



BUSINESS
DEVELOPMENT ASSOCIATION



(COE)TM

Certified Organizational Enabler – (COE)TM

COETM Accreditation Guide

The Business Development Association Accreditation Center

Certified Organizational Enabler (COE™) Guidebook

General Introduction

What is the COE Institutional Accreditation?

The Certified Organizational Enabler (COE™) is a high-level institutional accreditation awarded by the Business Development Association (BDA) to organizations that demonstrate an embedded culture of business development maturity across their internal systems, leadership models, and strategic frameworks.

This accreditation goes beyond recognizing specific programs—it certifies the entire organization as a holistic environment that actively supports the advancement of business development practices, values, and capacities within its teams, structures, and decision-making models. It is a signal of internal excellence, resilience, and leadership maturity.

About BDA and the Purpose of COE™

BDA is the global authority on the business development profession. Through its BoCK™ framework, it defines global standards, ethical guidelines, and competency domains that institutions and professionals can adopt. The COE™ accreditation showcases how deeply those standards are embedded in the institutional DNA of an organization—not just in training, but in how the organization thinks, decides, and operates.

How COE™ Differs from Other Accreditations

Unlike training-specific accreditations like AIDP™, the COE™ accreditation takes a broader institutional lens. It assesses the collective organizational environment—including leadership culture, HR policies, decision-making, change mechanisms, and long-term development planning. It is holistic, strategic, and reflective of systemic excellence rather than isolated excellence.

What Is an Organizational Enabler?

An "Organizational Enabler" refers to any institution, corporate, governmental, nonprofit, or academic that consciously integrates business development standards and behaviors into its organizational culture. These organizations act as catalysts for:

- Internal innovation and entrepreneurial thinking
- Consistent alignment of activities with strategic goals
- Building a high-performance workforce
- Sustaining long-term growth through capability investment

Benefits of COE™ Accreditation

For the Organization

- Global recognition as a mature, development-oriented organization
- Competitive advantage in public tenders, funding requests, and strategic partnerships
- Improved cross-functional integration and innovation readiness

For Employees

- Validation that they work in a forward-thinking, capability-focused organization
- Access to structured development paths and participation in strategic projects
- Increased career satisfaction and retention potential

For the Public or Sector

- The organization becomes a reference model in its industry or sector
- Better alignment with national and international development agendas
- Elevated sectoral visibility and credibility

For Institutional Branding

- Right to display the COE™ emblem across internal and external platforms
- Featured in BDA publications and global directories
- Opportunity to co-host or speak at BDA-certified development forums

Eligibility Criteria

To be eligible for COE™, an organization must demonstrate:

- **Legal Registration:** Must be a legally recognized institution under national law
- **Operational Scale:** A staff size of at least 50 employees (full-time or part-time)
- **Institutional Maturity:** At least 3 development-related initiatives (not just training) executed internally in the last 24 months
- **Leadership Buy-in:** Demonstrated top-level support for professional development, strategic learning, and culture transformation

Evaluation Dimensions

Dimension	Description	Max Score
Leadership Culture	Active demonstration of BD-oriented strategy, vision, and modeling	20
Internal Alignment with BoCK™	Embedding BDA competencies and frameworks in policy and practice	20
Capacity Building Mechanisms	Infrastructure for staff mobility, upskilling, and innovation hubs	15
Innovation & Transformation	Historical and ongoing change initiatives linked to business development	15
Inclusion & Collaboration	Institution-wide integration of departments, perspectives, and roles	10
Sustainability	Presence of long-term systems to maintain and evolve development culture	10
Total		90

Minimum Required Score: 65 points

Types of Documentation Accepted:

- HR policies and capability maps
- Strategic plans showing competency alignment
- Minutes from executive meetings
- Evidence of internal BD forums, committees, or innovation cells
- Results from institutional transformation programs

Application & Review Process

1. **Application Submission:** Organizations complete the COE™ application form and upload supporting documents via the BDA portal
2. **Document Screening:** BDA reviewers assess compliance with minimum eligibility
3. **Evaluation Review:** The submitted materials are scored against the BDA COE Rubric
4. **Leadership Interviews:** Optional but recommended; may be conducted virtually
5. **Accreditation Decision:** Communicated within 30 working days with detailed reporting

Types of Accreditation Decisions

- **Approval:** All criteria fully met; accreditation granted for 4 years
- **Conditional Approval:** Accreditation granted, but with advisory feedback for improvements
- **Rejection:** Substantial gaps found; reapplication allowed after one year

All approved entities receive:

- COE™ Certificate (digital and printed upon request)
- Evaluation Report with performance matrix
- Access to the BDA Partner Toolkit

Commitments Post-Accreditation

- **Annual Brief:** Submission of an institutional update brief on activities, impact, and evolution
- **Knowledge Contribution:** Share case studies or good practices when requested
- **BDA Roundtables:** Required participation in at least one benchmarking or policy forum every 12 months
- **Revalidation:** Every 4 years with updated documentation and proof of continuity

Fees & Duration

- **Application Fee:** None
- **Accreditation Fee:** €4,500 (one-time)
- **Validity Period:** 3 years
- **Renewal Fee:** €1500
- **Discounts:** Tiered pricing available for regional or governmental clusters

Logo Usage & Ethics

- **Permitted Uses:** Internal reports, websites, tenders, annual development publications
- **Restrictions:** Cannot be extended to partners, affiliates, or unrelated initiatives
- **Monitoring:** Subject to random BDA logo compliance reviews

? Frequently Asked Questions

Can SMEs apply?

Yes—especially those showing strong systemic commitment to BD excellence.

Is on-site validation required?

Not required but may be conducted digitally if inconsistencies are found.

Can COE™ be linked with other BDA programs?

Yes. Especially useful when combined with AIDP™, CSIS™, or RPDE™.

Testimonials

“We didn’t just receive a certificate—we discovered a new lens for growth.” – CEO, Regional Bank

“COE™ pushed us to think systemically about every development touchpoint.” – Director of Capability, Government Agency

For inquiries and support: bda-global.org/en/certifications/certified-organizational-enabler-coe/



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