



## TRANSCRIPT – October 2025 ASQ Member Benefit Session

### Level Up with ASQ Certification & Specialized Credentials

*\*This transcript was AI-generated.*

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Michael Sullivan: Hello, everyone. If you're just joining us, we're just gonna give it a minute before we get started, just a lot of times people come from a meeting to a meeting, so we'll give it just a minute.

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00:00:11.240 --> 00:00:20.909

Michael Sullivan: If you're just joining us, we're gonna give it just a minute, let some people come into the room. Looks like a lot of people are starting to get filtered in now, so we'll give it just another minute.

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Michael Sullivan: If you're just joining us, we're going to get started in just a moment. I wanted to kind of give a little bit of a lag time, kind of let people get in here. A lot of times people come from a meeting to a meeting.

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Michael Sullivan: So, I'm going to go ahead and get started. First and foremost, I want to thank everyone for taking the time today to attend this Member Benefit Session. This Member Benefit Session is really about you, the member, and how to maximize the usage of your membership.

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Michael Sullivan: So, with that, today, we're very lucky. We're going to talk about ASQ Certification and Specialized Credentials. So, for those of you who don't know me, I'm Michael Sullivan, I'm the Organizational Success Manager. Many of you may have met me and may have not, but I welcome the new meets, too. If you have any questions on your membership, please feel free to reach out to us directly at [orgmembership@asq.org](mailto:orgmembership@asq.org).

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Michael Sullivan: Or you could email me directly at [msullivan@asq.org](mailto:msullivan@asq.org). I'm happy to help. Couple of things before we get started. The presentation slides will be made available in the Events Portal after the fact.

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Michael Sullivan: And if you have any questions along the way, if you wouldn't mind just throwing them in the Q&A, I mean, the chat, excuse me, the chat, and then we'll kind of get to those in the Q&A. We'll try to answer as many as we can. So, without that, I'm going to go ahead and get started on a little bit of, kind of, some of the upcoming events that we have.

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Michael Sullivan: So, we're pretty excited about the fall season as it's coming to a wrap. It's kind of hard to say fall these days. So, the Excellence Roundtable is coming up, and that is November 13th. The topic is Unlocking the Cost of Quality.

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Michael Sullivan: We're super lucky because we have a couple of subject matter experts, Doug Wood and Frazier Pruitt. You'll hear those names in the next 6 months to a year, because they're going to be working with us on a few things. So, a big thank you to them. Those invites will go out mid-October.

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Michael Sullivan: The Women in Quality Symposium, that registration is live, so thinking about if you wanted to use any of your event credits, or if you wanted to get registered for that as well. On top of that, I want you to also kind of think about... well, Lean and... it's not on here, but Lean and Six Sigma registration is open, World Conference registration is open, and all three of the conferences that are open all have group rates available, so if you

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Michael Sullivan: If you need any questions on that, feel free to reach out to us and I can let you know. Typically, the group pricing starts at 5 or more, so it's a great way to kind of send your team there. So, kind of thinking about that as we move forward as well.

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Michael Sullivan: And again, the next Member Benefit Session is going to be December 9th. I kind of got sidetracked on all my events. That's gonna be on December 9th, and that's, again, it's gonna be a virtual again, and it'll be similar to this.

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Michael Sullivan: So, it's that same style in the... it'll be professional communities. So we're going to have somebody from membership come in, individual membership, talk about the Geographical Communities, the Technical Communities, along with myASQ, and that's how you can kind of access that. So you need to be a professional membership to get that, so if you're a linked employee, you know, I encourage you to attend that and see if you want to upgrade your linked status to a professional membership.

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Michael Sullivan: You'll get a discount, or you'll be able to access some of that content, which is actually great material. Great way to network, great way to learn as well.

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Michael Sullivan: So, with that as well, give me just a second, I didn't go to the next slide like I was hoping it would. Okay. So, keep your eyes open as well, because there's going to be a new copy of the Excellence Benchmarking Highlights Report, and that's going to come out in October.

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Michael Sullivan: And as I had mentioned, and that's going to cover the nine performance, statistics and emerging, features of the categories of performance excellence. And with that is that cost of quality report that I kind of referenced to Doug Wood and Frazier Pruitt. So they're kind of helping us work with that. So again, that's where you're going to kind of see those names kind of coming up with other subject matter experts that we utilize on a yearly basis.

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Michael Sullivan: So, we... a big thank you to them, too.

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Michael Sullivan: Sorry, my slides aren't advancing as, like, as fast as I'd like them to. So, without further ado, I'd like to introduce you to Michael Byrnes. He's the Executive Director for Certification Operations. Michael, go ahead and take it away.

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Michael Byrnes: Thank you very much, Michael, and good morning, good afternoon, everybody. Welcome to this presentation. I'm excited to talk again about certification, specialized credentials, and really what value they can have and impact they can have on your career.

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Michael Byrnes: And today's presentation is really all about exploring those different career pathways, exploring new types of specialized credentials that are literally skill gaps, bite-sized credentials, that can really complement your journey with certification as well. Focusing on some Cert preparation, some new interactive AI tools we have for you.

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Michael Byrnes: And also looking at some recertification, and looking ahead to the future of certification as well. So I'm excited. I hope you find this a rewarding and worthwhile time.

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Michael Byrnes: And, like Michael said, if there's any questions you have for me, we'll get to that in the very end as well. So, without further ado, let's move on. Michael, next slide, please.

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Michael Byrnes: Next slide.

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Michael Byrnes: Perfect. So, let me give you just a little bit of history about ASQ and why we are a quality organization that's been around since 1968.

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Michael Byrnes: We have 20 mainstream pro- or 19 mainstream programs actively, and 1 corporate program that we offer for a customer that we put in place about 15 years ago, and it's been a tremendous success. Today, we've issued over half a million certifications, which is great, but the one thing I'm really proud of is our journey in terms of our accreditation journey to

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Michael Byrnes: ISO 17024.

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Michael Byrnes: And I want to talk about this for just a moment, because there's a lot of misconception and confusion in the market in terms of credentials, what constitutes a certification, and not all things are created equally and with the same rigor and reliability. ISO 17024 is essentially the world

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Michael Byrnes: paradigm and gold standard of accreditation, and what it offers for you is the reassurance that the credential that's being built is built fair, it's built reliable, and it's built in a way that has oversight from a third-party watchdog as well on top of that. So it's a similar standard to ISO 9001.

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Michael Byrnes: And we're really proud of that journey that we have walked, because as you can imagine, within the quality industry, everything is about quality management, quality improvement, and that quality journey. So we're really proud

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Michael Byrnes: proud to be part of that. And another little bit of trivia for you as well is some of our certifications, and many of our certifications, are the only accredited ISO 17024 for accredited products in the world. So we're pretty proud of that, and we continue to build on that improvement journey year after year to ensure that the end product that we put out there is the best, fairest.

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Michael Byrnes: product that you can get in the market. We have a small but mighty assessment team made up of educational and industrial psychologists that help build these credentials with the support of the entire ASQ quality subject matter expert network that we have at our disposal. And that's what makes us unique.

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Michael Byrnes: We have that reach into the experts and industries, and they come from just about every industry you can imagine, which bolsters that reliability.

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Michael Byrnes: As I mentioned earlier, we do and currently have corporate certification, and so if you are interested, if you are an organization that has your own philosophy, has your own methodology, and you're interested in taking that further towards a credential, we can

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Michael Byrnes: create that new product for you in the same way that we create any mainstream product or certification, and have a branding partnership with it. So, that's a little bit of history of why ASQ is different.

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Michael Byrnes: and how much we invest in that end product, so that we can really give you the best, fairest, and enhanced product out there. Next slide, Michael.

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Michael Byrnes: So, talking about the value of certification, and just thinking about it from somebody that may be thinking about their first certification, or somebody that may be thinking about their next certification, and whatever journey you're on.

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Michael Byrnes: there's both the tangible and intangible benefits of having a certification. Of course, you're well aware of some of the obvious ones, which are career advancement, job security in a market where unemployment is rising, and what sets you apart from any other applicant out there. But I also focus on the intangible ones that you don't often see

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Michael Byrnes: Which is the... essentially, the industry recognition you get from being either a quality engineer or a quality improvement associate. And also, job satisfaction. You know, confidence, credibility, influence and leadership are things that come with that intangible aspect. And then the other part of it as well, if you're an employer, you may be asking, well, what do we get out of it?

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Michael Byrnes: Will you get a credible and highly skilled workforce, which translates into often better, far superior products, lean efficiencies, and ultimately, customer satisfaction increases with your products and services. So, it is an ecosystem of value for the individual as well as the organization as a whole. So, please do think about it. If this is your first time looking at a certification and what it can do for you.

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Michael Byrnes: And these are some of just a few components of it that can really elevate you. Next slide, Michael, please.

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Michael Byrnes: ASQ has a vast portfolio of quality credentials that are designed from the beginning to advanced level of the practitioner, at the beginning with foundational products such as our quality process analyst, our quality improvement associate, to more advanced quality management. And really, wherever you're at in your journey, and wherever you're thinking about going

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Michael Byrnes: in your journey, this portfolio has something in there that is applicable to you and your journey on your way towards elevating yourself. The products that we build are purposely agnostic, and what I mean by that is they're built around the core methodologies, core skills, core fundamentals that can be applied to any industry, whether you're

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Michael Byrnes: aerospace, oil, you know, service, whatever it is, these credentials will help you in your role and help you in your career. So, it is vast. One thing I would point out is that you can see that we've 19 products here. The other 20 is the corporate one we have. We did add a new product in management this year called the Construction Quality Management.

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Michael Byrnes: It's a fantastic asset, and it was a natural gap in our portfolio, and it's been doing fantastic as well in the process. So, do take a look at these products, and if you go to the next slide, we offer a,

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Michael Byrnes: other complementary product suite as well that is not meant to compete, but to complement, even if you have certification and you're in need of upskilling in a particular area, such as data quality or risk management or lean.

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Michael Byrnes: Our specialized credentials are different.

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Michael Byrnes: From certification, in that they're pretty laser-focused.

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Michael Byrnes: on a skill bite or topic, that really is in focus. So, when we think about a, data quality, for example, which is the new one that we just launched this past week, there's a pressing need for increased governance, risk management, you know, who doesn't care about data quality and the impact it can have from a negative standpoint?

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Michael Byrnes: within the portfolio, so if you're looking to, you know, enhance your governance, reduce errors with data from even the medical perspective, I would check that product out as well. These products have been designed by quality experts, and they are relevant to the real-world issues that you're experiencing today in your role.

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Michael Byrnes: Do check that out. They're meant to be a complement and not a competitor to certification, and eventually they will form what we call a stackable career pathway as we go towards building non-traditional career pathways for quality professionals. As we look ahead to the future, we'll continue to build out the specialized credential portfolio based on the industry need.

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Michael Byrnes: industry demand, and also which skills quality professionals are telling us that they require more of, and organizations are telling us that they require more skill enhancement for their teams as well. So, looking ahead next year, we'll build out a root cause analysis specialized credential, and we'll continue to iterate as that VOC data comes in to support the portfolio growth.

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Michael Byrnes: Next slide, Michael.

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Michael Byrnes: Thinking about your career journey, it can be a little daunting to think about where do you start, and honestly, everybody has a personalized journey, a personalized set of skills, a personalized educational background, but wherever you are, it's good to begin thinking about where you navigate from, whether you are entry-level.

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Michael Byrnes: Or whether you're more on the professional level, there is a career pathway that we can take you through.

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Michael Byrnes: So begin to imagine and begin to start thinking about how to plan your career journey over the next couple of years. I've taken a few examples here from simple entry-level workers that are getting acquainted with quality and thinking about where they could, potentially be in a couple of years, with some planning and preparation. So, traditionally, entry gateway roles in customer

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Michael Byrnes: service, moving into, understanding more about traditional quality, and then eventually moving into practitioner level at the intermediate level, such as a quality technician, a quality analyst, or quality supervisor, are roles that are not only applicable to your entry-level force, but whether you're getting into quality and want to move in that direction, this is just a simple pathway.

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Michael Byrnes: The permutations with our entire portfolio run into the millions, and so you can imagine this is just a simple kind of high-level view. But if you go to the next slide, Michael, we have developed an absolute brilliant tool

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Michael Byrnes: That can help you

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Michael Byrnes: with your personal details, navigate and plan for where you want to be in the future. This career, what we call a certification pathway tool, will get into your background, your educational level, whether you're in the decision-making role, and how many years' experience you have, and which direction you want to go in.

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Michael Byrnes: and give you some, immediate what you're qualified for, but maybe what you're not qualified for, and how you can plan to achieve that in the coming years. And so, think of it as just a simple planning tool, for now.

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Michael Byrnes: to assess where you're at today, but also to plan where you could be in the future as well. It's a fantastic way also to get more options, to think about your preparation journey, and to really explore that with your teams at work, or your boss as well at work, on where you want to advance your career to.

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Michael Byrnes: Next slide, Michael.

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Michael Byrnes: In terms of our exams, every exam is different in terms of how it performs, how the body of knowledge is, how it is scored and equated are exactly the same. There's a couple of ingredients when we start looking at passing points of certification that can impact how the passing point moves from A to B, and it's known as a process called equating.

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Michael Byrnes: So, equating really looks at the preparedness of a group.

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Michael Byrnes: And a controlled experiment that we put in every single exam form. And what we're really trying to do is understand whether there's a difference in the groups, or a difference in the exam forms. And when all of the, those variables are analyzed into a statistical model, it produces a balanced score, that is a fair passing point

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Michael Byrnes: it will adjust for whether one group got a higher... a harder exam form, or a less difficult exam form by looking at that controlled experiment and comparing the means within each group. So, we have a precise and accurate way of understanding and fairly balancing the scoring process to ensure that the standard is fair and reliable.

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Michael Byrnes: In terms of some of the statistics, you may notice that the, they move up and down, and that is through that process known as equating. For any of you that maybe want to get into understanding more of the psychometrics, the model is called epipercentile equating.

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Michael Byrnes: Have fun with it. It is huge statistics, especially for you reliability engineers out there. You'll get that once you look at it, but it's a accepted practice for developing and scoring reliable exams.

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Michael Byrnes: No surprise that some of our more regulatory exams are harder, and that's simply because of the content, the standards, and the subject matter expertise. But don't let those passing points put you off.

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Michael Byrnes: Every certification pathway is a journey. I put these statistics up there so that they are, first of all, they're public, so that you know what the baseline is on what to expect when you enter the arena to attain certification. Some statistics, as you can see on the right here, is just for your information. We administer about 14,500 exams a year.

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Michael Byrnes: You can see the different modalities in over 120 different countries, and we measure just about everything you could think about from a standpoint of, of.



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Michael Byrnes: ensuring that we're reliable. So we do use that Cuter-Richerson 20, which is a metric, and I can tell you right now, although our minimum threshold is 80, many of our exams are well into the 90.95.99 percentile range. So, we're pretty proud of that, and we're pretty obsessed with ensuring that everything is delivered fair.

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00:19:16.820 --> 00:19:19.600

Michael Byrnes: And valid, to the market.

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Michael Byrnes: Next slide, Michael, please.

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Michael Byrnes: Just a little bit... next slide, yep. Just a little bit more about the actual exam process, if this is your first time and you have not taken an ASQ certification. It's a pretty simple process.

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Michael Byrnes: You go online, you submit an application. We do vet applications to ensure that you have the required experience and that you're qualified, and that's our commitment to the market and to the industry, to ensure that there is an equivalent expected

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Michael Byrnes: requirement that's set out for this body of knowledge. So we look at that, and once you submit it.

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Michael Byrnes: you will receive, if you are approved, an eligibility email, which essentially... and a link, and instructions for which to schedule your exam and your exam appointment. Your exam appointment can be, and I'm going to show you this in just a moment, it can be at a test center. For those of you that may have unreliable Wi-Fi, or just don't want to deal with

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Michael Byrnes: being in a live remote at-home proctored exam, test centers are a great option. For those of you that do not want to travel, and you have an environment that is conducive for live remote proctoring, and you want to do it from the safety and comfort of your own house, live remote proctoring is maybe suitable for you.

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Michael Byrnes: So, once that happens, and you've scheduled your exam, you will receive a confirmation email back from us with the date and time confirming that, and then you prepare for your test date, take the exam.

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Michael Byrnes: Once that occurs, you will receive a preliminary result, and that preliminary result is from the computer-based algorithm scoring based on our equating, but we do have an additional step involved. We monitor for irregularities, so we have a very rigorous QA process, and what we're really doing is we're looking at any reports, we're looking for any irregular behavior.

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Michael Byrnes: And we're protecting the integrity and the credibility of our certification program, so it's an important step in the process. But once we are satisfied that the exam was taken in a reliable and fair manner, we will release that result, and you will receive, if you're successful, a beautiful digital badge and certificate that you can showcase to the world. So.

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00:21:43.630 --> 00:21:46.370

Michael Byrnes: It's a pretty simple process,

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Michael Byrnes: But a necessary one just to take you through the sequence of events.

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Michael Byrnes: Next up, Micah. Next slide, please.

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Michael Byrnes: Okay, so here's just a little bit more information about what you might see when you are ready to schedule your exam. The first thing I want to say, though, is an important point to point out is that if you require a special testing accommodation.

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Michael Byrnes: per ADA accommodation law. And please flag that in the application so that we can provide that and cater to your needs. Often what we do is, once you flag that, we will work with our vendor, Prometric, to find the most suitable accommodation for your need, and ensure that you can get a fair and reliable assessment for everything that we have to offer.

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00:22:37.030 --> 00:22:42.439

Michael Byrnes: But once, for everybody else, once you've received the confirmation email.

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Michael Byrnes: you will be brought to a screen like this, where you can begin to enter your eligibility numbers and the last four digits of your name, and if you schedule... if you go to the next screen, Michael, please, you will then be taken to the

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00:22:56.880 --> 00:22:59.840

Michael Byrnes: A screen, such as this.

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00:22:59.840 --> 00:23:22.380

Michael Byrnes: If you are interested in taking it at a test center, and what it really do is it will be a fillable search by location, where if you're in, you know, Utah, or you're in, you know, a different country, it will bring up many options and many test dates and availability. It's important to note, though, that

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00:23:22.380 --> 00:23:46.380

Michael Byrnes: testing and testing seats, are in the open market, much like an airline. You are guaranteed to test, but you... as soon as you receive your exam eligibility and appointment, I would make a point of immediately scheduling my exam. If you want more variation and more, options that suit your professional background or your

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00:23:46.380 --> 00:24:08.800

Michael Byrnes: work-life balance. So, please go in as soon as you can, and schedule is my message here. If you go to the next slide, if you are taking it via live remote proctoring, it's going to look a little different. It's really asking you which date and which time do you want to schedule your exam. So, two different, ways of testing, but one scheduling system.

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00:24:10.100 --> 00:24:11.300

Michael Byrnes: Next slide, Michael.

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Michael Byrnes: Okay, so we've talked about certification, scheduling, taking your exam. The next part of the process here, whether you do it through ASQ or any other means, if you have a mentor.

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Michael Byrnes: Great. ASQ has a lot of options that are available to you.

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Michael Byrnes: Whether you're a busy professional, you've got kids trying to fit it in, there's a tailored solution that may work for you. So we offer everything from virtual training, which is really for those that really enjoy working with instructors.

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00:24:48.340 --> 00:24:56.119

Michael Byrnes: are curious, want to question, want to get more differentiation, about their industry. Virtual training is more

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Michael Byrnes: It's packed into a 3-day event, and it can be really beneficial if you plan to do it in a short period of time, and then take your exam.

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Michael Byrnes: If you are a busy professional, and you want to spread it out over multiple weeks, you've built a study plan, and you've, prefer to do bite-sized learning, e-learning may be right for you. It's really your personal choice and style, for preparation.

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Michael Byrnes: Some of the other options we have here are our AI study assistants, I'm going to talk about that in a few moments, and also natural question banks as well. Now, our question banks are really review and simulation tools. They go over the body of knowledge, they have questions related to each area of the body of knowledge, and they've got 3 simulated exams within them, so they're a great way to practice

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00:25:44.530 --> 00:26:09.129

Michael Byrnes: And I can speak from personal experience. Last year, I took a certification in my own industry, and I had forgotten how much time and energy you have to put into really preparing for certification to take, say, a 5-hour examination. It is a marathon, and you don't train for a marathon by just going out that day and running it.

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00:26:09.130 --> 00:26:26.570

Michael Byrnes: you really need to build up stamina in that regard. So, every little bit helps. So, please take the time, please do bite-size, please ramp up for better outcomes and better preparation and success. Of course, our exams are open book.

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00:26:26.570 --> 00:26:41.959

Michael Byrnes: you can bring in one of our handbooks for the certification, so they're a necessary product for you to take during the exam. And I do get people say, hey, is it... you know, it should be easy enough if I have the book. You'd be surprised.

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00:26:41.960 --> 00:26:46.740

Michael Byrnes: It is hard when you are under stress, you're in a timed exam.

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00:26:46.880 --> 00:26:55.110

Michael Byrnes: And you're trying to find an answer in a 600-page book, be prepared, take the time, and you'll have a better chance at success.

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00:26:55.490 --> 00:26:56.870

Michael Byrnes: Next slide, Michael.

108

00:26:58.110 --> 00:27:07.619

Michael Byrnes: In terms of preparing, much like our certification catalog, we have a Mered Prepare site that can also help you with

109

00:27:07.620 --> 00:27:32.070

Michael Byrnes: what you are interested in, in terms of study. As you can see here from the quality engineer, we offer just about everything you can imagine, from study guides, handbooks, e-learning, virtual, and question banks. So, it really depends on your comfort, where you're at in your career journey, and how much of a skill gap you have in that body of knowledge, in terms of how you proceed to prepare for the exam. So.

110

00:27:32.070 --> 00:27:38.180

Michael Byrnes: Take a look, and it's a personal choice for you, but we do have those products.

111

00:27:39.330 --> 00:27:40.680

Michael Byrnes: Next slide, Michael.

112

00:27:42.550 --> 00:27:56.319

Michael Byrnes: So here's a new, interesting tool that we have currently in beta at the moment. It's an AI study assistant, and it's designed really to be an interactive, personal

113

00:27:56.340 --> 00:28:21.299

Michael Byrnes: learning tool for you. We've called it Quincy, which is part of ASQ's AI tool, but it's a study assistant for CQE. Now, we will expand into other examinations in the coming year, but what's unique about this tool, and I've had a lot of fun playing around with it, it has ingested our handbook, and it has ingested materials

114

00:28:21.300 --> 00:28:46.300

Michael Byrnes: from the references, and what it really does is it allows you to generate, for example, unlimited items on a particular area, a particular topic, so that if you're weak, for example, in statistics or risk management, you can really hone in on those areas and create more immersive, more in-depth learning. But the other part of it is that you can actually go

115

00:28:46.300 --> 00:29:09.150

Michael Byrnes: deeper. You can ask this tool to compare the difference between CP, CPK, it can really get into any capability analysis, it can go through more complex tools, design of experiments, but also, it can build you study guides. You can ask Quincy to build you a study guide. You're 6 weeks out for the exam, or you're 6 days out for the exam.

116

00:29:09.150 --> 00:29:27.820

Michael Byrnes: Quincy can actually help you build that study plan and focus. And then all the other cool thing about it as well is not only is it interactive and immersive, it comes in about 30 different languages as well, making it more accessible, especially if English is not your first language. So, it is in beta right now.

117

00:29:28.020 --> 00:29:48.779

Michael Byrnes: We think it's going to be a game-changing way of interacting with a study assistant, and really helping you get deeper beyond just question banks and simulated exams, but actually learning the topics as well. So, fantastic tool. Please do check it out as we grow that portfolio.

118

00:29:49.740 --> 00:29:52.520

Michael Byrnes: Next slide, Michael, please. Okay.

119

00:29:52.810 --> 00:30:09.669

Michael Byrnes: Couple of last things for you, in terms of how to prepare and how to be successful. Understand the exam structure. Do not wait to look at the body of knowledge. That is often the largest pitfall that people have.

120

00:30:09.670 --> 00:30:18.660

Michael Byrnes: Look at the amount of questions, the cognitive level, the timing of the exam, and really frame it out that way. Get to know the body of knowledge.

121

00:30:18.660 --> 00:30:25.820

Michael Byrnes: Focus on those key areas and those key topics where you think you might be weak at. No surprises.

122

00:30:25.860 --> 00:30:34.199

Michael Byrnes: Most of the population have an issue with learning stats, and it's not because you have the ability to learn it, it's because many of us have forgotten

123

00:30:34.210 --> 00:30:45.129

Michael Byrnes: what it looked like from when we did it in undergraduate level, right, many years ago. So having a refresher on it, and having a new focus on it just takes time to ramp up.

124

00:30:45.130 --> 00:31:01.109

Michael Byrnes: Use reputable sources. There are a lot of knockoffs out there, there are a lot of good stuff out there, but just make sure you do your due diligence so that you don't have an outdated body of knowledge, an outdated book that can really throw you off during the exam process.

125

00:31:01.310 --> 00:31:02.650

Michael Byrnes: Build a study path.

126

00:31:02.970 --> 00:31:07.369

Michael Byrnes: I would say to you that if you want to be successful.

127

00:31:07.520 --> 00:31:16.119

Michael Byrnes: build it. You can build it in Outlook, you can build it in Word, you can build it anywhere. It's just something to get you to focus for an hour a week.

128

00:31:16.240 --> 00:31:24.099

Michael Byrnes: Alright? Join a study group. If there's a couple of folks in your group or networks that you have.

129

00:31:24.100 --> 00:31:36.619

Michael Byrnes: Reach out, create a study group. You'd be surprised about how many people are interested in, talking through the topics, sharing their success stories, hearing their perspectives, and learning from each other.

130

00:31:36.620 --> 00:31:40.129

Michael Byrnes: Practice time management. This is the part where I think

131

00:31:40.130 --> 00:32:01.549

Michael Byrnes: you know, you really gotta ramp up for that marathon 5-hour study, you know, thing. You'll know what I mean after you're an hour into a practice question bank. It does take a little bit of getting used to, and that frame of thought as you build up your concentration over a 4- or 5-hour exam. Now, there are breaks in the exam, I want to point that out.

132

00:32:01.550 --> 00:32:02.460

Michael Byrnes: Still.

133

00:32:02.460 --> 00:32:09.340

Michael Byrnes: Please do, ramp up, and be consistent, with life's distractions, everything that comes at us.

134

00:32:10.090 --> 00:32:31.189

Michael Byrnes: you know, I know too well that, you know, whether there's a pressing deadline or something comes up, carve that time out for you. And respect yourself as well for keeping with it. It's almost the adage of, don't expect to get out what you haven't put in to this process. So, I really think consistency is the

135

00:32:31.930 --> 00:32:35.849

Michael Byrnes: You know, it's something that will lead to greater success and outcomes.

136

00:32:36.380 --> 00:32:38.180

Michael Byrnes: Okay, Michael, next slide.

137

00:32:38.180 --> 00:33:02.389

Michael Byrnes: So once you've gone through the process, you've studied hard, and you've come out the other side, and you're successful, ASQ will issue you one of these digital certificates and digital badges. These platforms are really designed to be your platform. They are promotional tools, and they are secure tools. They have the same blockchain encryption that your bank has.

138

00:33:02.390 --> 00:33:25.769

Michael Byrnes: And by the way, there are thousands of credential bodies that utilize these platforms as well, such as Accredible. So whether you have a PMI certification, or you have a IEEE certification, or something, everything can be combined into one place under these new digital platforms. They are great for promoting yourself.

139

00:33:26.090 --> 00:33:29.830

Michael Byrnes: They're high visibility, and they're something you ought to be proud of.

140

00:33:30.320 --> 00:33:34.730

Michael Byrnes: Honestly, I've seen everything from people, create,

141

00:33:34.730 --> 00:33:55.199

Michael Byrnes: everything from people creating things on Amazon, from large pictures to household items and pearls, and yes, I've seen people with t-shirts with their certificates on. Not for me, but whatever you're into, you can have a little fun with it, especially if you're in the office and you're having a little bit of a celebration and a bit of fun.

142

00:33:56.710 --> 00:33:57.970

Michael Byrnes: Next slide, Michael.

143

00:33:58.260 --> 00:34:23.239

Michael Byrnes: One thing I want to point out is, once you receive your email from us, there is a way of utilizing the platform. If you are interested in sharing your success to your network, there is a guide at the, on the right that you can see. I think it's got something like 40 to 50 different social media platforms. I don't know why they all exist, but they're out there for everything

144

00:34:23.239 --> 00:34:47.850

Michael Byrnes: that you need. You click on it, it takes you through this step. The other part of it is that these credentials can be verified by employers as well, so that barcode really will validate whether something is active or inactive, so if you are seeking employment, the odds are they will check on that. You can also print under the

145

00:34:47.850 --> 00:34:56.640

Michael Byrnes: ASQ quality engineer that you can see there with the red box. You can download, print as many certificates as you want, you can embed it in your signature.

146

00:34:56.670 --> 00:35:09.979

Michael Byrnes: And you can, essentially serve... self-service this entire platform. It stays with you for as long as you want it. It's perpetual in nature. So, use it. It's another platform, it's another tool.

147

00:35:10.100 --> 00:35:16.429

Michael Byrnes: And it's something that can really elevate you and get you noticed in the industry and within your organization.

148

00:35:17.440 --> 00:35:40.680

Michael Byrnes: Okay, next slide. So, just the final kind of couple of slides here for you. Once half of our portfolio of certification require renewal, which essentially means keeping current with the profession, and that happens, more often than you would think. Knowledge becomes, excuse me, knowledge becomes obsolete.

149

00:35:40.680 --> 00:36:03.659

Michael Byrnes: Topics change, standards evolve, recertification is really your commitment to being current with the industry, keeping up with the industry, and contributing to the industry as well. We make recertification real simple. It's for every 3 years, it's aiding our use, I'm going to show you that in a moment. We have an online platform, which is your platform.

150

00:36:03.660 --> 00:36:08.290

Michael Byrnes: That you can log our use, when you earn them and forget them.

151

00:36:08.460 --> 00:36:12.160

Michael Byrnes: Everything from events within your organization.

152

00:36:12.180 --> 00:36:23.340

Michael Byrnes: to things that you do in the community, to things you do at ASQ, can be simply snapped, logged, and forgotten. What we will do is we will continue to remind you



153

00:36:23.340 --> 00:36:43.709

Michael Byrnes: Because that 3 years can sneak up on you real quick, and we don't want to get... we don't want you to get to a point where you've got 2 months to go, and now you're panicking to earn RUs. However, we will have solutions in the future. If you do need 3 or 4 RUs in a pinch, we will have ways for you to earn those. So, Michael, if you go to the next slide...

154

00:36:47.810 --> 00:37:01.899

Michael Byrnes: Here's a kind of a quick, simple dashboard of the recertification, and we do have the journal online that we will send to you as well. But essentially, if you look in the center, we offer 10.8 RUs

155

00:37:01.950 --> 00:37:25.140

Michael Byrnes: just for being employed in the profession. And the reason is, is you're a practitioner. You're actively doing the role, and it's rewarded as such. But then to the left, in terms of professional development, what's new this year from prior years is that there's no limit on how many RUs you can earn within any of the professional development

156

00:37:25.530 --> 00:37:39.059

Michael Byrnes: tiers from continuing education, publishing, if you write an article, if you write something on quality, you know, log those. These are all valid. If you are attending events or section events.

157

00:37:39.060 --> 00:37:54.120

Michael Byrnes: for ASQ, or division events, or even other industry events, they are professional development, as long as they're related to the credential that you hold. And the one that I get asked the most is about volunteering. We did introduce a new giving back

158

00:37:54.120 --> 00:37:55.050

Michael Byrnes: category.

159

00:37:55.050 --> 00:38:13.709

Michael Byrnes: which really embraces the holistic professional. You're not just a professional in the vacuum in an industry, you're part of a community, and as such, there's a kind of almost a mechanism for giving back that we see with folks, from a corporate,

160

00:38:14.250 --> 00:38:31.020

Michael Byrnes: responsibility or social responsibility point of view. If you do happen to help out your local food bank with leaning operations, or you work with your local school in terms of helping them with a quality improvement activity.

161

00:38:31.020 --> 00:38:50.869

Michael Byrnes: please do log those. That's what it's intended to do. In addition, if you do mentor folks for future certification, we offer RUs as well in that capacity, because it is part of that overall giving back component. So please do check that out. And if you go to the next slide, as I mentioned earlier.

162

00:38:50.870 --> 00:39:03.199

Michael Byrnes: We will not let you forget about your recertification. However, it is your responsibility to keep current with it. Trust me, it breaks my heart when I see people get to that red expiration.

163

00:39:03.200 --> 00:39:14.609

Michael Byrnes: button at the very end, because it's completely unnecessary. It couldn't be easier to earn RUs if you just think about it even once a year with the events and activities that you do.

164

00:39:14.610 --> 00:39:31.089

Michael Byrnes: you've earned this credential. Just do not let it lapse. Be mindful of the fact that it does require maintenance. We will send you ways and mechanisms on a quarterly basis through our newsletters, but automated as well.

165

00:39:31.090 --> 00:39:46.609

Michael Byrnes: to help you, remind, because, let's face it, you're not thinking about ASQ, you're living your life, having fun, and succeeding in your employment, in your personal lives. We just want to make sure that we make it a little easier for you to be on that journey. So.

166

00:39:46.610 --> 00:39:52.569

Michael Byrnes: Please do reach out to us if ever you encounter an issue with recertification.

167

00:39:53.100 --> 00:39:54.719

Michael Byrnes: And next slide, Michael.

168

00:39:55.180 --> 00:40:19.470

Michael Byrnes: My final slide here is really on resources for your team. This presentation will be going out afterwards. Everything from your CERT pathways to your digital credential information is included in this. I know today I just got to spend 40 minutes with you. I'll be doing more presentations again in the future, but if I can help you in any way with your preparation or questions on certification.

169

00:40:19.470 --> 00:40:35.019

Michael Byrnes: Please do reach out to me, or reach out to us at [CertAtASQ.org](https://CertAtASQ.org), and we will be happy to provide that information to you. So with that, I will pass you back to Michael, and thank you so much for your time and for listening today.

170

00:40:35.020 --> 00:40:48.309

Michael Sullivan: Michael, thank you so much. I was trying to unmute my screen, and I can't do my video for some reason, but anyway, so nobody will get to see me read the questions, but I do have some questions that came in from the Q&A, so if I could read a couple off to you, Michael.

171

00:40:48.310 --> 00:40:56.820

Michael Sullivan: So, the first one is why ASQ doesn't have a certification option for lean plus Six Sigma.

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00:40:57.150 --> 00:41:03.899

Michael Sullivan: question mark, it's kind of like, why doesn't it? And the next part of it is I only see Six Sigma options.

173

00:41:05.800 --> 00:41:10.069

Michael Byrnes: Correct. So, so we... what we have today is we've got a,

174

00:41:10.200 --> 00:41:19.590

Michael Byrnes: your Six Sigma, Yellow Belt, Green Belt Pathway, all the way through Master Black Belt. There are some principles in there on lean.

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00:41:19.590 --> 00:41:26.520

Michael Byrnes: But it's neither, fully lean or fully Six Sigma. There are lean tools and methodologies in there, and we do...

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00:41:26.520 --> 00:41:50.700

Michael Byrnes: We have looked at it. I think from where we went years ago was understanding whether or not we would have cannibalization, and we would have proliferation in our market if we offered both a lean Six Sigma and a Six Sigma. And at the time, the direction from our SMEs was to keep it at a Six Sigma certification, incorporate, lean into it, but keep that title. So, if you want.

177

00:41:51.000 --> 00:42:15.569

Michael Byrnes: I believe it's more of a titling thing. There is enough lien in there with Six Sigma to help you in your journey, but we currently do not offer a lien. We also used to partner many years ago with the shingle lien, and SME on a lien certification, and that fizzled out over time, so that was another reason why we stayed out of the

178

00:42:15.570 --> 00:42:18.540

Michael Byrnes: lean... Certification market.

179

00:42:19.590 --> 00:42:36.790

Michael Sullivan: Thank you. I have another question. Well, actually, I have a few. The question is, what is being done to get HR and management to see the value of certifications? There's a couple of questions within the one question. Many times, I have seen the job posting as certification preferred.

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00:42:36.790 --> 00:42:42.260

Michael Sullivan: But candidates are more likely to be chosen based on EEO statistics.

181

00:42:42.270 --> 00:42:52.940

Michael Sullivan: Also, non-certified individuals usually receive the same salary as a certified, or no increase based on an achievement for certifi- of certification.

182

00:42:54.600 --> 00:43:10.550

Michael Byrnes: That's a great question, and one that we are continuing to influence. So it's an advocacy thing for us as well, but it's also the value of certification. Our efforts, to make ASQ the preferred certification

183

00:43:10.550 --> 00:43:20.919

Michael Byrnes: has begun, over the last couple of years. There's a lot of competition out there, and there's also a lot of HR companies that are not willing to.

184

00:43:20.920 --> 00:43:31.540

Michael Byrnes: lean down on any one particular credential as well, and make it more agnostic. So I admit that it's a... we've provided,

185

00:43:31.540 --> 00:43:49.180

Michael Byrnes: accreditation, so that that's a kind of a way of differentiating ASQ from other entities, and also a way for employers to be able to justify, especially for government, any taxpayer dollars that's invested in a program.

186

00:43:49.340 --> 00:44:13.699

Michael Byrnes: But it's an endless battle that continues, and our struggles, I think, are like many. Trying to get that industry recognition starts with our members as well. We've been engaging with members to have them spread the word, to influence within companies, as well as creating awareness on the value of ASQ certification and everything that goes into it, like I showed today.

187

00:44:13.700 --> 00:44:21.410

Michael Byrnes: To really, hammer home that if you have a quality, position opening, ASQ is the...

188

00:44:21.410 --> 00:44:34.770

Michael Byrnes: preferred credential. If it were up to me, it would definitely be in every job description, so I thank you for asking that, but we will continue to press on engagement, and press on the value of certification, and influence where we can influence.

189

00:44:35.690 --> 00:44:43.179

Michael Sullivan: Michael, the next question is on recertification. It says, how come for recertifications, we do not receive a certificate anymore?

190

00:44:44.010 --> 00:45:02.620

Michael Byrnes: Because you receive a, you receive a digital certificate. You refer... without getting into whether I know you're meaning a physical certificate, ASQ now issues digital certificates, so when you do renew, you'll get that renewal,

191

00:45:02.710 --> 00:45:15.809

Michael Byrnes: qualification, and with that, you'll get the link to claim your digital certificate and badge. If you have a digital credential and badge, what will happen is the, date

192

00:45:15.950 --> 00:45:21.569

Michael Byrnes: And the new date will appear on the certificate from which you received, so...

193

00:45:21.570 --> 00:45:22.919

Michael Sullivan: will automatically update.

194

00:45:22.920 --> 00:45:31.970

Michael Byrnes: Correct, so that's the change that we have, and you can then broadcast it as well, so you don't physically get a certificate any longer.

195

00:45:32.330 --> 00:45:49.380

Michael Sullivan: I have another question for you based on recertification. It seems there are a few webinars being offered where RUs are awarded. Makes it difficult to maintain certifications. Do you have any suggestions? Well, I'll jump in, because we have Ascend webinars

196

00:45:49.500 --> 00:46:00.629

Michael Sullivan: And then you can answer, Michael. Ascend webinars that ASQ hosts for organizational members, those actually get recertification units, so that's one you can get right from me, and then I'll hand it back to you, Michael.

197

00:46:01.180 --> 00:46:20.449

Michael Byrnes: Yep, and you know, you're highlighting something that we're working on right now as well. You do get free member gifts, as Michael said, but what we're working on into the future here is a recertification learning library. I talked about it earlier on. We realized that, including myself, busy professionals

198

00:46:20.600 --> 00:46:39.800

Michael Byrnes: want 3 or 4 RUs, how do we package that up so that you can have a... almost like a personalized library for you to pick from our offerings, so that you can continue to grow your skill, but also earn those RUs all in one package. So we're working on that, so just keep an eye out for that.

199

00:46:39.800 --> 00:46:51.459

Michael Byrnes: as we develop that over the next year. We do think it's a gap, but... but I do... I do still think that there are a lot of ways that you can get free RUs, especially from ASQ and those member gifts.

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00:46:52.420 --> 00:47:16.900

Michael Sullivan: So, Michael, that kind of puts us at the end of the time, so I want to thank you for participating today, and I think it's super helpful, because I think a lot of people really want to learn more about certification, how to fully take advantage of that. And again, Michael had some links that were in that slide, so those will be posted on the portal if you have any questions related to certification themselves. Excuse my voice, I'm kind of losing it. And I want to thank everyone for attending today, and

201

00:47:16.900 --> 00:47:25.100

Michael Sullivan: When you do log out today, there's going to be a small little survey. If you could please do us a favor and help us with that, that's really for us to help us bring

202

00:47:25.350 --> 00:47:38.350

Michael Sullivan: speakers such as Michael, or member benefits that are really kind of what you're looking to hear from. So, I want to thank everyone for attending. Michael, thank you for being a great partner, as always, and I hope everybody has a great day. Thanks so much.

203

00:47:39.140 --> 00:47:39.870

Michael Byrnes: Thank you.

204

00:47:40.110 --> 00:47:41.180

Michael Byrnes: Thanks, everybody.