

Using Feasibility Studies to Inform Decision Making

Feasibility studies allow certifying organizations to:

- Test assumptions
- Analyze potential challenges and opportunities
- Evaluate risks and benefits
- Support data driven decision-making
- Compare interest in various products before investing in development



Feasibility studies can answer a range of questions:

- Why are we doing this?
- What need are we meeting?
- Is the investment worthwhile?
- Does the project align with our mission, vision and values?
- How interested is the target audience?
- Do we have the capacity to support success?
- What opportunities and risks should be considered ?

Feasibility studies gather a range of information:

- Audience and stakeholder needs
- Interest levels
- Likelihood to purchase
- Market size
- Competitive landscape



A basic framework can be customized to fit the needs for each study:

- Define specific objectives
- Determine the scope of the study
- Identify target audiences
- Conduct research
- Analyze results
- Develop recommendations

Feasibility studies support decisions related to:

- Starting new credentialing programs
- Matching target audience needs to credentialing products
- Exploring risks and benefits of potential program changes
- Retiring existing programs