Business Partnering Certificate Program Continues to Deliver Quantifiable Impact

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August 7, 2019 -- Data show that graduates of the Business Partnering Certification Program for Digital Innovation are more confident and perceive themselves as more effective when interacting with cross-functional colleagues to accelerate digital innovation.

The Certificate curriculum teaches three leadership competencies for optimal collaboration in an ever-changing digital landscape: digital savvy, business and regulatory acumen and influencing skills.

"The skills and competencies of cross functional and cross sector collaboration…true business partnering…are critical to the success of the digital opportunities and investments companies are making," states Liz Coyle, HBA executive vice president.

- Overall, participants more than doubled their confidence in the ability to navigate potentially challenging cross-functional dynamics which inevitably arise when diverse teams work together in an evolving digital terrain. They were also twice as confident in their ability to demonstrate business acumen in a digital environment and to communicate an understanding of emerging digital technologies when interacting with colleagues.

- Participants in commercial roles experienced the greatest increase in self-confidence and perceived effectiveness when engaging in a dialogue about digital technologies and possibilities with cross-functional colleagues. Commercial functions were least confident in this area coming into the program. Professionals in non-commercial roles experienced a ~ 50% increase in their confidence to navigate cross-functional team dynamics when digital innovation is being discussed.

- The following individual, team and organizational benefits were also reported:
    - Increased professional credibility and visibility as a more effective business partner
    - Increased ability to collaborate with business partners by sharing learnings and insights
    - Improved group dynamics surrounding new and novel digital initiatives thanks to improved influencing skills

These data are consistent with metrics from the 2018 certificate program cohort where there was a 50% or greater increase in participant confidence levels and perceived effectiveness across the three program tracks.

Concludes Ilyssa Levins, CCC present and program co-founder: "This immersive leadership development program is unique in that it tackles three key areas for engendering trust when partnering with diverse constituents throughout a product's life cycle."