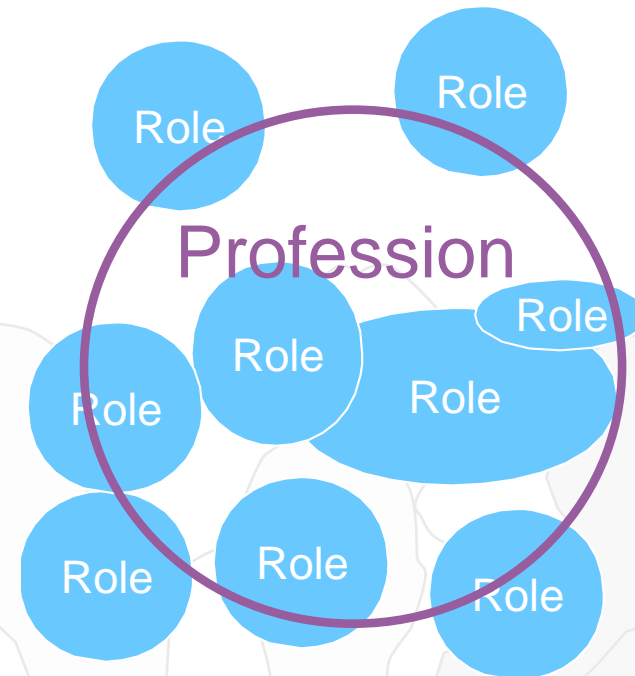
# How's the Profession different than a Job Role?

## ■ Profession

- Career Framework for acquiring, validating and applying skills experience.
- Requires specialized training, and perhaps advanced study
- Advancement in a profession requires experience and continuous improvement in your skills, capabilities and performance

## ■ Job Role

- Business-driven, focused experience
- May involve application of skills from multiple professions
- Can be the source of skills and experience development



**A profession: I/T Specialist**

**A Job Role: Test environment specialist, Web master, System management specialist, Business Analyst, Database administrator...**

# Goals of IBM Professional Certification

- **Provide a worldwide standard of excellence for each profession based on demonstrated skills, experiences, and success within the profession.**
- **Maximize client confidence in the consistent quality of IBM professionals marshaled from any part of IBM to address the client's needs.**
- **To promote professional development to senior levels through expert specialization as an alternative to management careers**

# IBM Professional Certification

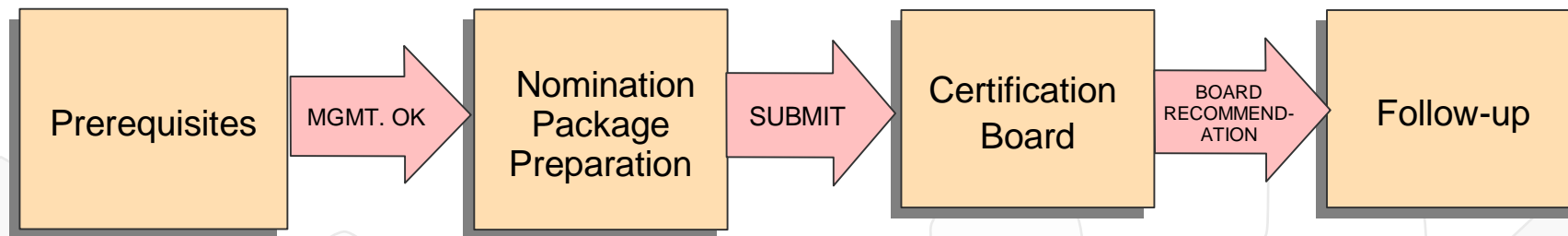
## ■ Is ...

- A validation of skills and experience at expert
  - level against a worldwide set of standard criteria
  - for employee's profession/discipline
- A prerequisite to promotion
- Based on business need - requires management/executive endorsement
- A milestone in a professional career
- Based on experience, skills, and professional contribution
- A recognition of the "best of breed" in a professional career
- Requires recertification every 3 years (except Consultant & CR)

## ■ Is NOT...

- Product certification or "license to practice"
- Based on tenure or years of service

# The Certification Process



CHOOSE PROFESSION / DISCIPLINE

GET MANAGEMENT SUPPORT FOR CERTIFICATION

REVIEW CERTIFICATION CRITERIA

DEVELOP PLAN TO OBTAIN / MEET ALL CERTIFICATION CRITERIA

COMPLETE ALL CERTIFICATION CRITERIA

GET ACCESS TO CERTIFICATION TOOL FROM PROFESSIONS STAFF

PREPARE AND SUBMIT PACKAGE

INITIAL PACKAGE REVIEW

3 CERTIFICATION INTERVIEWS

BOARD MEMBERS REACH CONSENSUS AND MAKE RECOMMENDATION

YOU AND YOUR MANAGER RECEIVE RESULTS AND BOARD RECOMMENDATION

YOU AND YOUR MANAGER DO FOLLOW-UP PLAN

## External (non-IBM) Professional Certifications

- *PROJECT MANAGER (PMI)*

- *CONSULTANT*

- There is an international organization ([www.icmci.org](http://www.icmci.org)) that give to individual consultants an official “certification” known in the marketplace: **CMC-Certified Management Consultant**
- ICMCI is represented in Italy by APCO, Associazione Professionale Italiana dei Consulenti di Direzione e Organizzazione ([www.apcoitalia.it](http://www.apcoitalia.it)).
- The agreement state that IBM certified consultant will receive, after a short and simplified review process, the CMC certification.

- *IT ARCHITECT*

- The Open Group IT Architect Certification Program
  - First certification program for IT Architects in the marketplace
  - IBM, Capgemini, Fujitsu, HP, Hitachi, Raytheon signed up to participate at launch
  - ***IBM first company to achieve The Open Group IT Architect Certification Status***
  - ***All the IBM Italy certified I/T Architects can ask and obtain the Masters level TOG certification. Individual administrative fee reimbursed (all the LOBs agree)***



About The Open Group

The Open Group Standards Process

Forums

- Architecture
- ArchMate®
- Identity Management
- Management
- Platform
- Real-Time
- Security

Managed Consortia

- Jericho Forum
- DirecNet™
- Interconnect Software Consortium

Work Groups

- Business Architecture
- Semantic Interoperability
- Service Oriented Architecture

Certification

- All programs
- IT Architect Certification
- IT Specialist Certification
- TOGAF Certification

The Open Group is a vendor-neutral and technology-neutral consortium, whose vision of **Boundaryless Information Flow™** will enable access to integrated information, within and among enterprises, based on **open standards and global interoperability.**



WHAT'S NEW

- ▶ "SOA places broad demands on IT leadership beyond the traditional enterprise architect role" - the conclusion of a panel discussion at The Open Group's Chicago conference ([podcast & transcript on ZDNet](#))
- ▶ The state of enterprise architecture in The Open Group is assessed by President and CEO, Allen Brown ([podcast & transcript](#))
- ▶ **Member Spotlight:** Chris Armstrong - President of Armstrong Process Group, Inc., who has been involved with The Open Group since 2005 - is the latest member to come under our spotlight. 
- ▶ The Open Group Security Forum initiates the development of risk management and analysis taxonomy, the first phase of a comprehensive initiative aimed at eliminating widespread industry confusion.

COMING EVENTS

**The Open Group Conference - Munich**  
*20th Enterprise Architecture Practitioners Conference*



**October 20-22, 2008**  
[Sponsor this event](#)

CERTIFICATION NEWS

- ▶ CC & C Solutions registers 15 as TOGAF 8 Certified
- ▶ SIF Certification for VIP Tone, Inc.
- ▶ Celestial Consulting Ltd register 17 as TOGAF 8 Certified
- ▶ Real IRM Solutions (pty) Ltd register 7 as TOGAF 8 Certified
- ▶ Architecting-the-Enterprise register 33 as TOGAF 8 Certified

## TOGAF Overview

### TOGAF is .....

- **An enterprise architecture framework**
  - A generic framework for developing architectures to meet different business needs
  - **Not** a “one-size-fits-all” architecture
  - Descriptive and not proscriptive (where possible)
- **Vendor independent**
- **Developed and evolved by members of The Open Group Architecture Forum**
- **Considered most popular open EA Method**
- **Often used in tandem with other methods**
  - Zachmann Framework
  - RUP
  - DODAF / MODAF

You are here: [Home](#) > [Certification](#)

Certification Home

How to

- Have your Product Certified
- Become a Certified IT Architect
- Become a Certified IT Specialist
- Become a Certified TOGAF Practitioner

Certification Registers

- Register of Certified Products
- Register of Certified TOGAF Practitioners
- Register of Certified IT Architects
- Register of Certified IT Specialists

Certification Programs

- COE Platform
- CORBA
- IT Architect
- IT Specialist

## Certification

### Why Certification

Certification provides assurance of conformance and shows vendors' confidence in, and commitment to, their products and people. It gives buyers confidence that products conform to standards and specifications, and are interoperable, and that individuals have the expertise and experience required to get the job done.

### Certification News

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[→ more certification news](#)

### Certification Programs

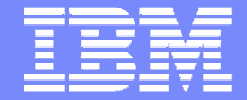
#### IT Architect Certification

The Open Group's IT Architect Certification program is the premier, global certification program for certifying skills and experience in the IT architecture community. Based on the proven best practices in the industry, it sets an independent, industry-wide standard for IT Architects and creates a foundation for trust between suppliers and customers.

[→ more](#)

#### IT Specialist Certification

The Open Group IT Specialist Certification program is designed to verify that professionals have the qualities and skills needed to enable the effective development, implementation and operation of IT solutions.



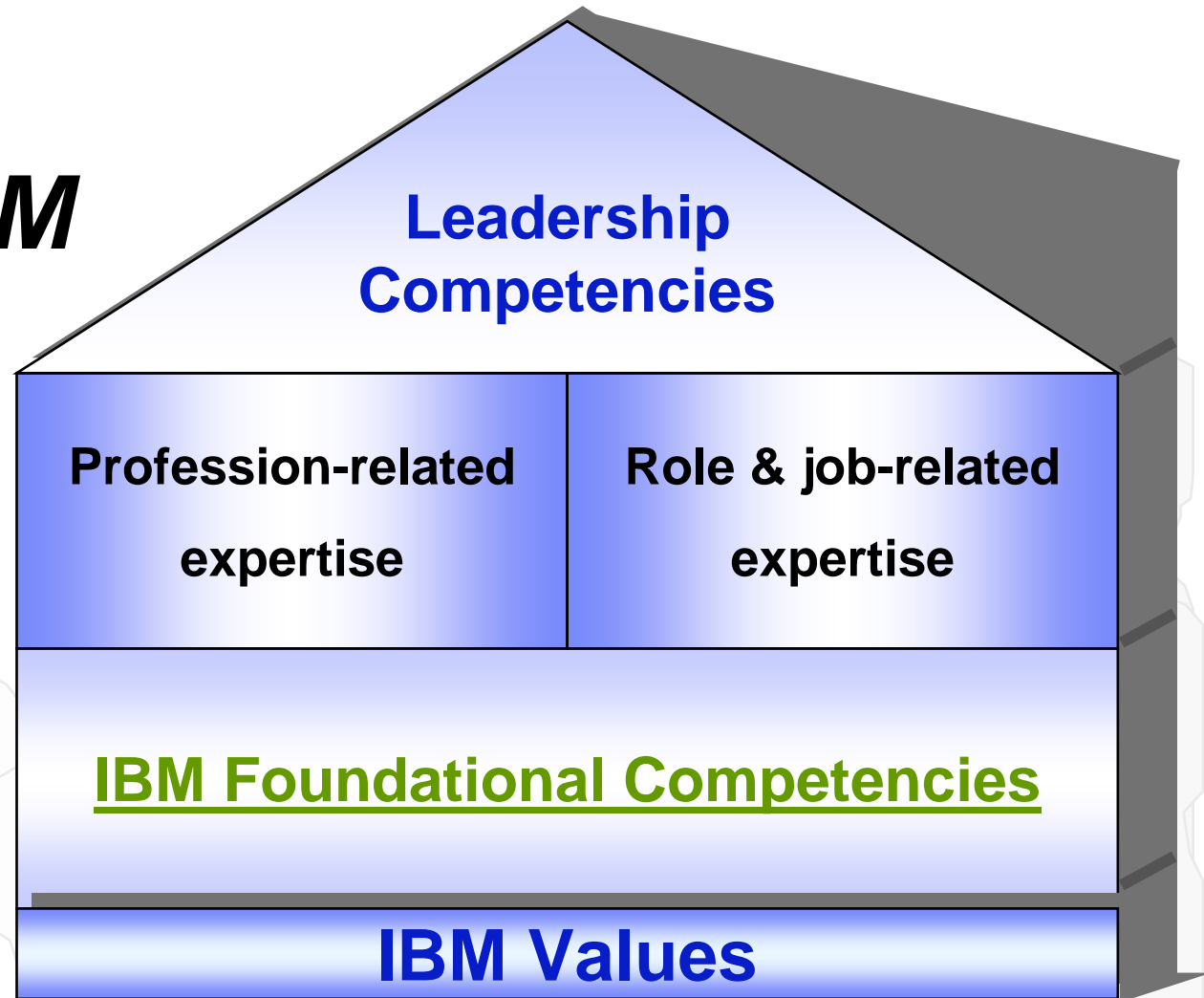
IBM

# IBM Competencies

# What are IBM competencies and expertise?

## *Grow your career in IBM*

**The Foundational Competencies form the base for growth and development and help to build the behaviors necessary for achieving success**



Everyone who works in IBM shares our common values,  
which shape our culture and everything we do

## IBMers Value

Dedication to every client's success.

Innovation that matters—for our company and for the world.

Trust and personal responsibility in all relationships.

- Our values were set through a World Jam with all IBM employees in 2004
- Our values shape everything we do, every choice we make on behalf of our company
- Having a shared set of values helps us make decisions and, in the process, makes our company great
- But their real influence occurs when we apply these values to our personal work and our interactions with one another and the wider world

# What competencies should you focus on?



**IBM FOUNDATIONAL**  
COMPETENCIES

*Foundational*



**IBM LEADERSHIP**  
COMPETENCIES

*Leadership Competencies*

# \* QUESTIONS and ANSWERS





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**GRAZIE!**

**Walter Pistarini**

**IBM Professional Development Leader  
& IT Architect Professional Leader**



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