



KCS CERTIFIED TRAINER GUIDE

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Contact Information

KCS ACADEMY

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THE CONSORTIUM FOR SERVICE INNOVATION

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ONLINE CREDENTIAL MANAGEMENT SYSTEM

http://www.thekcsacademy.net/kcs_certification

About the KCS Certified Trainer

The KCS Certified Trainer program is offered by The KCS Academy.

Intent of the Program

KCS (Knowledge-Centered Support) is gaining in popularity and credibility. As the market demand grows so does the variation in how people define KCS, which in turn threatens the credibility of the methodology. The KCS Certified Trainer program is an attempt to support the growing rate of adoption and maintain consistency in the definition of the KCS practices. Additionally, we see mutual benefit in supporting the success of those who offer legitimate KCS training and services.

KCS Trainer Certification is for individual trainers who meet the KCS Certified Trainer criteria.

What Being a KCS Certified Trainer Means

Completing the Certified Trainer program means you are qualified to teach the KCS Foundations and KCS Overview courses. In order to qualify to teach additional workshops (listed under “KCS Workshops Available”), you must fill out the application and meet the qualification criteria for those workshops.

KCS is gaining market recognition and we believe that being a KCS Certified Trainer has market value. Once trainers are certified to teach the Foundations Workshop then they can add one or all of the other KCS workshops offered through the KCS Trainer Program. As a certified trainer you have the right to use the KCS Trainer logo on your marketing materials and web site in conjunction with the workshop you have been certified and licensed to deliver. As long as you maintain your KCS Certified Trainer status you will have a license to use the latest workshop materials. The KCS Academy will maintain a web page that lists KCS Certified Trainers with links to information about the Trainer and their schedule of training events.

Eligibility Requirements

Applicants for the certified program are expected to:

- Have experience teaching/facilitating in a classroom or workshop environment
- Have experience in customer support and be familiar with current processes, structures, management practices and metrics
- Have experience with knowledge management in customer support organizations

Overview of the Process to become a KCS Certified Trainer

1. Attend a KCS Foundations Workshop
2. Pass the KCS Certified Publisher exam ([KCS Academy web site](#))
3. Organize and co-teach a KCS Foundations workshop with a KCS Certified Trainer (this can be a revenue generating event at a client site or a public workshop, trainer keeps revenue less expenses and the Consortium fee)

- a. Co-Instructor must complete an Assessment verifying the candidates overall training experience: understanding of the KCS practices, ability to articulate the KCS practices with examples, ability to handle objections, ability to debrief the workshop exercises and draw out the key learning points. The form can be downloaded from the KCS Academy online [credentials management system](#) download center.
4. Pass the KCS Trainers exam administered by the KCS Academy ([KCS Academy web site](#))
 - a. The exam is a fill-in-the-blank format and takes about 90 minutes to complete. It can be taken in a test center or via online proctoring (video). The exam results are then discussed with the candidate; this review takes about 90 minutes.
5. Sign and abide by the "[KCS Workshop License Agreement](#)"

Renewal: to retain the KCS Certified Trainer rights you must teach a minimum of three KCS workshops in 18 months. In order to maintain an active certification status you will need to:

- Teach three KCS workshops within 18 months of being certified (six month grace period).
- Be up to date on workshop royalty payments.
- Complete KCS Certified Trainer Renewal Form in the [credentials management system](#).

If these requirements are not met within 24 months, you must apply for reinstatement.

Membership in the Consortium is not required but strongly recommended. Royalty payments from workshops delivered offset cost of membership.

Costs

Activity	Cost
Attend KCS Foundations Workshop	Current market price
Pass the KCS Publisher Certification Exam (KCS Academy)	\$350
Consortium fee for co-teaching KCS Foundation workshop (this should be revenue generating event, net income is retained by the workshop sponsor)	\$7500
Pass the KCS Certified Trainers Exam (KCS Academy)	\$650
Retake the KCS Certified Trainers Exam (only if necessary)	\$300
Renewal process	Deliver any three KCS workshops in 18 months (six month grace period)
Royalties paid to Consortium for Workshops delivered	See below for list of available workshops and fees
Qualify to teach additional workshops	Based on criteria to qualify for specific workshop (see Workshop application in credential management system)

KCS Workshops Available

1. "KCS Foundations Workshop" (3 days)
 - a. Qualified to teach as a Certified Trainer
 - b. Instructor Reference Materials:
 - i. "Instructor's Guide: KCS Foundations Workshop" (Word)
 - c. Display Materials:
 - i. "KCS Foundations Workshop slide deck" (PowerPoint)
 - d. Handouts:
 - i. "KCS Foundations Workshop Handout" (PowerPoint)
 - ii. "KCS Foundations Exercise Worksheets" (PowerPoint)
 - iii. "KCS Performance Measurement Scenarios" (Excel)
 - iv. "Communications Exercise" (Word)
 - e. Royalty: \$100 (USD) for each individual registered or attending this Workshop

2. "KCS Overview" (1/2 – 1 day)
 - a. Qualified to teach as a Certified Trainer
 - b. Instructor Reference Materials:
 - i. "Instructor's Guide: Introduction to KCS" (Word)
 - c. Display Materials:
 - i. "Introduction to KCS slide deck" (PowerPoint)
 - d. Handouts:
 - i. "Introduction to KCS Handout" (PowerPoint)
 - e. Royalty: \$35 (USD) for each individual registered or attending this Workshop

3. KCS Leadership Workshop (2 days)
 - a. Qualified to teach once you attend a qualified Leadership Workshop taught by a Certified Trainer and that Trainer completes a letter of recommendation
 - b. Instructor Reference Materials:
 - i. "Instructor's Guide: KCS Leadership Workshop" (Word)
 - c. Display Materials:
 - i. "KCS Leadership Workshop slide deck" (PowerPoint)
 - d. Handouts:
 - i. "KCS Leadership Workshop Handout" (PowerPoint)
 - ii. "Leadership Workshop Exercise Worksheets" (PowerPoint)
 - iii. "KCS Measurement Scenarios" (Excel)
 - iv. "One More Time: How Do You Motivate Employees?" (pdf)
 - v. "Assessing Individual Contribution" Radar Chart Scenarios (Word)
 - e. Royalty: \$100 (USD) for each individual registered or attending this Workshop

4. KCS Coach Development Workshop (2 days)
 - a. Requirements to teach: TBD. Contact Greg Oxton for details.
 - b. Instructor Reference Materials:
 - i. Exercise set up and debrief notes (Word)
 - c. Handouts:

- i. KCS Coach Workbook (Word)
 - d. Royalty: \$150 (USD) for each individual registered or attending this Workshop
5. Knowledge Domain Expert (KDE) Workshop (2 days)
 - a. Qualified to teach once you attend a qualified KDE Workshop taught by a Certified Trainer and that Trainer completes a letter of recommendation
 - b. Instructor Reference Materials:
 - i. Exercise set up and debrief notes (Word)
 - c. Handouts:
 - i. Knowledge Domain Expert Workbook (Word)
 - d. Royalty: \$100 (USD) for each individual registered or attending this Workshop

How to Complete the Online Application

All candidates must use the KCS Academy online [credentials management system](#) to apply for certifications. This system is a tool to view certification progress, download forms, download exam results, submit payments, access certification records, and view listings on the credentials registry.

The registration and application process can be started and saved without completing the application. Once the certification payment is approved, the candidate has the responsibility to schedule and sit for the exam within one year. Following payment, the candidate will receive an email confirmation with instructions on how to register for the exam.

Certified Trainer Exam Retake

All certification criteria must be met within one year from payment submission to receive the certification. To retake a non-passing exam, a retake fee and 90 day waiting period is required. Should a second retake be necessary, a retake fee and another 90 day waiting period is required. The exam cannot be taken more than three times.

Exam Options

There are two options for taking the exam:

1. Hosted – at a proctored testing center
2. OLP – online proctored

Details and [testing center locations](#) are available after registering in the credentials management system.

No reference materials can be used during the exam. Exam policies and procedures are provided on the testing center web site after scheduling the exam.

Accessing the Credentials Management System

www.thekcsacademy.net/kcs_certification

Resources and Reference Materials Available

Required Reading:

- [KCS Practices Guide](#) (pdf)
- [KCS Overview](#) (pdf)
- [Measurement Matters](#) – KCS benefits paper (pdf)
- [Demand Based View of Support](#) – Funnel and the Cloud model (pdf)
- [KCS case studies and resources](#) (Consortium website)
- [One More Time: How Do You Motivate Employees](#) by Fredrick Herzberg (Amazon)
- [The Knowledge Creating Company](#) (Chapters 1 through 3) by Nonaka and Takeuchi (Amazon)

Recommended Reading:

- [The Balanced Scorecard](#) by Robert S. Kaplan and David P. Norton (Amazon)
- [Drive](#) by Daniel Pink (Amazon)
- [The Dance of Change](#) by Peter Singe (Amazon)
- For more recommended reading, visit the [Recommended Reading](#) page at www.serviceinnovation.org.

For more information, questions or comments please contact:

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Languages

The KCS Certification is currently only available in English. Testing centers are worldwide.

Renewal

Certification begins on the date of passing the online exam and ends 18 months later. In order to maintain an active certification status:

- Deliver 3 KCS workshops within 18 months of passing the online exam
- Submit royalty payments per the [Workshop License Agreement](#)
- Complete application for certification renewal
- Renew [Workshop License Agreement](#)

Exam Information

The KCS Certified Publisher exam is comprised of 45 questions both fill-in-the-blank and essay questions. The allotted time to complete the exam is 90 minutes. Some candidates will complete the exam in less time.

There are no scheduled breaks in the exam. No outside materials can be brought in.

Exam Results

A member of the KCS Academy Staff will manually score the exam and contact you within 2 business days to set up a time to review the results together. Exam results are confidential and will not be disclosed without the candidate's permission.

Audit Process

By submitting an application, the candidate is agreeing to comply with the terms of the audit process. Applications are randomly chosen for auditing and all applications are subject to audit, although only a percentage will be selected.

Terms of the audit include:

- A KCS Academy staff member will contact the references listed on the Application and on the Assessment.
- Additional contact information will be requested for references and supporting documentation listed on the application.
- The application will remain in an In-Progress state until all the audit requirements are validated.

Once the audit is successfully completed, the one-year eligibility period starts. Inability to provide contact information or requested documentation will result in failure of the audit and the candidate must reapply.

Misrepresentation of information on the application will result in loss of certification status and exclusion from the KCS network at the KCS Academy's discretion.

Rules of Conduct

Do No Harm: Be responsible and don't misrepresent yourself, claim false credentials or expertise or give advice in a way that might cause someone harm. Don't incite or advocate harmful, derogatory or illegal practices.

Most of what the Consortium for Service Innovation and the KCS Academy Inc. creates is offered with a "right to use with attribution" agreement. Two exceptions to the right to use with attribution are the licensed materials for the KCS workshops and the contents of the Certification Exams. "Do No Harm" includes do no harm with respect to the integrity of the licensed materials and the value of the Certification Exams. You agree not to copy, distribute or discuss the questions and/or answers on any of the Academy's Certification Exams or in any way diminish the value and integrity of the Certification programs.

Sunshine Rule: Don't do anything that you would be embarrassed about having covered in an article on the front page of the Wall Street Journal. And, if in doubt, don't.

Communications: This is your network. Most people have a common-sense feel for what is and what is not appropriate in the network and generally the network polices itself. The following boundaries of acceptability or ground rules are offered for reference should the need arise.

Offensive Messages: Messages personally attacking, calling names, or otherwise harassing or being disparaging to another member, or any ethnic or religious group will be deleted. Offensive and/or vulgar language is not appropriate.

Adult Content/Illegal Activity: Messages containing sexually oriented or suggestive dialog, content, or links to such will be deleted. Messages with links to or suggesting illegal activity will also be deleted. Either could result in loss of access to the network.

Religious and Political Topics: These topics generally just cause bad feelings and do not align with the intent of the KCS network.

Other: The Academy will make an effort to remove ANY objectionable content in a reasonable time. We reserve the right to remove any content without providing a reason.

Vendor Specific Rules:

There are vendors and consultants who have products and services that may help people resolve issues or increase their success with KCS. These vendors and consultants are welcomed and encouraged to participate in the discussions. Product features or service offerings may be discussed in response to an inquiry, however, to avoid the intrusion of overt sales messages in network interactions vendors are asked to:

- Restrict postings to responses to customer inquiries which may be directly resolved by your product, and please indicate specifically how your product or service may resolve the issue.
- Exploiting (spamming) the members of the network for personal or company gain will not be tolerated.
- Clearly specify your vendor affiliation (with more than just an email address please).
- Do not discuss pricing or purchase requirements. Instead, engage outside the KCS network via E-mail, phone, or your web site.

Most vendors currently participating add value, but failure to adhere to any of these rules will result in content being deleted and possible loss of access to the KCS network. (Not to mention the bad image inappropriate behavior will create for your company.)

Lack of adherence to these rules of conduct will be grounds for loss of certification status and exclusion from the KCS network at the KCS Academy's discretion.