

## Resource Management Certified Professional (RMCP)<sup>®</sup> Case Study

-- Claudia Moreno, Resource Management Office, Manager, SweetRush

### What is RMCP<sup>®</sup>?

First-of-its-kind professional certification program specifically designed for resource managers, promoting and supporting competency development for resource management professionals. Certification demonstrates a level of proficiency in resource management theory and application, and a commitment to professional development and a career in resource management. Additionally, the RMCP<sup>®</sup> program provides access to valuable thought leadership, best practices, networks and resources to help resource management professionals better manage human capital productivity and utilization.

### Why Resource Management Certification?

I started in the resource management world without knowing I was doing resource management work! When I started to look for information on how to improve my work in a digital agency, I found the RMI.

The RMI described the resource management work I was doing and, most importantly, what I needed to do to get better. I decided to pursue my certification to learn modern resource management techniques that help me work more successfully and support different areas throughout my agency.

This resource management certification provided invaluable tools that enabled me to improve several processes in our agency. Don't get me wrong, this is not miraculous, you need to be diligent and find the best approach to apply this knowledge to your job, your department, and your company.

It's not a step-by-step recipe but you can get the results expected if you understand the information provided and find the right way to implement it!

The RMI and the community are very supportive and collaborative. For example, the annual Resource Management Global Symposium is amazing, providing the opportunity to connect with other resource management professionals. The amount of enriching information obtained is priceless.

I'm very proud of my professional accomplishments but specially to be part of this community and be able to say that I am an RMCP<sup>®</sup>! I highly recommend the certification program to any person in a resource management or planning role in a digital agency. It will potentiate your skills!

*SweetRush specializes in end-to-end solutions for the design and development of custom blended learning initiatives. SweetRush's focus on team culture and mastery of performance improvement is reflected in loyal clients, a near-zero turnover of teammates, a 16-year track record of success, and a remarkable portfolio. Their work with clients has earned them gold awards from their peers and high ranking on the top training industry lists.*



#### Mission / Vision

The RMI is dedicated to the advancement of resource and workforce management thought leadership, best practices and standards, globally recognized credentials that certify resource management expertise, and tools and resources necessary for effective and efficient management of human capital intensive businesses.

#### Contact Information

Resource Management Institute  
4355 Ferguson Drive, Suite 210  
Cincinnati, OH 45245  
Phone: 1-855-786-2555 Ext. 509  
Fax: 1-855-786-2329  
[info@resourcemanagementinstitute.com](mailto:info@resourcemanagementinstitute.com)