

ASP Professional Standards and Certification Program for Strategic Planning and Strategic Management



# CERTIFICATION APPLICATION FORM

## For Prospective Certification as a:

- »»» Strategic Management Professional (SMP) — Level II
- »»» Strategic Planning Professional (SPP) — Level I

## For Prospective Designation as a:

- »»» Strategic Planning Associate (SPA)

**Confidential Submission to the ASP Certification Program**

The purpose of this ASP Certification Qualifying Application is to determine an Applicant's eligibility to test for the indicated Certification Exam. While the exam tests for strategic planning and management knowledge based on experience, the application reflects the professional experience and education necessary for the Applicant to qualify to be recognized by ASP as a credentialed professional upon passing the exam.



Note: ASP will comply with all applicable Privacy Laws in the USA.

**Association for Strategic Planning**

12021 Wilshire Blvd. Suite 286, Los Angeles, CA 90025-1200  
Ph: 877-816-2080 | Fx: 323-954-0507 | [www.StrategyPlus.org](http://www.StrategyPlus.org)

## APPLICATION INSTRUCTIONS

1. Review the requirements for certification in the [Certification Handbook](#) and decide on a level that is appropriate for you: Strategic Planning Professional (SPP) credential, Strategic Management Professional (SMP) credential, or Strategic Management Associate (SPA) designation.
2. Review the [Association for Strategic Planning \(ASP\) Body of Knowledge](#) prior to completing this application.
3. Submit a complete application in a single email (with your name in the subject line) with all four required components attached:
  - this completed PDF form (save the file before closing!),
  - your Case Study (see Section 7.0) for SPP and SMP (or essay for SPA),
  - two (for SPP) or three (for SMP) reference letters or your strategy professional mentor's statement for SPA (Section 8.0),
  - your Career Bio (see Section 9.0). SPA Student applicants must be in the last year of a degree-granting program and provide proof of full-time student status per the [Student Discount Policy](#) for ASP membership.

These Qualifying Application components must be in plain text, Microsoft Word, or pdf format. Email to the ASP Certification Program Coordinator at [CertificationProgram@StrategyPlus.org](mailto:CertificationProgram@StrategyPlus.org). (Printed applications cannot be accepted). To expedite processing, your email subject line AND all attached documents should include your full name and desired Certification Level, e.g. "Robert-Davis-SMP-Qualifying-Application".

4. ASP members must submit a US\$100 fee (Non-member fee is \$150). (Exam fee is additional; fees are non-refundable). Please submit fees through [the payments page on the ASP website](#).
5. This Qualifying Application requires thoughtful completion, and Applicants must allow sufficient time to complete the Qualifying Application and collect all required documents prior to Exam [submission deadline](#). The ASP Certification Coordinator reviews all applications for completeness and forwards to Certification Application Team Members for eligibility review. Incomplete Applications are returned to the Applicant for correction and re-submittal. If an Applicant does not resubmit Application within 30 days, the application fee will be forfeited.
6. To assure sufficient time for correction, re-submittal and re-review, you are encouraged to submit your Qualifying Application at least TWO to FOUR weeks prior to the deadlines published on the [Exam Calendar](#). Please allow FOUR weeks from submission for notice of application status.
7. If you have questions about the application process, please contact the Certification Program Coordinator at [CertificationProgram@StrategyPlus.org](mailto:CertificationProgram@StrategyPlus.org) or leave a message at 877-816-2080.

***Thank you for your interest in ASP Certification. We encourage you to apply and offer our sincere best wishes for your success!***

→ Save this file with a new file name before closing, so that your input will be stored. You may fill out the form partially, save it, and add more input later, but remember to save each time you add input.

For which level of certification are you applying? (See Handbook)	
Strategic Planning Professional (SPP) Level I Credential	
Strategic Management Professional (SMP) Level II Credential	
Years of Strategic Planning Experience (see requirements in Handbook)	
<b>Strategic Planning Associate (SPA) Designation</b> Please select your work status: <b>I am just starting out in planning or transferring my career into planning from another discipline.</b>  <b>I am a full-time student at an accredited educational institution in the last year of a degree program (undergraduate or graduate).</b>  <b>I am currently in an apprentice role and have identified a senior planning professional as my mentor (preferably ASP certified).</b> Indicate mentor's name, position and organization:	
Name	ASP certified?
Position	
Organization	
SPA commitment statement: <b>I commit to apply for the SPP credential within three years.</b>	

Your Contact Information			
First Name and Middle Initial			
Last Name			
Home: Number and Street Address			
City			
State or Province			
Country	USA:	Canada:	Other:
Zip or Postal Code			
E-mail Address - Personal			
E-mail Address - Work			

QUALIFYING APPLICATION FOR CERTIFICATION

Mobile Phone Number		
Alternate Phone Number		
Fax Number		
At which E-mail address should we contact you?	Personal	Work

Current Position		
Name of Your Organization		
Industry		
Your Title		
Work Number and Street Address		
City		
State or Province		
Country	USA:	Canada: Other:
Zip or Postal Code		
Organization Phone Number		
Organization E-mail Address		
Fax Number		

Current Membership in Professional Organizations:		
ASP welcomes members and non- member applicants. If not currently an ASP member, indicate 0 yrs.		
Abbr.	Full Name	No. Years
ASP	Association for Strategic Planning	

# 1.0 FORMAL AND INFORMAL EDUCATION

## 1.1 Formal Education – Degrees and Certifications

**Instructions** – List up to three (3) academic degrees and three (3) certifications completed. Degrees will be scored based on relevance; however include all degrees completed (and degrees/certifications with anticipated completion within one year) regardless of relevancy. If you foresee that the degree or certification may on the face not appear to be relevant to Strategic Planning and Management, complete the field titled “Explanation of Relevancy”.

**DEGREE TYPES:** List no more than three (3) degrees.

1 <sup>st</sup> Degree Type	Awarding Institution or Firm	Date of Award
<b>Explanation of Relevancy (up to 2 lines of text)</b>		

2 <sup>nd</sup> Degree Type	Awarding Institution or Firm	Date of Award
<b>Explanation of Relevancy (up to 2 lines of text)</b>		

3 <sup>rd</sup> Degree Type	Awarding Institution or Firm	Date of Award
<b>Explanation of Relevancy (up to 2 lines of text)</b>		

**CERTIFICATIONS:** List no more than three (3) certifications. Those listed in this section CANNOT be duplicated in Section 1.2 below.

1 <sup>st</sup> Certification	Awarding Institution or Firm	Date of Award
Explanation of Relevancy (up to 2 lines of text)		

2 <sup>nd</sup> Certification	Awarding Institution or Firm	Date of Award
Explanation of Relevancy (up to 2 lines of text)		

3 <sup>rd</sup> Certification	Awarding Institution or Firm	Date of Award
Explanation of Relevancy (up to 2 lines of text)		

## 1.2 Formal Education – Professional Development

**Instructions - List up to five (5) relevant professional development activities you participated in during the last three (3) years.** These activities may include short term training courses, workshops, seminars etc. For each list the number of contact hours and a brief description. Indicate ACTUAL contact hours. **Certifications listed in Section 1.1 cannot be duplicated here.**

\*NOTE: ASP doubles hours from ASP Registered Educational Providers (REP's) when the application is scored. A current list of REP's is on the ASP website at [Qualified List of REPs](#). (Through 2012, organizations pending REP approval can be considered as qualified REP's).

QUALIFYING APPLICATION FOR CERTIFICATION

<b>1<sup>st</sup> Activity Title</b>		<b>Approx. Date</b>
<b>Awarding Institution or Organization</b>	<b>ASP REP? *</b>	<b>Contact Hours</b>
<b>Description (up to 2 lines of text)</b>		

<b>2<sup>nd</sup> Activity Title</b>		<b>Approx. Date</b>
<b>Awarding Institution or Organization</b>	<b>ASP REP? *</b>	<b>Contact Hours</b>
<b>Description (up to 2 lines of text)</b>		

<b>3<sup>rd</sup> Activity Title</b>		<b>Approx. Date</b>
<b>Awarding Institution or Organization</b>	<b>ASP REP? *</b>	<b>Contact Hours</b>
<b>Description (up to 2 lines of text)</b>		

<b>4<sup>th</sup> Activity Title</b>		<b>Approx. Date</b>
<b>Awarding Institution or Organization</b>	<b>ASP REP? *</b>	<b>Contact Hours</b>
<b>Description (up to 2 lines of text)</b>		

<b>5<sup>th</sup> Activity Title</b>		<b>Approx. Date</b>
<b>Awarding Institution or Organization</b>	<b>ASP REP? *</b>	<b>Contact Hours</b>
<b>Description (up to 2 lines of text)</b>		

### 1.3 Informal Education – Association for Strategic Planning

**Instructions –List CONTACT hours of participation in Association for Strategic Planning (and Canada’s Strategic Leadership Forum) Conferences and/or Chapter meetings during the last 5 years. Time spent in ASP Association or Chapter Board meetings does NOT count toward Informal Education.**

<b>Conference/ Chapter Meeting</b>	<b>Location</b>	<b>Year</b>	<b>Contact Hours</b>

### 1.4 Informal Education - Non - ASP

Instructions - List CONTACT hours for participation in conferences, courses, meetings, and other events and activities OTHER than Association for Strategic Planning (and Canada's Strategic Leadership Forum) events during the last 5 years.

<b>1<sup>st</sup> Event Title</b>	<b>Location</b>	<b>Year</b>	<b>Contact Hours</b>
<b>Description (up to 2 lines of text)</b>			

<b>2<sup>nd</sup> Event Title</b>	<b>Location</b>	<b>Year</b>	<b>Contact Hours</b>
<b>Description (up to 2 lines of text)</b>			

<b>3<sup>rd</sup> Event Title</b>	<b>Location</b>	<b>Year</b>	<b>Contact Hours</b>
<b>Description (up to 2 lines of text)</b>			

<b>4<sup>th</sup> Event Title</b>	<b>Location</b>	<b>Year</b>	<b>Contact Hours</b>
<b>Description (up to 2 lines of text)</b>			

5 <sup>th</sup> Event Title	Location	Year	Contact Hours
Description (up to 2 lines of text)			

## 2.0 PUBLISHING

**Instructions – List up to five (5) publications (i.e. articles, books etc.) authored or coauthored related to strategic planning and management.** Include a concise description of each indicating the content and scope (pages) of the publication.

1 <sup>st</sup> Title	Date	Pages
Description (up to 2 lines of text)		

2 <sup>nd</sup> Title	Date	Pages
Description (up to 2 lines of text)		

3 <sup>rd</sup> Title	Date	Pages
Description (up to 2 lines of text)		

4 <sup>th</sup> Title	Date	Pages
Description (up to 2 lines of text)		

5 <sup>th</sup> Title	Date	Pages
<b>Description (up to 2 lines of text)</b>		

### 3.0 TEACHING and FACILITATION

**Instructions – List up to five (5) formal teaching or facilitation activities**, including formal programs, courses, workshops or seminars. A concise description of the teaching activity is required indicating the content and scope of the activity, i.e. contact hours, NOT including preparation time.

1 <sup>st</sup> Teaching Activity	Date	Contact Hours
<b>Description (up to 2 lines of text)</b>		

2 <sup>nd</sup> Teaching Activity	Date	Contact Hours
<b>Description (up to 2 lines of text)</b>		

3 <sup>rd</sup> Teaching Activity	Date	Contact Hours
<b>Description (up to 2 lines of text)</b>		

4 <sup>th</sup> Teaching Activity	Date	Contact Hours
<b>Description (up to 2 lines of text)</b>		

5 <sup>th</sup> Teaching Activity	Date	Contact Hours
Description (up to 2 lines of text)		

## 4.0 SPEAKING ENGAGEMENTS

**Instructions – List up to five (5) speaking engagements or presentations** related to strategic planning and management. Include a concise description of the engagement indicating the content, audience and length of the engagement.

Date	Description (up to 2 lines of text)

## 5.0 PROFESSIONAL EXPERIENCE

**Instructions – Provide concise descriptions of your professional experience that demonstrate skills in the areas of leadership, strategic thinking, strategic planning and taking strategic action.** FIVE (5) examples are recommended for maximum credit, although THREE (3) are acceptable for SPP. For each experience rate your strengths (H-High, M-Medium, L-Low) in Lead, Think, Plan and Act in relationship to the described experience. NOTE: THIS SECTION IS VERY IMPORTANT IN SCORING.

Example 1: professional experience, role, or assignment (up to 5 lines of text)	Rate Your Strengths:			
	L E A D	T H I N K	P L A N	A C T
Why do you rate your strengths in this way? (up to 2 lines of text)				

<b>Example 2: professional experience, role, or assignment (up to 5 lines of text)</b>	<b>Rate Your Strengths</b>			
	L E A D	T H I N K	P L A N	A C T
<b>Why do you rate your strengths in this way? (up to 2 lines of text)</b>				

<b>Example 3: professional experience, role, or assignment (up to 5 lines of text)</b>	<b>Rate Your Strengths</b>			
	L E A D	T H I N K	P L A N	A C T
<b>Why do you rate your strengths in this way? (up to 2 lines of text)</b>				

<b>Example 4: professional experience, role, or assignment (up to 5 lines of text)</b>	<b>Rate Your Strengths</b>			
	L E A D	T H I N K	P L A N	A C T
<b>Why do you rate your strengths in this way? (up to 2 lines of text)</b>				

<b>Example 5: professional experience, role, or assignment.</b> <b>(up to 5 lines of text)</b>	<b>Rate Your Strengths</b>			
	L E A D	T H I N K	P L A N	A C T
<b>Why do you rate your strengths in this way? (up to 2 lines of text)</b>				

## 6.0 BUSINESS ACUMEN

**Instructions: Choose five (5) of the 14 ASP Business Acumen Areas (listed below) in which your strengths are high.** Then provide a description of why you rated yourself this way.

<b>Business Acumen Area (no.)</b>	<b>Why have you rated yourself high in this Area?</b> <b>(up to 2 lines of text)</b>
1	
2	
3	
4	
5	

### Business Acumen Areas:

1. **Executive Presence** - Professionalism, Confidence with CEOs, Communication Skills—oral and written
2. **Customer** - Sales/Pricing, Marketing, Merchandising/Placement, Advertising/Promotion, Customer Service/Complaints, Information/Data, Branding
3. **Finances** - Financial Analysis/reading Financial Statements, Accounting, Budgeting, Treasury/Cash Management, Capital Financing, Regulatory Compliance, Global Finance, Consumer Finance, Mortgage Banking, Insurance, Investment Banking
4. **Technology** - Computers and IT, Telecommunications, Other Technology, Knowledge Management, Information Management, Research and Development

**CONTINUED →**



5. **Products and Services** - Engineering, Design of Products/Life Cycle, Product and Service Knowledge, Manufacturing, Innovation and New Product Service/Development
6. **Delivery/Logistics/Process** - Supply-Chain Management, Purchasing, Distribution/Warehousing, Delivery Channels, Process Management, Operations, Outsourcing, Benchmarking
7. **Administration** - Legal Matters, Safety, Administration, Facilities, Regulatory Compliance
8. **Human Resources** - Talent Management, Recruiting/Selection, High Performance Development/Improvement, Compensation/Benefits, Labor/Union Relations, Cultural Influence/Issues, Development and Succession/Training, Ethics Management, Regulatory Compliance
9. **Environmental Scanning** - Business and Competitor Scanning and Intelligence, Global Marketplace, Suppliers/Vendors, Sector Dynamics, Competition/Substitutes, Customers, Industry Dynamics, Strategic Alliances, Trend Tracking/Research
10. **Research Methods** - Knowledge about Databases, Internet Research, Source Evaluation and Verification, Use of Competitor Intelligence
11. **Society Acumen** - Citizenship and Governance, Community Actions/Leadership, Political Campaigns, Government Agencies, Social Responsibility, Peacemaking, Environmentalist, Special Interest Groups, Government Planning, Content Production, Course Development
12. **Thought Leadership** - Use of Competitor Intelligence, Think Tank Activity
13. **Cross-Cultural Communications** - Second Language Fluency, Multi-year Residence in more than one country, Multi-Country Business Experience, Implementation of Cross-Cultural Change Management, Sensitivity and Knowledge of Cultural Customs
14. **Other** - Please add an area relevant to your own practice if not listed above

## 7.0 CASE STUDY

**Instructions** –Your Case Study is a key component of your Qualifying Application and must be submitted with your application form, following established submission protocol. Format may be plain text, Microsoft Word, or PDF.

**For SPA Applicants:** You are not required to complete a Case Study. Instead, write an essay describing your motives and interest in obtaining this certification, and how it fits into your career objectives.

**For SPP and SMP applicants:** This section provides an opportunity for you to share one professional situation or challenge you have experienced in strategic leadership, thinking, planning and/or action. For maximum credit, your Case Study must follow the format below and should reference specific competencies in the Body of Knowledge. **Restrict your Case Study to 1000 words or less.** The required format for the Case Study is as shown below (be sure to pay significant attention to the last two bullets):

- Description of the situation or challenge
- What was the desired outcome?
- What went well? Why?
- What didn't go well? Why? (Candor is encouraged.)
- What would you do differently next time around (lessons learned)? Why?

## 8.0 PROFESSIONAL REFERENCES

**Instructions** – Submit professional reference messages with your application packet.

- SPP: Two (2) references are required, at least one of which one must speak to the applicant's ethics.
- SMP: Three (3) references are required, at least one of which one must speak to the applicant's ethics.
- SPA: References not required. Instead, submit a statement from your strategy professional mentor re: the focus of your professional development.

Consider prefacing your requests for references with the following statement:

*"I am applying for certification from the Association for Strategic Planning (ASP). Part of the application requires professional and personal references. ASP is interested in my work related directly or indirectly to strategic management, including leadership, strategic thinking, strategic planning, and taking strategic action. ASP also requests a reference to my ethics. Please write an email or attachment for me to include in my qualifying application no later than (date)."*

In the space below provide the names of the references you are submitting with this application, and describe in what capacity the reference knows you.

Name of Reference	How does this Reference know you?

## 9.0 CAREER BIO

**Instructions - SPP and SMP applicants:** please submit a current Career Bio (or vita, or resume) as an email attachment to support this application. Your Career Bio should include the following features for **each** position you have held:

- General job title
- Employer
- Duration of employment
- Duties (one or two lines of text)
- Skills used
- Achievements, problems solved, or other contributions made (no more than five lines of text for each position).

**Instructions - SPA applicants:** If you are applying with a work status of Student, you must submit proof of your status as a full-time student in the last year of a degree program at an accredited institution (Undergraduate or Graduate). For details, see ASP [Student Discount Policy](#) on the ASP Membership/Application webpage.

## 10.0 APPLICANT COMMENTS

**Instructions** - Please share any other comments that can help us in evaluating your application. In addition we welcome comments and suggestions about the application form and process. (These comments are optional).

10.1 Comments that can help us in evaluating your application:

10.2 Comments and suggestions about the application form and process:

## 11.0 ACKNOWLEDGEMENT

By submission of this Qualifying Application for ASP Certification, I acknowledge that its content is accurate. In addition, I acknowledge that I have read the **ASP Body of Knowledge Framework** which identifies the competencies that serve as the basis for the Certification Exams and am familiar with certification requirements, processes and procedures per the **ASP Certification Handbook, Second Edition**.

*→ Save this file with a new file name before closing, so that your input will be stored. You may fill out the form partially, save it, and add more input later, but save each time you add input.*

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This Qualifying Application was revised in Fall 2011 by Paul Arveson, in consultation with Joyce Reynolds-Sinclair and the Certification Operations and Application Teams. The original application was developed for the Winter 2010 program launch by Gail Aller-Stead and the ASP Core Certification Program Team, with design and production by Jena Murobayashi.

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