



This is an example of a Capstone Exercise that is used in successful certificate programs to foster application and pull-through. This content can easily be customized for your company and your specific certificate program. For more information, contact Carrie Garrett at cgarrett@CMRinstitute.org.

Certificate Capstone

Instructions:

This Capstone exercise is designed to provide you with opportunity to reflect and apply what you learned after completing an online certificate as part of the [Company/Learning Program Name]. You will answer the series of questions below and your answers will be reviewed by a [Company Name] leader upon completion. Helpful suggestions to include in your answers are provided for each of the questions. Your writing should be clear, well thought out, and provide relevant examples. While answer length is not dictated, it is recommended that the answers to each question be a *minimum* of 75-100 words. This will help ensure your reviewer has adequate information to gauge your level of knowledge and application of the material.

Your Information:

Your Name: _____

Choose the certificate that you are completing this Capstone for:

<input type="checkbox"/> [Certificate 1]	<input type="checkbox"/> [Certificate 3]
<input type="checkbox"/> [Certificate 2]	<input type="checkbox"/> [Certificate 4]

Please answer the following questions:

1. What did you hope to gain by completing this certificate? *In your answer, include any gaps you were hoping to fill and give two examples of how this certificate helped fill those knowledge gaps.*



2. Based on the knowledge gained from this certificate, give two examples of how you have adjusted (or are planning to adjust) your call strategy or business plan with key clients. *Your examples should include how you plan for calls, how you plan to use company approved materials differently, your overall approach to calling on customers and how you will address their business and goals.*

3. How have you used (or are planning to use) the knowledge gained from this certificate to gain access to key decision makers as well as elevate your conversations with those decision makers? *Give an example of your approach pre-certificate versus post certificate.*

4. After completing this certificate, how will you use this knowledge to increase your sales and market share? *Your answer should include information on your goals and how you plan to achieve them.*