

CERTIFIED

STRATEGIC PLANNING MATURITY ASSESSMENT PRACTITIONER



ABOUT GPAU

Our mission is to support organizations in driving improvements to their strategy and performance management architecture through integrated maturity assessment solutions.

Based on over 20 years of experience and a blend of academic and practitioner research in the field of strategy and performance, we have developed a unique set of frameworks for evaluating the maturity level of performance management systems across various industries.

Professionals worldwide can now learn how to work with our proprietary maturity models to drive progress by accessing the GPAU educational programs.

Your Learning Journey

1

CERTIFIED PROFESSIONAL

Foundational
Knowledge



[VIEW BROCHURE >>](#)

2

CERTIFIED PRACTITIONER

Skills Application



→

AUTHORIZED ASSESSOR

Experiential Learning



[VIEW BROCHURE >>](#)

→

ACCREDITED ASSESSOR

Excellence in
Continuous Practice



[VIEW BROCHURE >>](#)

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About the certification

The Practitioner certification is a scenario-based educational experience designed to build the skills and methodological competence required to conduct **Strategic Planning Maturity Assessments** in accordance with the GPA Unit's proprietary evaluation framework and the requirements of the GPAU Institute of Standards. Through individual study supported by online guidance, learners engage with realistic case studies that mirror the complexity of real organizational assessments.

The program prepares professionals to apply GPAU's proprietary maturity assessment methodology consistently and objectively, meeting the scoring standards and reporting requirements needed to safeguard the integrity of every assessment delivered to GPAU clients.

The Certified Strategic Planning Maturity Assessment Practitioner credential is a mandatory requirement for becoming a GPAU Strategic Planning Authorized Assessor.

Other specialization tracks available

Professionals are encouraged to pursue multiple tracks to develop a comprehensive assessment capability across the Integrated Performance Maturity Model. Check how various specializations align with your professional background and interests.





Certified Strategic Planning Maturity Assessment Practitioner (C-PAP-SP)

Examines strategy fundamentals, business planning, and strategy adaptation.

[VIEW BROCHURE](#)



Certified Performance Measurement Maturity Assessment Practitioner (C-PAP-PM)

Covers scorecards, dashboards, and performance measurement tools.

[VIEW BROCHURE](#)



Certified Performance Improvement Maturity Assessment Practitioner (C-PAP-PI)

Evaluates how reporting, decision-making, and initiative management support strategy execution.

[VIEW BROCHURE](#)



Certified Employee Performance Maturity Assessment Practitioner (C-PAP-EPM)

Analyzes the policy, procedures, and logic structure of individual performance management systems.

[VIEW BROCHURE](#)



Certified Performance Culture Maturity Assessment Practitioner (C-PAP-PC)

Examines the social context, habits, and tools that foster or constrain a performance culture.

[VIEW BROCHURE](#)

Professionals who complete all five specialization tracks of the Integrated Performance Maturity Model earn the additional credential of **Certified Strategy & Performance Maturity Assessment Practitioner**.

[Explore the Certified Professional course brochure >](#)

What You Gain

The certification equips professionals with the skills and methodological grounding to conduct rigorous, credible maturity assessments. The experiential learning is structured around a fictive case-study organization that requires an end-to-end maturity assessment.

LEARNING OBJECTIVES:

- Apply **GPAU's assessment criteria** to organizational practices reflected in key documents, tools, and templates.
- Select the right audience for surveys and interviews.
- Identify and interpret maturity levels using **GPAU's scoring methodology**.
- Structure findings, conclusions, and recommendations into clear, effective assessment outputs.

Strategic Planning

Maturity Assessment Simulation

This learning experience requires candidates to work individually, supported by online mentorship, to complete a structured simulation that mirrors a real client engagement. The estimated workload is **40 hours** to complete all assignments and submit them for evaluation. The type and requirements of assignments are consistent across all specialization tracks, but the case study documentation may differ.

Assignments list

- 1 Documentation Review and Scoring**
Review the case study documentation and apply the maturity assessment criteria to evaluate best practices and assign accurate scores.
- 2 Survey Audience Segmentation**
Review the employee list and identify the stakeholders who should be selected to complete the maturity assessment questionnaire.
- 3 Final Maturity Scores and Levels Calculation**
Consolidate the assessment results, identify and interpret maturity levels.
- 4 Assessment Report Writing**
Prepare the assessment report, presenting the key findings, conclusions, and recommendations in a clear and structured format.
- 5 Roadmap for Improvement Report Writing**
Develop a detailed improvement roadmap for the case study organization, outlining the recommended actions and priorities for progress.



SUPPORT RESOURCES

1. Assessor evaluation sheet (assessment items and criteria)
2. Documents checklist
3. Case study documentation (company brief, internal documents, list of employees, survey data)
4. Assessment output templates (report, roadmap for improvement)
5. Access to course materials from Certified Strategy & Performance Maturity Assessment Professional
6. Online guidance before starting the simulation

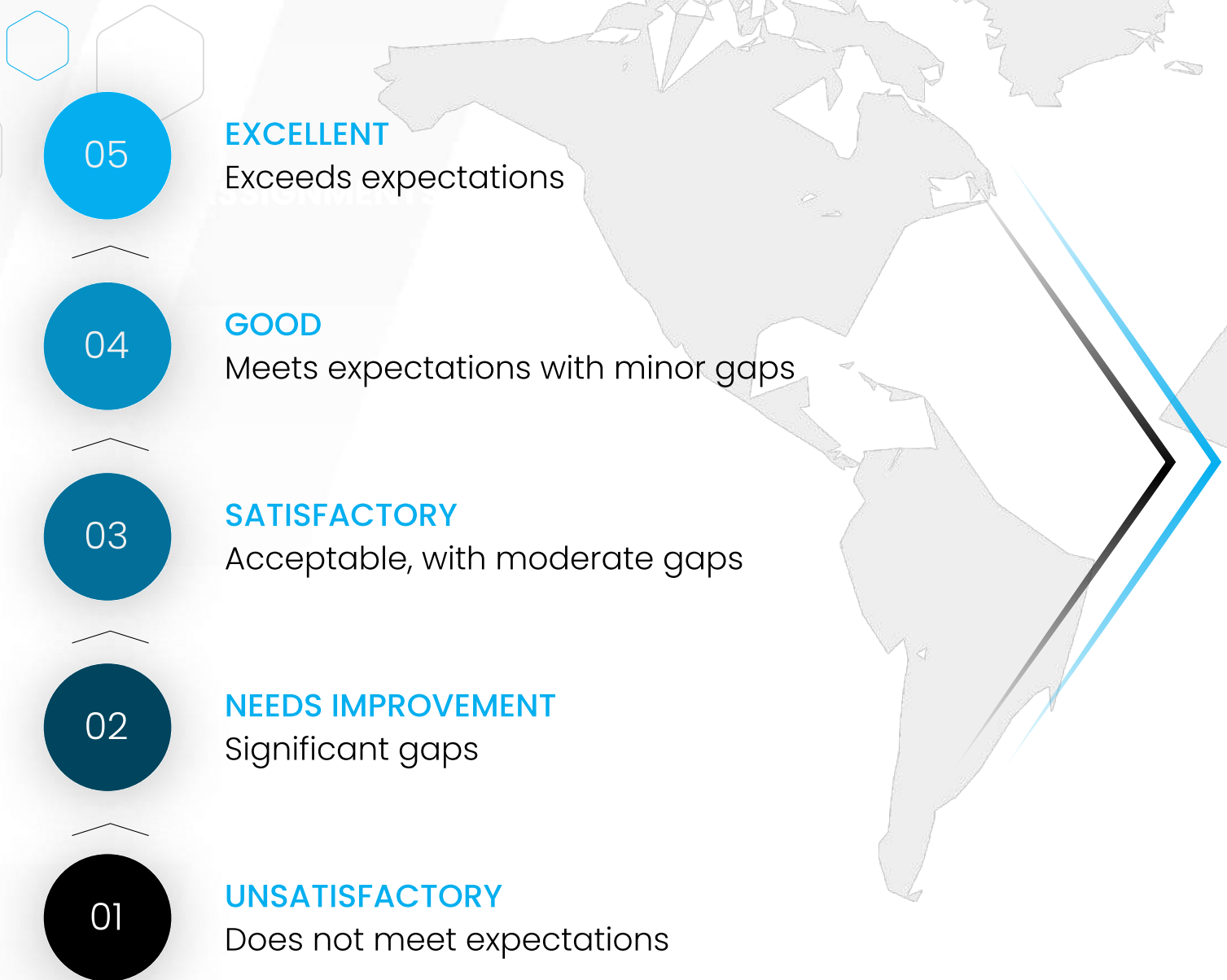


PRACTITIONER INTERVIEW

After the submission of the assignments, candidates will be invited to an online interview. The purpose of this meeting is to discuss the assignments and receive constructive feedback. Following the interview, candidates receive a formal evaluation report along with the conclusion.

Evaluation Criteria

Each assignment is evaluated on a scale of 1 to 5, as follows:



To become a **Certified Strategic Planning Maturity Assessment Practitioner**, the candidate must obtain a minimum score of 4 out of 5 for all assignments. Candidates are entitled to one complementary reassessment opportunity if rework is required.

ASSIGNMENT

#1 Documentation Review & Scoring

REQUIREMENT

Review the case study documentation and apply the maturity assessment criteria to evaluate best practices and assign appropriate maturity scores.

EVALUATED COMPETENCY

Document Review & Scoring Accuracy

Analysis, Interpretation & Report Writing

ASSIGNMENT

#2 Survey Audience Segmentation

REQUIREMENT

Review the employee list and identify the most relevant stakeholders to participate in the maturity assessment survey.

EVALUATED COMPETENCY

Analysis, Interpretation & Report Writing

ASSIGNMENT

#3 Insights Consolidation & Maturity Levels Identification

REQUIREMENT

Consolidate and analyze the assessment results from the 3 data sources to identify and interpret maturity levels.

EVALUATED COMPETENCY

Analysis, Interpretation & Report Writing

ASSIGNMENT

#4 Assessment Report Writing

REQUIREMENT

Generate the assessment report with findings, strenghts, areas for improvement, recommendations and conclusions.

EVALUATED COMPETENCY

Analysis, Interpretation & Report Writing

Recommendations Formulation

ASSIGNMENT

#5 Roadmap for Improvement Report Writing

REQUIREMENT

Develop a detailed improvement roadmap report, describing each recommendation from the assessment report and providing practical guidance and implementation considerations for progressing to higher maturity levels.

EVALUATED COMPETENCY

Recommendations Formulation

Competency title	Weight	Assignments evaluated through competencies
Document Review & Scoring Accuracy	30%	A1: Documentation Review & Scoring
Analysis, Interpretation & Report Writing	30%	A1: Documentation Review & Scoring, A2: Survey Audience Segmentation, A3: Insights Consolidation & Maturity Levels Identification, A4 Assessment Report Writing
Recommendations Formulation	25%	A4: Assessment Report Writing, A5: Roadmap for Improvement Report Writing
Professional Conduct & Methodology Adherence	15%	Behavioural, not linked to an assignment. It is assessed throughout the entire experience.

Credentials & What They Unlock

Candidates who successfully pass the evaluation will receive the **Certified Strategic Planning Maturity Assessment Practitioner Diploma**.

Furthermore, when the candidate completes **all 5 specialization tracks** is eligible to receive an additional certification diploma, showcasing comprehensive expertise in this field: **Certified Strategy & Performance Maturity Assessment Practitioner**.

Based on the **Certified Strategy & Performance Maturity Assessment Professional and Practitioner diplomas**, GPAU's Institute for Standards & Accreditations will release the GPAU Strategic Planning Authorized Assessor credential for the candidate.

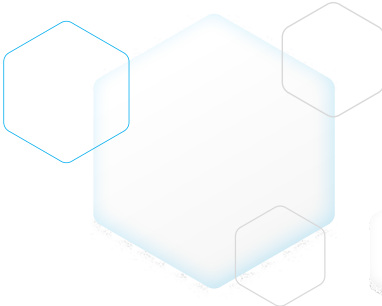


As a GPAU Strategic Planning Authorized Assessor, an individual is qualified to use the QuickScan self-assessment platform (complementary first-time access) and to conduct a Diagnose Assessment if there is an active partnership agreement with the GPA Unit. This applies only to the capability reflected by the credential obtained, in this case, for Strategic Planning.



Authorized vs Accredited Assessors

Scope and Rights of Practice



DIMENSION	GPAU Authorized Assessor	GPAU Accredited Assessor
ROLE	Supports the advancement of maturity practices mainly within their own organizations or Authorized Partners services delivery	Represents GPAU in the delivery of formal assessment and recognition services directly or through Accredited Partner organizations.
ENTRY PATH	Achieved through GPAU Certified Professional and Practitioner pathways	Achieved through additional selection, evaluation, and accreditation processes
ASSESSMENT SCOPE	Internal organizational assessments, third party diagnose part of maturity improvement initiatives.	Third party diagnose and recognition assessments
ASSESSMENT OUTCOMES	Supports internal insights, improvement planning, and readiness evaluation	Eligible to support formal GPAU recognition and certification processes
ENGAGEMENT MODEL	Operates under internal organizational authorization	Operates under GPAU accreditation authority

Explore how **GPAU Authorized Assessors** can build an active assessment practice and become **GPAU Accredited Assessors**.

Interested to become an **Accredited Assessor** and join our partnership program? >

[VIEW BROCHURE](#)

Application Steps & Fees

Step 1:	Send an inquiry regarding enrollment at assessment@gpaunit.org
Step 2:	Obtain access to the Certified Practitioner Case Study Documentation
Step 3:	Schedule a Q&A session with one of our coaches
Step 4:	Submit the Certified Practitioner Case Study Outputs at assessment@gpaunit.org
Step 5:	Wait to be contacted for the Practitioner Interview after the review of your submission (2-3 weeks)
Step 6:	Receive the Certified Practitioner Evaluation Report
Step 7:	Obtain your Certified Practitioner diploma and the GPAU Authorized Assessor status

Standard Certification Fees

1 Capability——	\$1,250	4 Capabilities——	\$5,000
2 Capabilities——	\$2,500	5 Capabilities——	\$6,250
3 Capabilities——	\$3,750		

Key Benefits

- One-time complementary access to the PerforAssess | QuickScan digital platform for Strategic Planning.
- The Certified Strategy & Performance Maturity Assessment Practitioner is offered to candidates who successfully finalize all 5 tracks.
- Discounted fee to purchase a maturity assessment usage license for PerforAssess. Diagnose and PerforAssess Recognized, applicable within the candidate's organization.

AN INSTITUTIONAL INITIATIVE BY GPA UNIT

GPAU Academy Founding Grant Program 2026

Building the global community of Strategy & Performance Maturity professionals.

To mark the official launch of GPAU Academy, GPA Unit is investing in the first global community of certified Strategy & Performance Maturity Assessment Professionals – recognizing those who will form the Academy’s Founding Cohort and advancing internationally recognized practice worldwide.

Applications reviewed on a rolling basis · close on **31 December 2026**

Who qualifies

MEET ONE ELIGIBILITY ROUTE

- A** **Three or more years** of relevant professional experience in strategy, performance management, transformation, operational excellence, quality, project management, consulting, or related disciplines.
- B** Recent **Master’s / MBA graduates** or equivalent postgraduate holders with strong academic achievement and a clear commitment to a career in strategy and performance management.
- Current C-PAs bridging to Authorized Assessor by capability.
 - Professionals certified by The KPI Institute complementing credentials with C-PA or C-PAP.
 - Academics, researchers, and professionals with recognized awards or assessment experience.

What you are joining

C-PA

Certified Professional

Foundational credential. Online or recorded.

C-PAP

Certified Practitioner

Applied capability certification, by capability.

C-PA + C-PAP

Authorized Assessor

Recognized assessor status, by capability.

Grant conditions

- Available for eligible enrollments completed on or before 31 December 2026.
- Applies to standard Academy tuition and cannot be combined with other offers unless approved by GPA Unit.
- GPA Unit reviews eligibility and approves applications in line with the objectives of the program.

Founding Cohort tuition

Tuition for members of the Founding Cohort, reflecting the 40% Launch Grant contribution toward standard Academy tuition.

CREDENTIALS STANDARD FOUNDING COHORT

CERTIFIED PROFESSIONAL (C-PA)

Certified Professional	\$1,250	\$750
C-PA · online or recorded		

CERTIFIED PRACTITIONER (C-PAP)

1 capability	\$1,250	\$750
2 capabilities	\$2,500	\$1,500
3 capabilities	\$3,750	\$2,250
4 capabilities	\$5,000	\$3,000
5 capabilities	\$6,250	\$3,750

AUTHORIZED ASSESSOR (C-PA + C-PAP)

1 capability	\$2,500	\$1,500
2 capabilities	\$3,750	\$2,250
3 capabilities	\$5,000	\$3,000
4 capabilities	\$6,250	\$3,750
5 capabilities	\$7,500	\$4,500

Fees may be paid in **installments** before each module starts. The **40%** Founding Grant contribution applies across all five capabilities.

// APPLY TO THE FOUNDING COHORT

Join the professionals shaping
Strategy & Performance Maturity worldwide

Applications are reviewed on a rolling basis and close on **31 December 2026**.

Express Interest →

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