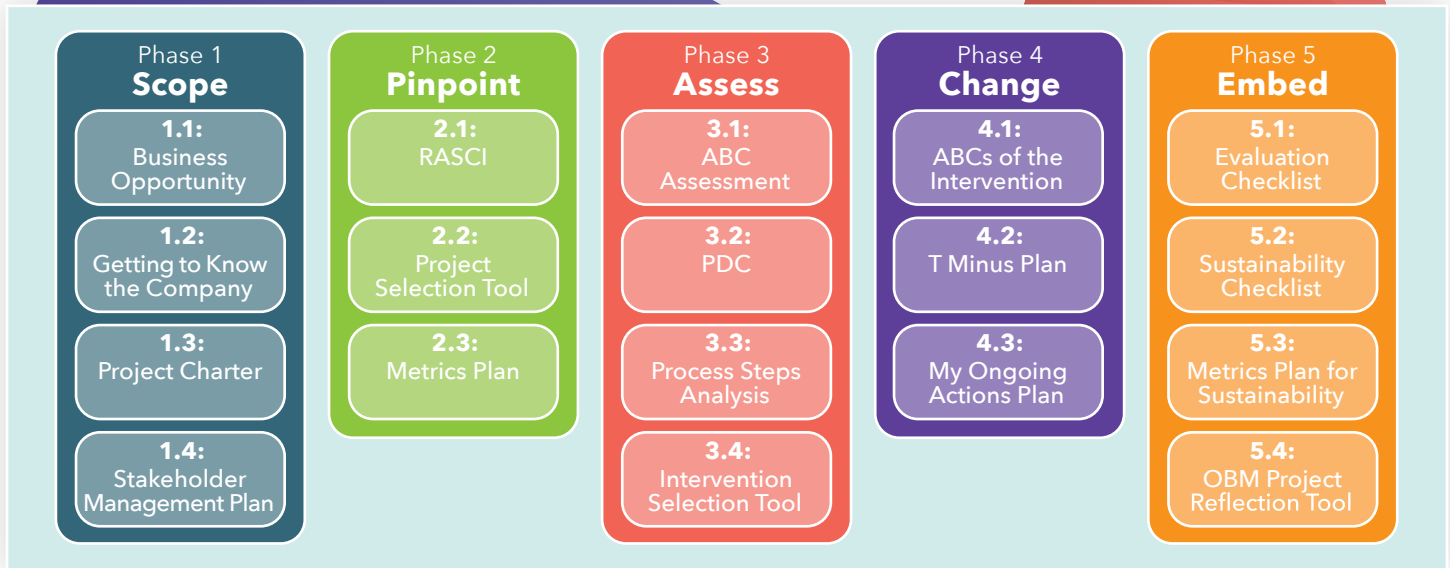


ABA Technologies introduces a new **OBM Specialist Certificate**, incorporating several years of feedback from previous versions of the certificate. Students receive the OBM Specialist Toolkit and practice applying the material by following a case study and working through a simulated OBM project. The program is designed to better prepare individuals to apply OBM methods and tools to projects of their own.

# SPACE Model

## Phase 1: **Scope**

OBM specialist works with leaders to define the business opportunity of interest, identify parameters of the project, and gain agreement with a project sponsor to proceed. Within project scope, OBM specialists also identify and plan relationship management with key stakeholders.

## Phase 2: **Pinpoint**

Team determines how the business opportunity metrics will be influenced by drilling down further into the outcomes of processes within scope, and defining key performer behaviors that drive those metrics. A metrics plan is developed to clearly define what and how metrics will be captured for the project.

## Phase 3: **Assess**

Team uses performance diagnostic tools to understand current performance contrasted with desired performance. The team then identifies and selects intervention(s) to implement that are indicated by the diagnostic results.

## Phase 4: **Change**

Team prepares performers, implementers, and other key stakeholders and supporters for the implementation of the intervention. Changes are differentiated as "one-off" activities, which should be in place before 'go live', and "ongoing" actions, which need to continue to keep the desired improvements going.

## Phase 5: **Embed**

Intervention continues to be evaluated with data, and a sustainability checklist is used to guide the team as they embed the changes before closing out the project. The team ensures that the new owners of the metrics will continue to be supported in sustaining the improvements.

