



## AIP Certification Common Competencies/Skills (A105)

This document outlines competencies which are common to all streams of Accredited Internet Professional (AIP) by the Society of Internet Professionals (SIP).

Competencies specific to a stream are defined in the following documents:

- A106: AIP (Web Technology) Competencies
- A107: AIP (Web Designing) Competencies
- A108: AIP (Web Management) Competencies
- A109: AIP (Web Development) Competencies
- A110: AIP (Internet privacy) Competencies
- A111: AIP (e-Business) Competencies
- A112: AIP (e-Learning) Competencies
- A113: AIP (Internet Law) Competencies

This document is produced in conjunction with Perceptsys Inc and Privacy.info.

Perceptsys Inc. ([www.perceptsys.com](http://www.perceptsys.com)) is an E-Learning Solutions firm based in Toronto and co-chair the Accreditation & Certification Committee (ACC). Privacy. Info ([www.privacy.info](http://www.privacy.info)) a privacy specialist firm in Toronto, who also act as SIP's Privacy Office.

### A. Competencies

A competency, as defined by famed author of *Models for HRD Practices* Patricia McLagan, is an area of knowledge or skill that is critical for producing key outputs. McLagan points out that outputs describe the work of HRD professionals by answering the question, *what do HRD professionals provide?* Competencies, on the other hand, answer the questions:

- What knowledge and skills will enable people to do HRD work?
- What knowledge and skills will enable people to select, manage, and use learning technologies for HRD work?

For each stream, list of tasks are compiled, which are translated into competencies.

Competencies are prepared by conducting task analysis of the job; seniority or length of experience was not a factor in compiling the list. Acquired competency assumes that the task will be performed independently without supervision.

The work was initiated by SIP in 1999 as part of their certification program called Certified Member of Society of Internet Professionals (CMSIP) and was combined with work done by Association of Web Professionals (AWP) in 2001 and was revised in 2004 by the Accreditation & Certification Committee (ACC) of SIP.

### B. General Description of AIP

Accredited Internet Professional (AIP) is a professional practicing in the Internet sector whose qualifications, experience and professionalism has been assessed by the Society of Internet Professionals (SIP).

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AIPs are considered to have attained the stature and dedication required, so businesses hiring their services can expect confidence and integrity. AIPs are bound by the Society of Internet Professionals' Code of Ethics. This code stipulates and binds them to the highest level of care, integrity and responsibility to their employers and clients, the public and their fellow professionals.

### C. Common Competencies for AIPs

Competencies such as ability to train, work as part of team, manage time, manage staff which are common to all streams are sometime referred as Common Skills.

Regardless of stream, the following skills are common to all streams of AIP:

#### 1. Leadership:

Leading, influencing, and coaching others to help them achieve desired results. Skills and knowledge that make up the competency include

- Organizational Skills
- Delegation Skills
- Ability To Monitor Progress toward Organizational Goals
- Understanding of the Benefits and Risks associated with empowering workers

#### 2. Buy-in/Advocacy:

Building ownership and support for workplace initiatives. Skills and knowledge that make up the competency include

- Negotiation skills
- verbal, written, and nonverbal communication skills
- Ability to understand clearly the subject that's being advocated.

#### 3. Interpersonal relationship building and collaboration:

Effectively interacting with others in order to produce meaningful outcomes. Skills and knowledge that make up the competency include

- Ability to assess accurately other people's need
- Understanding of other people's goals and objectives
- Understanding of the informal structure of an organization and the demands that it places on individuals
- Ability to respect other people's values
- Verbal, nonverbal, and written communication skills.

#### 4. Consulting:

Helping clients and stakeholders to question their assumptions, determine their needs, and plan implementation strategies for achieving their goals. Skills and knowledge that make up the competency include

- Listening skills
- Understanding of stakeholder concerns
- Analytical skills
- Ability to maintain confidentiality
- Presentation skills.



### 5. Systems Thinking:

Recognizing the interrelationship among the driving forces that connect seemingly isolated incidents within the organization. Taking a holistic view of performance problems in order to find the root causes. Skills and knowledge that make up the competency include

- Ability to organize patterns among events
- Ability to analyze cause-and-effect relationships accurately
- Research skills.

### 6. Project Management:

Assessing, planning, negotiating, organizing, monitoring, and evaluating the delivery process. Effectively managing human, capital, and financial resources. Skills and knowledge that make up the competency include

- Budgeting skills
- Organizational skills
- ROI skills
- Scheduling skills
- Planning skills
- Consensus-building skills
- Ability to work on a team
- Verbal, nonverbal, and written communication skills
- Research skills
- Ability to assess ideas objectively and determine their relevance to the project.

### 7. Communication:

Applying effective verbal, nonverbal, and written communication methods to achieve desired results. Skills and knowledge that make up the competency include

- Writing skills
- Knowledge of proper grammar
- Listening skills
- Speaking skills
- Nonverbal skills
- knowledge of different communication styles
- Able to document "deliverables"
- Understanding of the barriers to effective communication.

### 8. Implementation and support:

Coordinating the installation and maintenance of Business technologies. Skills and knowledge that make up the competency include

- Presentation skills
- Ability to understand distribution methods
- Ability to set up and use electronic software and hardware
- Ability to diagnose problems that learners experience with the technologies
- Ability to coordinate assignments with the technical staff
- Understanding the design specifications of the hardware and software



- Ability to monitor effectiveness of the hardware and software.

### 9. Computing and Internet:

- Working knowledge of computing, operating system and computer hardware
- Understanding of the internet technology, e-business, web services and web applications.
- Maintain personal currency with technology in the selected stream
- Respond to technical issues by email, phone or in person
- Able to connect computer to the Internet
- Work within internet, industry and organizational standards
- Able to communicate and disseminate information about their deliverables and tasks

### D. Core-Body of Knowledge

For each competencies a core -body of knowledge or subject domain is identified (independent of platform), which are used to generate examination.

In combining the content specified in these documents, we have defined a core body of knowledge (CBK) that is key to role- and performance-based training and education depending on the stream.

The CBK from these sources is comprised of the following topics:

- Technical (computer and the Internet)
- Knowledge of subject domain
- Strategic
- Risks and Legislation
- Development
- General Management
- Project Management
- Communications
- Training
- Education
- Incident Management/Support
- Compliance with standards and applicable law

### Related AIP Documents and Resources

SIP has been working to restructure Certified Member of SIP (CMSIP) program and AWP Web Programs to the Accredited Internet Professional (AIP) program. As of January 2005, 13 streams are identified and 23 documents are produced. Most of the documents are posted on SIP's web site:

<http://sipgroup.org/resources/docs.html>

### Details & Application Package:

Take the Self-Assessment, review competencies & download the application from our web site:

<http://www.sipgroup.org/certification.html>

### Inquiries

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