Designation Support and Register Assistants for a Professional Credentialing Institute

The register stopped being a list and became a question you can ask

A credentialing institute does two things nobody else can do for it. It teaches and examines a body of practice, and it keeps the register of who holds the designation. The register is the asset, and a register that sits as a page of names answers almost none of the questions a board actually has. This institute built nine assistants along the credential's lifecycle, worked the register assistant harder than any of them, and set all nine to decline rather than guess.

96.8%
Of the questions it could answer, the share that landed well

188 hrs
Member time saved, counted at two minutes a question

516
Days with at least one question from a member

9
Assistants, for members, candidates and hiring boards

THE CHALLENGE

A credential raises questions for everyone it touches

A director who has just earned the designation wants to know what she is now entitled to put after her name and where. A board chair who needs to appoint somebody qualified wants to know who holds it and how to check. A candidate halfway through the study program needs the notes for the module he is sitting next.

Three different people, three different relationships to the same credential, and one small staff standing between all of them and an answer. The institute's authority is the reason they are asking it rather than searching generally, which means a wrong answer costs the institute the only thing it sells.

NINE ASSISTANTS, ONE FOR EACH JOB THE CREDENTIAL CREATES

The assistants map to stages rather than to departments. A how-to assistant for members using the designation. A register assistant for finding somebody who holds it. Study material and multiple-choice preparation for candidates. An assessment interpreter for members reading their own report back. Communications assistants for the institute's own output.

- Every one of the nine is set to admit when it does not know, without exception, and the study and assessment assistants answer from the institute's own material. For a body whose product is a standard, an invented requirement is worse than no answer, because somebody will act on it and name the institute when they do.
- Several assistants were built for a single study cohort and retired when that cohort finished. They answered real questions while they ran, which is what a credentialing calendar looks like in a configuration record.

THE CAPABILITY THAT DECIDED IT

Turning a register into something a board can question

The institute's register is the asset. A designation is only worth holding if the people hiring can verify it, and a register that sits as a page of names answers almost none of the questions a board actually has.

- **The register assistant is the most worked assistant in the practice.** A board chair can ask it who holds the credential and establish whether a candidate's claim stands up, in the same motion, without filing a request with the institute and waiting.
- That is the shape of the argument for any membership body sitting on a register. The list is already published. What the assistant adds is the ability to interrogate it, and interrogation is what a board does before it appoints anybody.

AT A GLANCE

CUSTOMER	An institute that credentials board directors in risk governance. It teaches and examines the practice, and it keeps the register of who holds the designation.
WHAT THEY BUILT	Nine assistants: one for members using the designation, one for searching the register, others for study material, assessment reports and the institute's own writing.
IF IT DOESN'T KNOW	Every one of the nine is set to say so rather than guess, which for a register of real people is the difference between useful and dangerous.
KEPT UP TO DATE	The institute has rewritten how its assistants answer 66 times, most often on the register assistant.
WHAT THEY WANTED	Answers for everyone the credential touches, from a member using it to a board checking it, without routing every question to the handful of staff who run the institute.
THE MAIN ONE	A how-to assistant for members, open to them and answering on 516 separate days.
WHAT THE RATE MEANS	Of the questions this customer's own material covers, the share whose answers landed well with the person asking. Measured over recent months. It is not a grade for correctness.
WHY NO NAME	We name a customer, or their designation, only with their written agreement. This institute has not been asked for one, so neither appears here. Everything else is exactly as the records show it.

WHAT THE RECORD SHOWS

5,656 questions asked across the assistants in service. The how-to assistant alone carried 2,067 of them, on 516 separate days, and is still answering.

- **516 days is the figure worth sitting with.** It is not a launch spike and it is not a burst around an examination window. It is somebody asking how the credential works on most of the days the institute has had an assistant to ask, across more than two years.
- Of the questions the institute's own material covers, 96.8% landed well with the person asking, measured across recent months. At the two minutes a question the platform counts, the assistants have saved members and boards about 188 hours of searching.

MEASURE

Answers that landed well, recent months	**96.8%**
Member time saved, at two minutes a question	**188 hours**
Questions asked	**5,656**
Days with at least one member question	**516**
Assistants running	**9**
Assistants set to admit when they don't know	**9 of 9**

WHY IT WORKED

One assistant per job. A candidate studying, a member using the designation and a board checking it are three different questions, and each has an assistant that answers only its own.

The register became askable. A list of names becomes useful the moment somebody can put a question to it instead of reading it.

Every assistant admits when it doesn't know. An institute whose product is a standard cannot afford an invented requirement with its name on it.

Rewritten 66 times. A body that keeps changing how its assistants answer is a body still reading the answers.

The newly designated director, the board chair with an appointment to make and the candidate sitting a module next week each get the institute's own position, from the institute, without joining a queue for it.

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