CConO-C™ CHIEF CONTENT OFFICER - CERTIFIED™ FACT SHEET

ABOUT CConO-C™ CHIEF CONTENT OFFICER-CERTIFIED™ CREDENTIAL CERTIFICATION PROGRAM (5 DAYS)

The **CConO-C™ Chief Content Officer – Certified™** credential certification is a unique and cutting edge management program for Chief Content Officers, Executives, Leaders, Senior Managers, Managers, Content Managers, Writers, Webmasters, Analysts and for all those who work across industry and governments on successful content delivery, content management and content execution across all platforms.

The **CConO-C™ Chief Content Officer – Certified™** program is aimed at the present and next generation Chief Content Officers, Executives, Leaders, Senior Managers, Writers and managers working on all areas of content for dynamic companies and Governmental agencies who need to broaden their horizons in the field and dimensions of our complex and rapidly changing content systems, applications and channels.

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CConO-C™ CERTIFICATION MODULES:

MODULE 1: FOUNDATIONAL

(a) Executive Leadership, (b) Executive Strategy, (c) Executive Decision Making, (d) Executive Oversight, (e) Executive Transparency (f) Executive Accountability, (g) Executive Planning & Execution, (h) Executive Accounting, Financial& Budgeting, (i) Executive Project Management & Project Control, (j) Executive Problem Solving

MODULE 2: CORE

(a) Leading & Managing People, (b) Leading & Managing Change, (c) Leading & Managing Goals & Priorities, (d) Leading & Managing Communications, (e) Leading & Managing Culture & Cultural Dynamics, (f) Leading & Managing Negotiations (g) Leading & Managing Organizational Politics (h) Leading & Managing Innovation & Technology (i) Leading & Managing Customers & Suppliers (j) Leading & Managing Competitive Advantage, (k) Leading & Managing Risks & Uncertainty (l) Leading & Managing Quality (j) Leading & Managing Crisis (m) Leading & Managing Conflicts (n) Managing & Controlling Waste, Fraud, Abuse, Neglect & Negligence (o) Implementing Management Controls & Use of Efficient and Effective Control Processes (p) Leading & Managing Claims & Disputes (q) Developing, Training, & Retaining Talent & High Performance teams

MODULE 3: FUNCTIONAL SPECIALIZATION/EXPERTISE

Topics Covered: Advanced Content Methods, Processes, Systems; Text, Video, Web, Voice (Audio), Multi-media, Social Media, Print, Digital, Animation

MODULE 4: APPLIED/PRACTICUM: All Participants shall:
Develop 'My CConO-C™ Strategy & Execution Scorecard™'

Develop 'My CConO-C™ Strategy & Execution Action Plan™'

Develop 'My CConO-C™ Strategy & Execution Play Book™'

Develop 'My CConO-C™ Policy™'

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CConO-C™ CERTIFICATION AWARD REQUIREMENTS:

To fulfill the **CConO-C™ Chief Content Officer – Certified™** credential certification requirements, all participants must attend and complete all Modules 1, 2, 3 & 4 over five days. A passing grade of 80% is required for the completion of the 4 modules listed under Module 4: Applied/Practicum

There are no examinations given.

CConO-C™ Chief Content Officer – Certified™ certification is a life time awarded certification that never expires.

ENGLISH LANGUAGE REQUIREMENT:

The **CConO-C™ Chief Content Officer – Certified™** certification program is given in the **English language** only.

CConO™ CERTIFICATION REQUIREMENTS:

All participants must attend all 5 days of **CConO-C™ Chief Content Officer – Certified™** training and must complete their "**Module 4**" requirements for certification

WHO SHOULD APPLY:

All CConOs (Chief Content Officers), Directors, Senior Project Managers, Senior Managers, Managers, Project Managers, Web Masters, Communications Directors, Writers, Technical Writers, Creative Writers, Journalist and Broadcasting Specialist and any one responsible for Content Development at all levels across organizations

CConO-C™ CLASS SIZE:

Minimum class size is 100 participants and maximum class size is 1,000 whether it is online, onsite or at client size

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CConO-C™ PROGRAM DURATION:
5 Days

CConO-C™ CERTIFICATION & TRAINING PRICE:

$14,999 **(USD) per participant**

REGISTER & MAKE PAYMENT AT:
www.c-suiteinstitute.com/ccon-oc

Participant Mix

PAST PARTICIPANTS: The CConO-C™ executive certification program has been strategically designed for executives who manage and develop all forms of content for organizations. Past participants have included:

- Chief Content Officer (CConO)
- Chief Marketing Officer (CMO)
- Chief Creative Officer (CCO)
- Chief Design Officer (CDO)
- Chief Communications Officer (CCO)
- Chief Technology Officer (CTO)
- Chief Information Officer (CIO
- Directors of R&D and engineering
- Engineering VPs
- Manufacturing VPs
- Corporate strategists
- Webmasters
- Proposal Managers and Writers

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- Technical writers

- Head scientists

- Project managers

- Systems information managers

- Product development managers

- Experienced individual contributors and staff professionals

- Vice presidents of engineering, manufacturing, and technology

- Directors of project, program or service management

- Product, service and business development

- Engineering and R&D program managers

- Chief project engineers

- Product design and process development engineers

- Technology strategists

- Project leaders

- Senior Managers and Managers

- Publication Managers

- Publication writers

- Other key members of technical leadership and management

Some of the Organizations that our Alumni have worked at include the following:

The Governments of Brazil, Canada, France, Germany, Italy, Japan, Kosovo, Malawi, Mauritius, Nigeria, Sierra Leone, South Africa, Switzerland, UK, USA and Zambia.

Sub-national governments

• Federal Ministry of Finance, Ghana

• Fukushima Prefecture

• Lagos State Government

• National Treasury of South Africa

• Office of the Attorney General, Bahamas

• U.S. Agency for International Development; United Nations agencies & European Union organizations

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- Council of the European Union

- European Commission

- International Atomic Energy Agency

- UNICEF

- United Nations, Department of Economic and Social Affairs

- United Nations Development Group

- Food and Agriculture Organization of the United Nations

Intergovernmental Agencies

- European Commission

- International Finance Corporation

- International Fund for Agricultural Development

- International Labor Organisation

- World Health Organization

Charities and NGOs

- ActionAid

- CARE International

- Concern Worldwide

- Farm Africa

- Global Alliance for Improved Nutrition

- Habitat for Humanity International

- International Crisis Group

- International Federation of the Red Cross

- Oxfam International

- Plan International

- Rainforest Alliance

- Save the Children International

- Tearfund

- WaterAid

- World Vision International

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Central Banks & Financial Organizations

• African Development Bank

• AIG

• Asian Development Bank

• Banco de Mozambique

• Bank of Canada

• Bank of Japan

• Citigroup

• European Central Bank

• IMF

• Inter-American Development Bank

• JP Morgan

• National Bank of Abu Dhabi

• PricewaterhouseCoopers

• Rand Merchant Bank

• Reserve Bank of Vanuatu

• Standard Chartered Bank

• World Bank

• World Trade Organization

Energy, Mining & Manufacturing companies

• BP

• Ford Motor Company

• GlaxoSmithKline

• Nigerian National Petroleum Corporation

• Mitsui & Co

• Proctor and Gamble

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Media & Telecoms companies

• BBC World Service

• Thomson Reuters

• Verizon

• Vodafone