AIDP™

Accredited Internal Development Program – (AIDP)™

AIDP™ Accreditation Guide

The Business Development Association
Accreditation Center

Accredited Internal Development Program (AIDP™) Guidebook

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General Introduction

What is the AIDP Institutional Accreditation?

The AIDP™ (Accredited Internal Development Program) is a formal institutional accreditation issued by the Business Development Association (BDA). It recognizes organizations that have developed and implemented structured internal programs to enhance the skills, competencies, and career paths of their staff in alignment with the BDA Body of Competency & Knowledge (BoCK™).

AIDP™ is not a general training accreditation, it is an acknowledgment that an organization has created a professional, results-oriented development environment grounded in strategic planning and global standards.

About BDA and Why This Matters

BDA is a global authority in the field of business development. Through its BoCK™, it defines professional competencies, development frameworks, and practice standards for individuals and organizations operating in this domain. AIDP™ embodies BDA's mission by fostering structured internal development and supporting capacity building.

How AIDP™ Differs from Other Accreditations

Unlike certifications focused on individuals or external training providers, AIDP™ specifically targets internal development efforts. It emphasizes alignment with institutional strategy, quality design, and long-term talent impact.

Defining Internal Development Programs

What Is an Internal Development Program?

An internal development program refers to a structured learning initiative created and delivered by an organization for its own employees. It focuses on building specific capabilities relevant to internal growth and performance.

- Internal workshops and bootcamps
- Staff onboarding academies
- Structured career progression modules
- Competency-based upskilling tracks
- Departmental development initiatives

Individual Programs vs. Broader Initiatives

A single program might focus on sales enablement or innovation thinking, whereas broader initiatives involve multi-level learning journeys with integrated evaluation and continuous improvement systems.

Benefits of AIDP Accreditation

For the Organization

- Establishes credibility and quality assurance for internal programs
- Enhances strategic talent development alignment
- Supports organizational transformation

For Employees

- Builds confidence in professional growth opportunities
- Provides visibility into career paths and development planning
- Increases motivation and engagement

For Stakeholders and Donors

- Demonstrates institutional readiness and commitment
- Enhances trust among partners and funders

For Branding and Reputation

- Positions the organization as a development leader
- Allows inclusion in BDA's international registry
- Grants access to official AIDP™ visuals and communication support

Eligibility & Alignment Criteria

Legal Status

The organization must be a formally registered entity (company, government body, NGO, academic institution).

Operational Readiness

The organization must demonstrate:

- A dedicated HR or L&D function
- At least one complete internal training program

Program Structure

The submitted program must:

- Have clear objectives
- Be active or implemented in the past 12 months
- Include measurable components (learning goals, evaluation tools)

Program Evaluation – BDAAT™

Each program is assessed using the Business Development Accreditation Assessment Tool (BDAAT™).

Evaluation Area	Description	Max Score
Alignment with BDA BoCK™	Connection to key business development domains	20
Program Design	Content depth, structure, curriculum logic	15
Delivery Methods	Learning approaches, tools, interactivity	15
Assessment & Feedback	Use of evaluation instruments, learner feedback	10
Leadership Support	Management involvement and integration with strategic goals	10
Continuous Improvement	Evidence of updates, iterations, and internal reviews	10
Total		**80**

Minimum to qualify: 60 points

How to Submit Evidence

Each scoring area requires specific document samples:

- Training plan or calendar
- Slides or participant materials

- Sample evaluations or feedback results
- Organizational charts or strategic documents

How to Apply

1. Complete the AIDP™ application form online
2. Upload all required documents
3. BDA reviews within 5–7 days
4. Receive either:
   - **Approval** (valid 3 years)
   - **Request for revision** (with suggestions)
   - **Rejection** (with reasons)

Accreditation Decisions

Grant of Accreditation

- Issued if criteria are met
- Valid for 3 years
- Eligible for listing in BDA directory

Conditional or Deferred Approval

- Granted for programs with partial alignment
- Must submit additional documents within 60 days

Withdrawal or Cancellation

BDA may revoke accreditation if:

- Program is misrepresented publicly
- Major changes are made without re-review
- Misuse of AIDP™ logo occurs

Post-Accreditation Commitments

- **Annual Activity Report** detailing outcomes and usage
- **Update notifications** for changes in program structure
- **Adherence** to BDA branding and ethics policy

Fees & Renewals

- Initial Accreditation: €850
- Renewal (after 3 years): €450

AIDP™ Toolkit

- Digital AIDP™ certificate (PDF)
- Evaluation summary report
- Communication templates and branding visuals

Logo Usage Guidelines

Approved Usage:

- Corporate presentations
- Internal documents
- Learning portals
- Staff development communications

Not Permitted:

- Marketing training to third parties
- Advertising or commercial promotion
- Misuse outside approved context

Included Templates

- AIDP™ Application Form (editable)
- BDAAT™ Evaluation Form (sample)
- Annual Program Report Template

Frequently Asked Questions

Can we accredit more than one internal program?

Yes. You may submit multiple programs under separate or bundled applications.

Do our internal trainers need BDA certification?

While preferred, it is not required if your program design aligns with BDA BoCK™.

What if our evaluation tools are still in development?

Initial tools are acceptable if there is a documented improvement plan.

Is an onsite audit required?

No. The process is based entirely on document submission and review.

For more information: bda-global.org/certifications/accredited-internal-development-program-aidp/

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