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**CDE**

# **CERTIFIED DISCIPLINED ENTREPRENEUR**

60 Training hours

Online Multi-choice Format Exam

## **INTERNATIONAL RECOGNITION**

Add a real competitive advantage to your career by obtaining IBDL CDE certificate with the international accreditation from Missouri State University

## **Inspire to Learn**

A Certified Disciplined Entrepreneur (CDE) is an individual who has demonstrated a mastery of the Disciplined Entrepreneurship (DE) framework. DE is a systematic approach to building innovative products and ventures. It was developed by MIT Sloan and is used by many leading companies, including Google, Microsoft, and Intel.

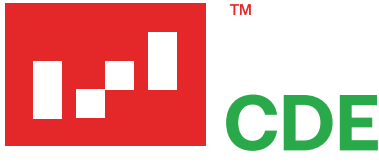


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**IBDL**

email: [info@ibdl.net](mailto:info@ibdl.net)

Website: [www.ibdl.net](http://www.ibdl.net)



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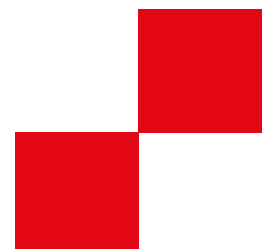
A Certified Disciplined Entrepreneur (CDE) To become a CDE, individuals must complete a rigorous training program and pass a certification exam. The training program covers all aspects of the DE framework, including:

- **Customer discovery:** How to identify and understand the needs of your target customers.
- **Product definition:** How to create a product that meets the needs of your customers.
- **Business model design:** How to create a sustainable business model for your product or venture.
- **Market launch:** How to bring your product or venture to market.
- The certification exam assesses the individual's knowledge and understanding of the DE framework.

## CERTIFIED DISCIPLINED ENTREPRENEUR OBJECTIVES

**The objectives of a Certified Disciplined Entrepreneur (CDE) program are to provide participants with the knowledge and skills they need to:**

1. Understand and apply the Disciplined Entrepreneurship (DE) framework: The DE framework is a systematic approach to building innovative products and ventures. CDEs will learn how to identify and understand customer needs, create a product that meets those needs, develop a sustainable business model, and bring their product or venture to market.
2. Develop customer-centric products and services: CDEs will learn how to conduct customer discovery to identify and validate customer needs. They will also learn how to create product prototypes and gather feedback from customers to refine their products and services.
3. Design and evaluate business models: CDEs will learn about different types of business models and their components. They will also learn how to evaluate the viability of different business models and design a business model for their own venture.
4. Develop and execute go-to-market strategies: CDEs will learn how to develop go-to-market strategies for their products or services. They will also learn how to identify target markets, develop customer acquisition channels, and create marketing and sales plans.
5. Measure and manage success: CDEs will learn how to monitor key performance indicators (KPIs) to measure the success of their ventures. They will also learn how to adapt their strategies based on market feedback and performance data.



**In addition to these specific objectives, CDEs will also develop the following general skills:**

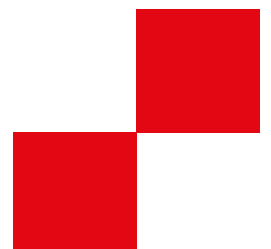
- Critical thinking and problem-solving: CDEs will learn how to think critically and solve problems in a systematic way.
- Communication and collaboration: CDEs will learn how to communicate effectively with a variety of stakeholders, including customers, partners, and investors.
- Leadership and decision-making: CDEs will develop the leadership skills they need to make informed decisions and lead their teams to success.

Overall, the objectives of a CDE program are to prepare individuals to be successful entrepreneurs who can build innovative products and ventures that meet the needs of customers and generate sustainable profits.

## **BENEFITS OF BECOMING A CERTIFIED DISCIPLINED ENTREPRENEUR**

**There are many benefits to becoming a Certified Disciplined Entrepreneur. These benefits include:**

- Increased credibility: A CDE designation is a recognized credential that can help you gain credibility with potential investors, partners, and customers.
- Enhanced skills: The DE framework provides a proven methodology for building successful businesses. By becoming a CDE, you will gain the skills you need to increase your chances of success.
- Expanded career opportunities: The demand for skilled DE practitioners is growing. Becoming a CDE can help you qualify for new and exciting career opportunities.
- If you are interested in becoming a Certified Disciplined Entrepreneur, you can learn more about the training program and certification exam on the Disciplined Entrepreneurship website.



## CERTIFIED DISCIPLINED ENTREPRENEUR OUTCOMES

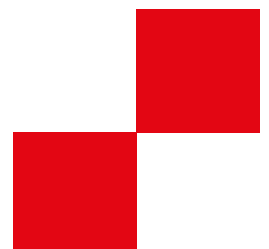
Here are some of the expected outcomes for individuals who complete a Certified Disciplined Entrepreneur (CDE) program:

### Enhanced Knowledge and Skills

- Thorough understanding of the Disciplined Entrepreneurship (DE) framework and its application in various venture types
- Ability to identify and validate customer needs through effective customer discovery techniques
- Proficiency in creating product prototypes and gathering customer feedback for product refinement
- Expertise in designing and evaluating business models for sustainable venture growth
- Skill in developing and executing go-to-market strategies for successful product launches
- Capability to measure and manage venture success through key performance indicators (KPIs)

### Improved Employability and Career Prospects

- Increased credibility and recognition as a certified DE practitioner in the entrepreneurial community
- Enhanced attractiveness to potential employers and investors seeking qualified entrepreneurial talent
- Expanded career opportunities in venture creation, product development, business model innovation, and go-to-market strategy





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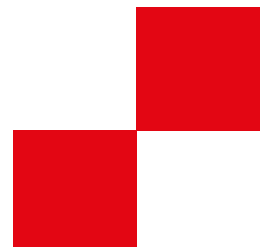
### Entrepreneurial Mindset and Skills Development

- Cultivation of a customer-centric approach to product development and venture creation
- Development of critical thinking and problem-solving skills for navigating entrepreneurial challenges
- Enhancement of communication and collaboration skills for effective stakeholder engagement
- Nurturing of leadership qualities for guiding venture teams and achieving success
- Strengthening of decision-making abilities under uncertain and dynamic entrepreneurial conditions

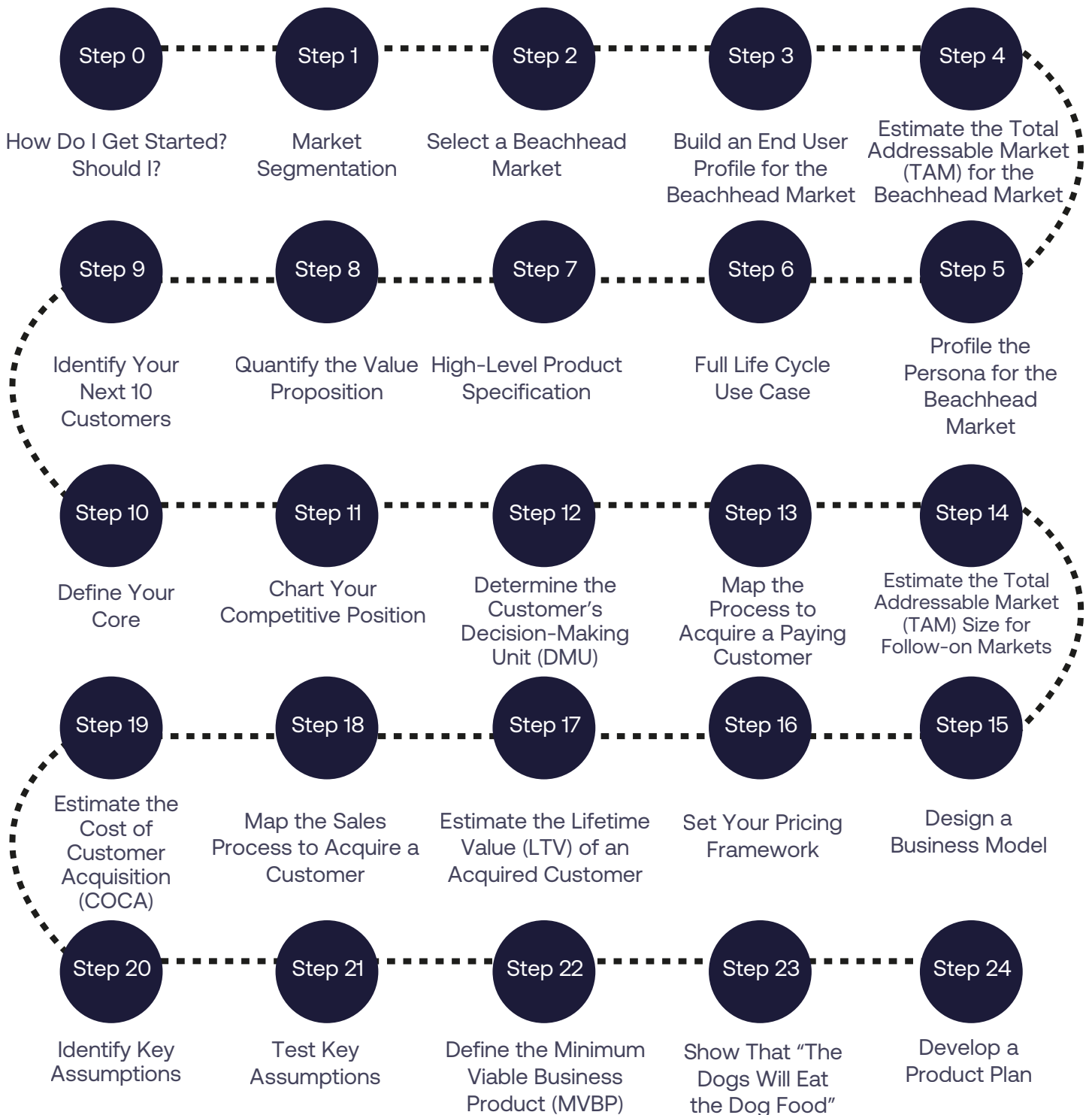
### Contributions to Entrepreneurial Success

- Increased likelihood of successfully launching and growing innovative ventures
- Enhanced chances of securing funding and support from investors
- Improved potential for long-term sustainability and profitability of ventures
- Positive impact on the creation of jobs and economic growth
- Contribution to the advancement of entrepreneurial knowledge and practices

In summary, completing a CDE program equips individuals with the knowledge, skills, and mindset to navigate the entrepreneurial landscape effectively and increase their chances of success in building innovative and sustainable ventures.



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## CERTIFIED DISCIPLINED ENTREPRENEUR JOURNEY

Embarking on the Certified Disciplined Entrepreneur (CDE) journey is a transformative experience that empowers individuals to become effective practitioners of the Disciplined Entrepreneurship (DE) framework. This journey involves a blend of theoretical understanding, practical application, and continuous learning, leading to the acquisition of valuable entrepreneurial skills and a deeper appreciation for the intricacies of building successful ventures.

### 1. Initiation and Preparation

The CDE journey begins with a surge of curiosity and a desire to delve into the world of entrepreneurship. Individuals seek out CDE programs, driven by a passion for innovation, a commitment to solving problems, and an aspiration to make a positive impact. During this initial phase, participants familiarize themselves with the DE framework, gaining a foundational understanding of its concepts and principles.

### 2. Immerse in Knowledge and Theory

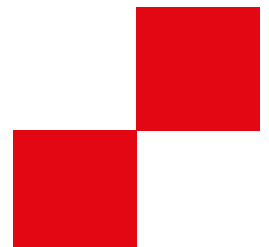
The heart of the CDE journey lies in the acquisition of in-depth knowledge and comprehensive understanding of the DE framework. Participants engage in rigorous training modules, delving into the intricacies of customer discovery, product definition, business model design, market launch, and venture management. They explore case studies, analyze real-world examples, and engage in thought-provoking discussions with industry experts, solidifying their grasp of the DE methodology.

### 3. Honing Practical Skills Through Application

The CDE journey transcends mere theory, extending into the realm of practical application. Participants are provided with opportunities to apply the DE framework to real-world scenarios, tackling challenges faced by startups and established ventures. They engage in hands-on exercises, develop business models, and refine product prototypes, gaining valuable experience in applying their knowledge to tangible entrepreneurial endeavors.

### 4. Fostering a Customer-Centric Mindset

A central tenet of the DE framework is its emphasis on customer-centricity. Throughout the CDE journey, participants cultivate a deep understanding of customer needs, preferences, and pain points. They learn to empathize with their target audience, conducting thorough customer discovery to validate assumptions and gather insights that drive product development and business model design.



## 5. Cultivating Entrepreneurial Skills

The CDE journey extends beyond technical knowledge, fostering the development of essential entrepreneurial skills. Participants hone their critical thinking and problem-solving abilities, enabling them to navigate the complexities of the entrepreneurial landscape. They enhance their communication and collaboration skills, effectively conveying ideas, building partnerships, and motivating teams. Additionally, they develop leadership qualities, making informed decisions and guiding ventures towards success.

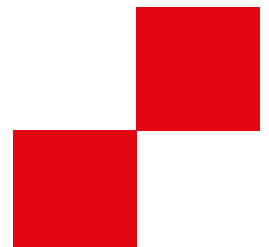
## 6. Continuous Learning and Growth

The CDE journey is not a finite endeavor; it is a continuous process of learning and growth. Participants are encouraged to stay abreast of emerging trends, technologies, and entrepreneurial practices. They engage in networking opportunities, seek mentorship from experienced entrepreneurs, and participate in industry events, fostering a lifelong commitment to professional development and entrepreneurial excellence.

## 7. The Culminating Achievement: CDE Certification

Upon successful completion of the CDE program, participants earn the prestigious Certified Disciplined Entrepreneur designation. This certification serves as a testament to their expertise in the DE framework, their entrepreneurial acumen, and their commitment to the principles of innovation and customer-centricity. It opens doors to new career opportunities, enhances credibility within the entrepreneurial community, and empowers them to make a significant impact on the world of business.

The CDE journey is a transformative experience that equips individuals with the knowledge, skills, and mindset to navigate the entrepreneurial landscape effectively and increase their chances of success in building innovative and sustainable ventures. It is a journey of continuous learning, growth, and impact, empowering individuals to make a positive difference in the world.



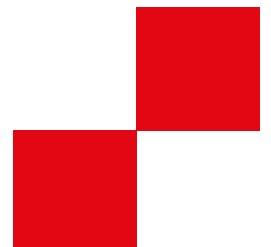
## CERTIFIED DISCIPLINED ENTREPRENEUR CREDENTIAL

Earning the Certified Disciplined Entrepreneur (CDE) credential is a significant accomplishment that signifies an individual's mastery of the Disciplined Entrepreneurship (DE) framework. DE is a systematic approach to building innovative products and ventures, developed by MIT Sloan and widely adopted by leading companies. CDEs are recognized as experts in DE methodologies and possess the skills to apply these principles to the creation of successful businesses.

## BENEFITS OF OBTAINING THE CDE CREDENTIAL

**The CDE credential offers numerous benefits for individuals seeking to advance their entrepreneurial careers:**

- 1. Enhanced Credibility and Recognition:** The CDE designation is a globally recognized symbol of expertise in DE, setting individuals apart from their peers and establishing them as thought leaders in the entrepreneurial field.
- 2. Expanded Career Opportunities:** CDEs are highly sought after by organizations seeking individuals with proven entrepreneurial skills and a deep understanding of DE principles. The credential opens doors to new and exciting career opportunities in venture creation, product development, business model innovation, and go-to-market strategy.
- 3. Increased Earning Potential:** CDEs are often compensated at a premium due to their specialized knowledge and skills. The credential can significantly enhance an individual's earning potential and career trajectory.
- 4. Greater Impact on Entrepreneurial Success:** CDEs are equipped to make a more significant impact on the success of ventures. Their expertise in DE enables them to guide teams, make informed decisions, and navigate challenges effectively, leading to increased chances of venture success.



## Who Should Pursue the CDE Credential?

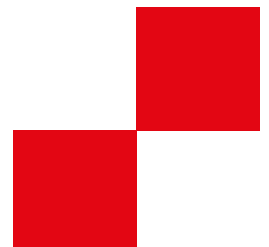
**The CDE credential is particularly valuable for individuals who:**

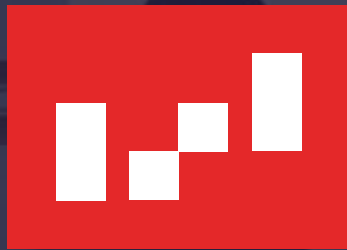
- Are aspiring entrepreneurs seeking to develop the skills and knowledge necessary to build successful ventures
- Are current entrepreneurs looking to enhance their entrepreneurial expertise and apply DE principles to their existing ventures
- Are professionals in corporate settings who want to leverage DE methodologies for innovation, product development, and business model transformation

### **Pursuing the CDE Credential**

To earn the CDE credential, individuals must complete a rigorous training program and pass a certification exam. The training program covers all aspects of the DE framework, including customer discovery, product definition, business model design, market launch, and venture management. The certification exam assesses the individual's knowledge and understanding of the DE framework.

Investing in the CDE credential is an investment in one's entrepreneurial future. It empowers individuals to navigate the complexities of the entrepreneurial landscape, increase their chances of success, and make a positive impact on the world of business.





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