



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

What behavior have we observed?  
What can we imagine them doing?

See an example



In their simplest form, a certificate contains a public key and a name

Certification is part of testing, inspection and certification and the provision by an independent body of written assurance (a certificate) that the product, service or system in question meets specific requirements

Certifications are designated credentials earned by an individual to verify their legitimacy and competence to perform a job.

Validation of knowledge

Certificate-based programmes are evidence that lends credibility to your online course and provides proof

Certificates also enable secure, confidential communication between two entities.

you can demonstrate that you possess certain knowledge, skills and competences, and prove that you meet a specific set of standards or requirements

a document containing a certified statement especially as to the truth of something.

it identifies the holder and provides other important information

Most certificate awards are 8.5 x 11 in, the size of a standard piece of paper.

The Project Completion Certificate is a legal document that is issued after the builder states that the project/property construction has been completed as per the approved building plan

If the web address matches the address on the certificate, the certificate is signed by a trusted certificate authority, and the date is valid, you can be more confident that the site you want to visit is actually the site that you are visiting