

# GLOBAL INSTITUTE OF BEHAVIOR

## 24-Month Institutional Development Executive Team Execution Plan

CONFIDENTIAL · INTERNAL LEADERSHIP DISTRIBUTION ONLY

### Document Purpose

This execution plan converts the GIB 12-Pillar institutional framework into a structured, quarterized, role-assigned operational roadmap. Each task includes owner, dependencies, deliverable definition, risk flags, and governance requirements. This document is intended for internal leadership distribution only.

**Critical principle: The most important distinction between a credible certification body and a self-appointed one is the difference between described governance and documented governance. Every task in this plan is designed to produce documented evidence, not descriptions.**

### Flags & Abbreviations

Symbol / Label	Meaning
■ Risk flag	Legal, reputational, or governance risk requiring immediate attention
■ Attorney	Requires review or execution by qualified legal counsel
■ Board vote	Requires formal board vote and resolution
■ Minutes	Must be documented in formal meeting minutes
HIGH	Non-negotiable — failure here is structural to the entire institution
STRUCTURAL	Required for institutional function; cannot be skipped
STRATEGIC	Builds long-term credibility and accreditation pathway
REPUTATION	Public-facing credibility actions — visible to external audiences

## CRITICAL FAILURE POINTS — Read Before Executing

The following represent the highest-probability points of institutional failure. Address these before optimizing anything else.

Failure Point	Description	Consequence
<b>Board independence failure</b>	Constituting a board that is majority affiliated with Decode Behavior or the GIB ecosystem. This is the first thing any accreditor or investigative journalist verifies.	Destroys institutional credibility; potential IRS issue for 501(c)(3)
<b>Competency frameworks absent</b>	Issuing certifications without published, mapped competency frameworks. Most common failure of self-appointed certification bodies.	Indefensible under professional scrutiny; psychometric challenge cannot be answered
<b>Pass-mark without methodology</b>	Setting a pass mark without documented, defensible methodology such as Angoff. Arbitrary cut scores are legally and psychometrically indefensible.	Legal exposure from failing candidates; accreditation denial
<b>Financial commingling</b>	Certification revenue flowing through Decode Behavior accounts, or board members receiving undisclosed financial benefit from training outcomes.	IRS revocation risk; independence claims invalidated
<b>Defense title legal exposure</b>	Issuing credential titles with language implying operational intelligence authority without attorney review under federal impersonation statutes.	Federal legal exposure; institutional reputation damage if surfaced publicly
<b>No public verification registry</b>	Claiming a credentialed community without a searchable public registry. This is the fastest credibility check any skeptic performs.	Instant credibility failure; unable to defend against fraud claims
<b>Governance on paper only</b>	Board, committees, and policies exist in documents but have no meeting minutes, documented votes, or real activity record.	IRS audit failure; ISO 17024 disqualification; legal exposure if governance challenged

**PHASE 1: STRUCTURAL FOUNDATION**

**Q1 — Months 1–3: Legal Formation & Governance Foundation**

ID	Task	Owner	Dependency	Deliverable (Done When...)	Risk Flags	Priority	Effort
Q1-01	Engage formation attorney; select 501(c)(3) vs. independent corp structure	<i>Executive Director + Legal Counsel</i>	None — critical path start	Signed engagement letter; written entity recommendation memo	<ul style="list-style-type: none"> <li>■ Wrong entity type creates downstream tax/governance problems</li> <li>■ Attorney required</li> <li>■ Board vote required on structure</li> <li>■ Minutes required</li> </ul>	<b>HIGH</b>	Moderate
Q1-02	Draft and file Articles of Incorporation in Virginia	<i>Legal Counsel</i>	Q1-01 complete	Filed Articles with SCC confirmation number	<ul style="list-style-type: none"> <li>■ Errors require costly amendments</li> <li>■ Attorney required</li> <li>■ Minutes required</li> </ul>	<b>HIGH</b>	Moderate
Q1-03	Obtain EIN from IRS	<i>Legal Counsel / Executive Director</i>	Q1-02 complete	IRS EIN confirmation letter	<ul style="list-style-type: none"> <li>■ No banking or contracts without EIN</li> </ul>	<b>HIGH</b>	Low
Q1-04	Draft Bylaws with certification governance provisions (non-voting ED, independent majority board)	<i>Legal Counsel</i>	Q1-01 structure decision	Bylaws reviewed and approved by founding board	<ul style="list-style-type: none"> <li>■ Must explicitly insulate certification from training revenue</li> <li>■ Attorney required</li> <li>■ Board vote required</li> <li>■ Minutes required</li> </ul>	<b>HIGH</b>	Heavy
Q1-05	Recruit 7+ Board of Governors (majority independent; include academic, attorney, ethics professional, outside practitioner)	<i>Board Chair + Executive Director</i>	Q1-04 Bylaws drafted	Signed appointment letters; COI disclosures; board roster with bios	<ul style="list-style-type: none"> <li>■ Board stacked with ecosystem insiders = critical failure point</li> <li>■ Failure to achieve independent majority invalidates all credibility claims</li> <li>■ Board vote per appointment</li> <li>■ Minutes required</li> </ul>	<b>HIGH</b>	Heavy
Q1-06	Draft and adopt Conflict-of-Interest Policy (IRS-compliant)	<i>Legal Counsel + Board Chair</i>	Q1-04 Bylaws	Signed COI disclosures from all board members on file	<ul style="list-style-type: none"> <li>■ Required for 501(c)(3); absence causes IRS rejection</li> <li>■ Attorney required</li> <li>■ Board vote required</li> <li>■ Minutes required</li> </ul>	<b>HIGH</b>	Moderate
Q1-07	Open nonprofit bank account; document financial separation from Decode Behavior	<i>Executive Director + Finance Committee</i>	Q1-02, Q1-03	Active bank account; written separation protocol documented	<ul style="list-style-type: none"> <li>■ Commingling funds with training company is a fatal structural error</li> <li>■ Minutes required</li> </ul>	<b>STRUCTURAL</b>	Low

**Q2 — Months 4–6: IRS Filing, Committee Formation & Core Policies**

ID	Task	Owner	Dependency	Deliverable (Done When...)	Risk Flags	Priority	Effort
Q2-01	File IRS Form 1023 (501(c)(3) application)	<i>Legal Counsel + Executive Director</i>	Q1-01 through Q1-06 complete	Filed 1023 with IRS; confirmation receipt	<ul style="list-style-type: none"> <li>■ Errors can result in denial or future revocation</li> <li>■ Charitable purpose must be distinct from commercial training</li> <li>■ Attorney required</li> <li>■ Minutes required</li> </ul>	<b>HIGH</b>	Heavy

ID	Task	Owner	Dependency	Deliverable (Done When...)	Risk Flags	Priority	Effort
Q2-02	Draft and adopt Committee Charters: SAC, Standards & Assessment, Ethics & Review Panel	<i>Board Chair + Legal Counsel</i>	Q1-04 Bylaws adopted	Three signed charters; roles defined; independence provisions documented	<ul style="list-style-type: none"> <li>■ Ethics panel must be explicitly independent of training revenue</li> <li>■ Board vote required</li> <li>■ Minutes required</li> </ul>	STRUCTURAL	Moderate
Q2-03	Recruit Scientific Advisory Council — minimum 3 published behavioral scientists; obtain CVs	<i>Research Lead + Executive Director</i>	Q2-02 SAC charter	Signed advisory agreements; CVs on file; documented meeting schedule	<ul style="list-style-type: none"> <li>■ Symbolic-only advisors with no documented role destroy academic credibility</li> <li>■ Board vote on appointments</li> <li>■ Minutes required</li> </ul>	STRATEGIC	Heavy
Q2-04	Recruit Standards & Assessment Committee; define credential seniority requirements	<i>Executive Director + Standards Committee</i>	Q2-02 charters	Minimum 3 members; documented item review procedures	<ul style="list-style-type: none"> <li>■ Board vote on appointments</li> <li>■ Minutes required</li> </ul>	STRUCTURAL	Moderate
Q2-05	Draft core legal docs: Credential Agreement, Instructor Licensing Agreement, ATO Agreement	<i>Legal Counsel</i>	Q1-02 Articles filed	Three reviewed agreements ready for execution	<ul style="list-style-type: none"> <li>■ Instructor licensing must not imply GIB endorses Decode Behavior exclusively</li> <li>■ Attorney required</li> </ul>	HIGH	Heavy
Q2-06	Draft Privacy Policy (GDPR-compliant), Data Retention Policy, Whistleblower Policy	<i>Legal Counsel + Operations Lead</i>	Q1-02	Three policies adopted and published	<ul style="list-style-type: none"> <li>■ GDPR non-compliance is enforceable in EU given international scope</li> <li>■ Attorney review recommended</li> <li>■ Board vote on adoption</li> <li>■ Minutes required</li> </ul>	STRUCTURAL	Moderate
Q2-07	Obtain D&O, Professional Liability, E&O, and Cyber Liability insurance	<i>Finance Committee + Executive Director</i>	Q1-02	Four active policies; certificates of insurance on file	<ul style="list-style-type: none"> <li>■ Operating without D&amp;O; exposes board members to personal liability</li> <li>■ Minutes required</li> </ul>	HIGH	Moderate

## PHASE 2: ASSESSMENT INTEGRITY

### Q3 — Months 7–9: Psychometric Infrastructure & Competency Frameworks

ID	Task	Owner	Dependency	Deliverable (Done When...)	Risk Flags	Priority	Effort
Q3-01	Commission competency framework for each credential tier — map to published behavioral science literature	<i>Research Lead + Standards Committee</i>	Q2-03 SAC in place	Published competency framework docs; each competency mapped to citation	<ul style="list-style-type: none"> <li>■ Most common failure point — publishing credentials without competency frameworks is indefensible under scrutiny</li> <li>■ Must be in Standards Committee minutes</li> </ul>	STRUCTURAL	Heavy
Q3-02	Develop exam blueprint: item-to-competency mapping, domain weighting percentages	<i>Standards Committee</i>	Q3-01	Signed exam blueprint approved by committee	<ul style="list-style-type: none"> <li>■ Exam without blueprint cannot defend pass/fail decisions under legal challenge</li> <li>■ Minutes required</li> </ul>	STRUCTURAL	Heavy
Q3-03	Develop item-writing protocol and bias review checklist	<i>Standards Committee + Research Lead</i>	Q3-02	Written item-writing SOP; bias checklist signed off by SAC	<ul style="list-style-type: none"> <li>■ Biased exam items create liability in anti-discrimination jurisdictions</li> <li>■ Minutes required</li> </ul>	STRUCTURAL	Moderate

ID	Task	Owner	Dependency	Deliverable (Done When...)	Risk Flags	Priority	Effort
Q3-04	Design and execute pilot testing group for new exam items	<i>Standards Committee + Operations Lead</i>	Q3-02, Q3-03	Pilot complete; item performance data analyzed; poor items removed	<ul style="list-style-type: none"> <li>■ Deploying unvalidated exam items is a core credibility failure</li> </ul>	STRUCTURAL	Heavy
Q3-05	Conduct standard-setting study using modified Angoff method; document pass-mark methodology	<i>Standards Committee + external psychometrician</i>	Q3-04	Written pass-mark documentation approved by committee; methodology defensible under independent review	<ul style="list-style-type: none"> <li>■ Arbitrary pass marks are a leading cause of certification body decredentialing</li> <li>■ Consider attorney review</li> <li>■ Minutes required</li> </ul>	STRUCTURAL	Heavy
Q3-06	Develop assessor onboarding: training, calibration exercises, standardized scoring rubrics	<i>Standards Committee + Operations Lead</i>	Q3-02	Written assessor training curriculum; calibration records; signed rubrics	<ul style="list-style-type: none"> <li>■ Inconsistent assessor scoring creates discrimination exposure</li> </ul>	STRUCTURAL	Moderate

#### Q4 — Months 10–12: Registry, Ethics System & Financial Structure

ID	Task	Owner	Dependency	Deliverable (Done When...)	Risk Flags	Priority	Effort
Q4-01	Build public practitioner verification portal: searchable by name, credential, status, renewal date	<i>IT Lead + Operations Lead</i>	Q1-02 entity established	Live public registry; QR-code verification functional; anti-forgery elements active	<ul style="list-style-type: none"> <li>■ Absence of public verification portal is the primary signal of non-credibility</li> </ul>	STRUCTURAL	Heavy
Q4-02	Build internal database: CPD tracking, renewal deadlines, audit flagging, complaint log	<i>IT Lead + Operations Lead</i>	Q4-01	Functional internal CRM/database; documented data flows	<ul style="list-style-type: none"> <li>■ Without automated renewal tracking, enforcement becomes inconsistent — fatal to CPD credibility</li> </ul>	STRUCTURAL	Heavy
Q4-03	Build Ethics complaint intake: online form, anonymous reporting, secure case management	<i>IT Lead + Ethics Panel</i>	Q2-02 Ethics charter	Live complaint portal; written investigation protocol; 30-day response timeline documented	<ul style="list-style-type: none"> <li>■ Failure to document complaint handling creates liability</li> </ul>	HIGH	Moderate
Q4-04	Adopt sanctions matrix: warning → suspension → revocation; define 30-day appeals window	<i>Ethics Panel + Legal Counsel</i>	Q2-02 Ethics charter	Signed sanctions matrix; appeals procedure documented and adopted	<ul style="list-style-type: none"> <li>■ Revocation without documented due process is legally vulnerable</li> <li>■ Attorney review required</li> <li>■ Board vote required</li> <li>■ Minutes required</li> </ul>	HIGH	Moderate
Q4-05	Establish financial report framework; define revenue categories (certification vs. licensing)	<i>Finance Committee</i>	Q1-07 bank account	Chart of accounts established; first financial report framework approved	<ul style="list-style-type: none"> <li>■ Revenue commingling between certification and training is the most scrutinized independence question</li> <li>■ Finance Committee approval</li> <li>■ Minutes required</li> </ul>	STRUCTURAL	Moderate
Q4-06	Hold first formal Board meeting: adopt all policies, approve committee structure, document in minutes	<i>Board Chair + Executive Director</i>	All Q1–Q4 foundational items	Formal board meeting minutes; all policy adoptions documented; quorum confirmed	<ul style="list-style-type: none"> <li>■ Governance existing only on paper is a primary IRS audit failure point</li> <li>■ Board vote required for all policy adoptions</li> <li>■ All votes must be in minutes</li> </ul>	HIGH	Moderate

#### PHASE 3: OPERATIONAL CREDIBILITY

## Q5 — Months 13–15: Statistical Validation, CPD System & International Prep

ID	Task	Owner	Dependency	Deliverable (Done When...)	Risk Flags	Priority	Effort
Q5-01	Post-exam statistical analysis: KR-20/Cronbach alpha reliability, item difficulty, moderation	<i>Standards Committee + Research Lead</i>	Q3-04 pilot complete; first live exam cohort	Statistical analysis report; items meeting threshold retained; report archived	<ul style="list-style-type: none"> <li>■ Failure to run reliability analysis makes pass/fail decisions statistically indefensible</li> <li>■ Minutes required</li> </ul>	STRUCTURAL	Moderate
Q5-02	Launch CPD documentation portal: upload capability, structured categories, random audit mechanism	<i>IT Lead + Operations Lead</i>	Q4-02 database	Live CPD portal; audit selection algorithm functional (5–10% annual rate)	<ul style="list-style-type: none"> <li>■ Inconsistent CPD auditing (some audited, some not) is legally and reputationally indefensible</li> </ul>	STRUCTURAL	Heavy
Q5-03	Publish CPD grace period, lapse, and denial policy; enforce consistently from launch	<i>Operations Lead + Board Chair</i>	Q5-02	Written CPD enforcement policy published on website	<ul style="list-style-type: none"> <li>■ Board vote on policy</li> <li>■ Minutes required</li> </ul>	STRUCTURAL	Low
Q5-04	Regulatory compliance mapping: identify jurisdictions requiring training authorization; clarify GIB as certifier vs. regulator	<i>Legal Counsel + Research Lead</i>	Q2-06 Privacy Policy	Written jurisdiction mapping document; website disclaimer language reviewed	<ul style="list-style-type: none"> <li>■ EU/UK operations without regulatory mapping creates compliance exposure</li> <li>■ Attorney review recommended</li> </ul>	STRATEGIC	Moderate
Q5-05	Begin country documentation: list all claimed jurisdictions; document registrant counts per country	<i>Operations Lead</i>	Q4-01 registry live	Internal country report; claims on website match documented data	<ul style="list-style-type: none"> <li>■ Claiming 47 countries without documented evidence is a verifiable credibility exposure — journalists and accreditors check this</li> </ul>	REPUTATION	Low
Q5-06	Commission independent translation reviews for non-English materials; document cultural validity	<i>Research Lead + Operations Lead</i>	Exam and credential materials finalized	Independent translator sign-off; cultural review notes archived	<ul style="list-style-type: none"> <li>■ Machine-translated credential materials damage international standing</li> </ul>	STRATEGIC	Moderate

## Q6 — Months 16–18: Defense Titles Review, Academic Output & IT Hardening

ID	Task	Owner	Dependency	Deliverable (Done When...)	Risk Flags	Priority	Effort
Q6-01	Legal review of all credential titles involving counterintelligence, HUMINT, or defense-adjacent language	<i>Legal Counsel (federal specialist)</i>	Full credential catalog finalized	Written attorney opinion per flagged title; language modifications documented	<ul style="list-style-type: none"> <li>■ Risk of federal impersonation statute exposure (18 U.S.C. §912)</li> <li>■ Must have federal criminal law background</li> <li>■ Minutes required</li> </ul>	HIGH	Moderate
Q6-02	Add explicit disclaimers to all defense-adjacent credentials: no clearance, no govt endorsement, no operational authority	<i>Legal Counsel + Operations Lead</i>	Q6-01	Disclaimer language embedded in all credential agreements and certificates	<ul style="list-style-type: none"> <li>■ Absence of disclaimer is insufficient if title is ambiguous</li> <li>■ Attorney review required</li> </ul>	HIGH	Low

ID	Task	Owner	Dependency	Deliverable (Done When...)	Risk Flags	Priority	Effort
Q6-03	Publish first white paper or position statement on a behavioral science methodology	<i>Research Lead + SAC</i>	Q2-03 SAC active	Published white paper on GIB website with SAC author credits and citations	■ A certification body producing no research output cannot claim academic legitimacy	REPUTATION	Heavy
Q6-04	Establish secure IT infrastructure: encrypted storage, role-based access controls, backup schedule	<i>IT Lead</i>	Q4-01, Q4-02 systems live	Written IT security policy; encryption certificates documented; backup tested	■ Data breach without documented security measures creates liability; GDPR requires documented controls	STRUCTURAL	Moderate
Q6-05	Document Administrative SOP Manual: application, appeals, complaint, renewal workflows	<i>Operations Lead</i>	All processes operational	Version-controlled SOP manual; revision log initiated	■ Undocumented processes mean staff turnover creates knowledge gaps and inconsistent enforcement	STRUCTURAL	Moderate
Q6-06	Launch governance page on website: board bios, institutional charter summary, committee structure	<i>Executive Director + IT Lead</i>	Q1-05 board constituted	Live governance page with all board bios; charter summary published	■ Absence of governance page is the first thing an accreditor or journalist checks	REPUTATION	Low

#### PHASE 4: INSTITUTIONAL CREDIBILITY

#### Q7 — Months 19–21: External Review, Annual Report & Accreditation Prep

ID	Task	Owner	Dependency	Deliverable (Done When...)	Risk Flags	Priority	Effort
Q7-01	Commission first independent psychometric review of exam system	<i>Standards Committee + Executive Director</i>	Q3-05, Q5-01 complete	External psychometrician report; findings documented; improvements actioned	■ Self-reviewed assessment systems carry no institutional weight ■ Must be in Standards Committee minutes	STRATEGIC	Heavy
Q7-02	Publish first Annual Report (minimum 10 pages): applications, pass rates, renewals, complaints, disciplinary actions	<i>Executive Director + Finance Committee</i>	First full year of operations	Published Annual Report on GIB website; data accurate and verifiable	■ Annual report is the single most powerful institutional credibility signal; absence suggests nothing worth reporting	REPUTATION	Moderate
Q7-03	Host first annual symposium or academic event (invite SAC members to present)	<i>Research Lead + Executive Director</i>	Q2-03 SAC active	Event documented; proceedings published or summarized on website	—	REPUTATION	Heavy
Q7-04	Begin ISO 17024 gap analysis — identify delta between current operations and standard requirements	<i>Executive Director + Standards Committee</i>	Q3 and Q4 systems operational	Written gap analysis; priority remediation list	■ ISO 17024 alignment is the highest-leverage credibility action; delaying analysis delays the entire trajectory	STRATEGIC	Moderate
Q7-05	Conduct first external governance audit; document findings	<i>Board Chair + Independent Auditor</i>	Full governance cycle completed	External audit report; board remediation response documented	■ Board vote to commission audit ■ Minutes required	STRATEGIC	Heavy

ID	Task	Owner	Dependency	Deliverable (Done When...)	Risk Flags	Priority	Effort
Q7-06	Prepare media FAQ, governance explanation, and independence explanation documents	<i>Executive Director + Board Chair</i>	Governance page live	Three written documents reviewed and approved; stored with communications materials	<ul style="list-style-type: none"> <li>■ Inability to answer 'how is GIB independent from Decode Behavior?' in under 90 seconds is a credibility failure</li> </ul>	REPUTATION	Low

### Q8 — Months 22–24: Accreditation Pursuit, Advanced Validation & Long-Term Architecture

ID	Task	Owner	Dependency	Deliverable (Done When...)	Risk Flags	Priority	Effort
Q8-01	Submit for ANSI accreditation or formal ISO 17024 alignment process	<i>Executive Director + Standards Committee</i>	Q7-04 gap analysis remediated	Formal application submitted; accreditation body engaged	<ul style="list-style-type: none"> <li>■ ISO 17024 accreditation moves GIB from self-proclaimed to independently verified — this is the 9.5/10 milestone</li> <li>■ Board vote to authorize</li> <li>■ Minutes required</li> </ul>	STRATEGIC	Heavy
Q8-02	Remediate all ISO 17024 gap analysis findings	<i>Standards Committee + Operations Lead</i>	Q7-04	Written remediation report; each gap closed with documented evidence	<ul style="list-style-type: none"> <li>■ Must be in Standards Committee and Board minutes</li> </ul>	STRATEGIC	Heavy
Q8-03	Appoint independent ombudsman role	<i>Board Chair</i>	Ethics system fully operational	Signed appointment; role charter defined; publicly disclosed	<ul style="list-style-type: none"> <li>■ Board vote required</li> <li>■ Minutes required</li> </ul>	STRATEGIC	Moderate
Q8-04	Conduct second independent psychometric review; publish summary of findings	<i>Standards Committee</i>	Q7-01	Published findings summary; methodology improvements documented	<ul style="list-style-type: none"> <li>■ Single psychometric review is insufficient for ISO 17024 — cycle must be established</li> <li>■ Minutes required</li> </ul>	STRATEGIC	Heavy
Q8-05	Publish comprehensive research citations for all methodology frameworks	<i>Research Lead + SAC</i>	Q3-01 competency frameworks	Published reference list on GIB website; each methodology linked to peer-reviewed sources	<ul style="list-style-type: none"> <li>■ Methodologies without academic citations are vulnerable to pseudoscience characterization</li> </ul>	REPUTATION	Moderate
Q8-06	Establish 5-year governance audit cycle; schedule next external audit	<i>Board Chair + Executive Director</i>	Q7-05 first audit complete	Board resolution establishing audit cycle; next audit date confirmed	<ul style="list-style-type: none"> <li>■ Board vote required</li> <li>■ Minutes required</li> </ul>	STRUCTURAL	Low

# MINIMUM VIABLE CREDIBILITY PATH

## Resource-Constrained 12-Month Priority Sequence

If resource constraints require prioritization, the following 10 actions represent the minimum necessary to operate as a credible certification body. Do not launch credentialing publicly until MVC-01 through MVC-06 are complete.

ID	Timing	Action	Owner	Why This Cannot Wait
<b>MVC-01</b>	<b>Month 1</b>	File Articles of Incorporation + obtain EIN	<i>Legal Counsel</i>	No legal existence without this
<b>MVC-02</b>	<b>Month 1–2</b>	Draft Bylaws with independent majority and non-voting ED provision	<i>Legal Counsel</i>	Everything else is invalid without correct governance structure
<b>MVC-03</b>	<b>Month 2</b>	Constitute Board — minimum 5 members, majority independent	<i>Board Chair + ED</i>	Cannot file 1023 or execute contracts without board
<b>MVC-04</b>	<b>Month 3</b>	File IRS 1023	<i>Legal Counsel</i>	Tax status uncertainty blocks fundraising and credibility
<b>MVC-05</b>	<b>Month 4–5</b>	Publish competency framework for at least one credential	<i>Standards Committee</i>	Single most differentiating action from non-credible bodies
<b>MVC-06</b>	<b>Month 5–6</b>	Launch public verification registry	<i>IT Lead</i>	Absence is the fastest way to fail a credibility check
<b>MVC-07</b>	<b>Month 2</b>	Adopt COI policy + get signed disclosures from all board members	<i>Legal Counsel</i>	IRS requires this; board is personally exposed without it
<b>MVC-08</b>	<b>Month 1–2</b>	Open separate bank account; document financial separation from Decode Behavior	<i>Finance Committee</i>	Commingling is fatal to independence claims
<b>MVC-09</b>	<b>Month 3–4</b>	Draft credential agreement with explicit defense-title disclaimers	<i>Legal Counsel</i>	Single highest legal risk item in the entire structure
<b>MVC-10</b>	<b>Month 6</b>	Build internal CPD tracking database with automated renewal enforcement	<i>IT Lead</i>	Without this, CPD is unenforceable and renewal requirements are false advertising

# IMMEDIATE CREDIBILITY ACTIONS

10 High-Leverage Moves to Execute Now — Ranked by Protection Value

*These 10 actions build institutional protection. ISO 17024, ANSI accreditation, large symposiums, international expansion claims, and complex IT infrastructure build prestige — but they are not your immediate priority. The items below are.*

## 01 Form a Real, Independent Board

Minimum 3–5 Directors

**WHY** *Paper governance is the fastest way to lose credibility.*

- DO**
- Recruit 3–5 independent directors
  - At least 1 legal, 1 academic, 1 compliance/ethics
  - Signed appointment letters
  - Signed conflict disclosures
  - Hold first meeting with recorded minutes

**Without this, nothing else is real.**

**Leverage: Extremely High | Time: 30–60 days**

## 02 File 501(c)(3) With Clean Articles & Bylaws

Nonprofit status is your credibility backbone

**WHY** *Signals public benefit, increases seriousness, reduces 'commercial certification' narrative.*

- DO**
- Dissolution clause
  - Public benefit language
  - No private inurement
  - Independence structure

**Leverage: Extremely High | Time: 1–3 months**

## 03 Formalize Structural Separation From Decode Behavior

Document it so you can prove it

**WHY** *If someone says 'This is just your training company rebranded,' you need documented separation.*

- DO**
- Separate bank accounts
  - Separate accounting
  - Signed firewall agreement
  - Public independence statement on website

**Leverage: Extremely High**

## 04 Publish Governance Transparency Page

Transparency is reputational armor

**WHY** *Do NOT publish everything. Publish the right things.*

- DO**
- Board members & bios
  - Governance summary
  - Conflict policy statement
  - Independence statement

**Leverage: Very High**

## 05 Publish Clearly Defined Competency Frameworks

Before exams. Before marketing.

WHY *Prevents 'made-up credentials' and 'marketing-driven certification' narratives.*

- DO
- What each certification measures
  - Observable competencies
  - Behavioral indicators

**Leverage: Very High**

## 06 Create a Real Complaint & Revocation Process

Even before you need it

WHY *Protects against 'no enforcement mechanism' and 'self-policing only' critiques.*

- DO
- Complaint intake form
  - Sanctions matrix
  - Appeals process
  - Misconduct log

**Leverage: High**

## 07 Remove Inflated Language in Defense Titles

Add explicit disclaimers to all defense-adjacent credentials

WHY *Prevents federal impersonation risk and media narrative risk.*

- DO
- Does not grant clearance
  - Does not imply government endorsement
  - Does not confer operational authority

**Leverage: High**

## 08 Hold At Least One Documented Board Meeting With Minutes

Real governance activity builds defensibility

WHY *Even if short — discuss mission, independence, compensation review, certification structure.*

- DO
- Mission statement discussion
  - Independence review
  - Compensation review
  - Certification structure approval

**Leverage: High**

## 09 Produce a One-Page Annual Transparency Summary

Even Year 1 — makes you look like an institution, not a product

WHY *Shows activity, accountability, and governance to any external audience.*

- DO
- Applications received
  - Pass rates
  - Complaints handled
  - Board composition
  - Financial category summary

**Leverage: High**

## 10 Document Exam Construction Process

Even Before Full Psychometrics

WHY *You don't need ISO yet. But if challenged, you must show exams are structured, not arbitrary.*

- DO
- Item-writing protocol
  - Blueprint mapping
  - Pass standard rationale

**Leverage: High**

### **What NOT to Focus On Yet**

- ISO 17024 accreditation
- ANSI accreditation
- Large symposiums
- International expansion claims
- Complex IT infrastructure

### **If You Only Did 5 Things This Year**

- 1. Form independent board
- 2. File 501(c)(3) correctly
- 3. Publicly document separation from Decode Behavior
- 4. Publish competency frameworks
- 5. Implement complaint & revocation process