

BEACON Mastery

2-Day Professional Certification · Powered by ClickUp for Enterprise

EXECUTIVE SUMMARY

The Training Problem Nobody Talks About

Most enterprise technology training fails quietly. Organizations invest in a platform, teams attend a workshop, and within six months adoption has stalled. Dashboards sit untouched. Executives revert to manual spreadsheets. The platform is not the problem. The gap between learning a product and learning how to think with it — that is the problem.

70%

of digital transformations fail to meet their objectives
McKinsey, 2023

6 mo

Average time before platform adoption erodes
Industry benchmark

3x

faster adoption when operators are methodology-trained
Digibeacon client data

THREE GAPS YOUR ORGANIZATION FACES

THE CAPACITY GAP

Your team uses the tool. Nobody designs the system. The platform runs at a fraction of its potential because there are no trained operators to extend it.

BEACON closes it by building certified operators inside your organization.

THE SUSTAINABILITY GAP

Training taught buttons. Within six months, habits eroded because nothing in the program required your team to think differently about how they organize work.

BEACON closes it with a three-layer model: Skill, Behavior, Mindset.

THE AI-ERA GAP

AI features were activated on a poorly structured workspace. The AI produced confident wrong answers. Your leadership blamed the technology.

BEACON closes it by teaching how to design the workspace AI needs to be useful.

THE SOLUTION

BEACON Mastery: Methodology + Platform + Mindset

A 2-day, scenario-based practicum where your team works on a live ClickUp workspace against real organizational problems. Participants earn two professional credentials — BCA and BCP — assessed on demonstrated competency. The program is grounded in the BEACON methodology: Blueprint, Engineer, Activate, Calibrate, Optimize, Nurture.

SKILL

What your team can do — configuration, builds, platform fluency

BEHAVIOR

What your team does under pressure — classify, route, surface conflict

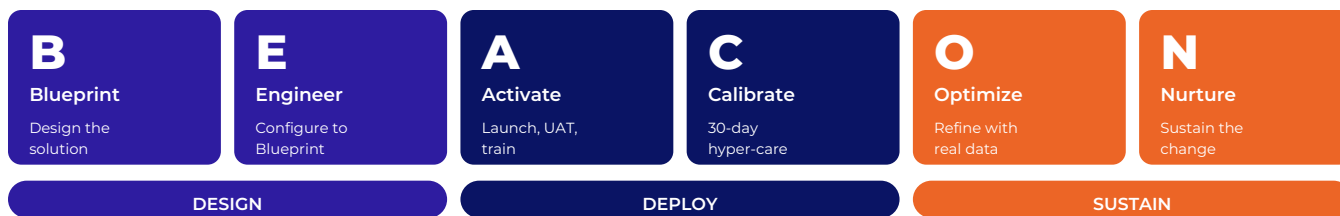
MINDSET

How your team thinks when nothing is certain — the durable residue

Most programs stop at Layer 1. This one certifies across all three.

THE BEACON FRAMEWORK

Six Phases. Three Tracks. One Discipline.



WHAT YOUR TEAM GAINS

Five Outcomes That Compound After the Program

01 CAPACITY

Operators who extend the workspace independently. No perpetual external dependency.

02 SUSTAINABILITY

Professional habits that survive platform upgrades, team turnover, and restructuring.

03 AI READINESS

Practitioners who design the environments where AI tools produce signal, not noise.

04 GOVERNANCE

Every decision documented. Every scope change in writing. Traceability built in.

05 LEADERSHIP

Team members who lead adoption without formal authority. Surface conflict. Close warmly.

LEARNING OBJECTIVES

What Your Team Walks Out Able To Do

BCA · BEACON CERTIFIED ASSOCIATE · DAY 1

- Design workspace architecture that scales across departments
- Configure task workflows with accountability chains
- Apply role-differentiated views for every decision-maker
- Use ClickUp Brain for structured operational decisions
- Complete the BEACON Use Case Canvas for their organization

BCP · BEACON CERTIFIED PROFESSIONAL · DAY 2

- Build custom field frameworks for structured reporting
- Deploy automation logic to eliminate manual work at scale
- Design executive dashboards (MTTR, SLA, capacity metrics)
- Implement enterprise-grade permissions and access governance
- Defend a production-ready workspace through the Capstone

THE PROBLEM IDENTIFICATION PROTOCOL

Before any design work begins, your team answers five questions in writing. This discipline prevents the most common implementation failure: solving the wrong problem well.

1

What is the problem?

In your own words

2

Who is affected?

Every stakeholder

3

Risk of not solving it?

Quantify the cost

4

What constraints?

Budget · timeline

5

What does success look like?

One measurable sentence

COURSE OUTLINE

Two Days. Eleven Modules. Two Credentials.

DAY 1 · BCA TRACK · Foundations & Practitioner Skills · 9:00–17:30

LEADERSHIP & METHODOLOGY
 Program Intent + Certification Outcomes
 Definition of Terms · Vocabulary Drill
 BEACON Framework · SSA Test
 What Failure Looks Like (5 enterprise case studies)
 The Admin-Architect Posture

APPLIED PLATFORM PRACTICE
 M01 ClickUp Architecture · M02 Workflows
 M03 Views · M04 Communication
 M05 ClickUp Brain (AI)
 M06 Admin-Architect + Use Case Canvas
 BCA Assessment + Day 1 Close

DAY 2 · BCP TRACK · Applied Configuration & Deployment · 9:00–17:30

CHANGE MANAGEMENT & LEADERSHIP
 Day 1 Retro + Change Management
 Stakeholder Mapping & Conflict Arbitration
 Leading Adoption Across Departments
 Scope Discipline & Executive Framing
 Use Case Canvas Defense Prep

ADVANCED PLATFORM CONFIGURATION
 M07 Custom Fields · M08 Automations
 M09 Executive Dashboards
 M10 Permissions & Access Control
 M11 BEACON Capstone (design + build + defend)
 BCP Assessment + Certification Ceremony

CERTIFICATION PATHWAY



CERTIFICATE AWARDING CEREMONY Recognition of participants who demonstrated mastery and completed the program

WHO SHOULD ATTEND

- IT Managers & CIOs
- Operations Leaders
- Project Managers
- Workspace Owners & Admins
- Business Analysts
- Department Heads

PROGRAM FACTS

Duration 2 full days, 9:00–17:30 **Class Size** 10–25 participants
Format In-person or Virtual **Credentials** BCA (Day 1) + BCP (Day 2)
Assessment Practical + Scenario + Capstone Defense **Certification** Issued by Digibeacon — Center of Excellence

Ready to Build Operators, Not Just Users?
joinmasterclass.digibeacon.co

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