



IM Professional Pathway

Lead the conversation on ISO 19650
across your organization



The IM Professional Pathway - Your guided, 24-week route to the IM Professional Certification

Built to help you communicate value and lead change



You know the standard - Getting others to act is harder

You've earned your IM Practitioner Certification. You know ISO 19650. The harder job is getting everyone else to act on it.

Design managers, construction teams, asset owners, clients - most still treat information management as your problem, not theirs. So you become the single point of knowledge, making the same case from scratch on every project.

That's not a gap in what you know. It's the work of communicating value and leading change. And it's a different skill from running the process.





Built by the author of ISO 19650-2

Paul Shillcock has spent years watching capable people carry the standard alone, treated as the technical afterthought in the room.

He's the author of ISO 19650-2, and one of the authors of the wider ISO 19650 series. He built the IM Professional Pathway around the part the standard doesn't cover: getting other people to act on it.

It's shaped by the practitioners who've completed it, not by theory.

A guided pathway that ends in the IM Professional Certification

A fully online, cohort-based pathway over 24 weeks. You build five capabilities in sequence, through five facilitated modules and a Pathway Project drawn from your own work.

You work alongside a small cohort of certified practitioners - never more than 12 - so every session is a real exchange.

You finish with the IM Professional Certification, as a verifiable digital badge.

Prerequisite: you can start without the IM Practitioner Certification, but it must be in place by your Kick-off Session to be awarded the Professional credential.



Kick-off

Module 1

Module 2

Module 3

Module 4

Module 5

Wrap-up

Pathway Project

Five capabilities that get other people to act

Module

1

Creating a Compelling Value Proposition

Set out why managing information matters, so stakeholders see it's their problem too.

Module

2

Making the Seemingly Complex Simple

Explain the standard to the people who have to use it, without the jargon.

Module

3

Communicating Risk With Clarity

Structure and communicate information management risk, so decisions rest on the right information.

Module

4

Communicating the Need for Change

Make the case for change, and handle the resistance that follows.

Module

5

Achieving Sustained Success

Build an approach that holds after you've moved on.

Every module runs on the same four-week rhythm

That rhythm spreads the work across the month - around three hours most weeks, with a four-hour live session every fourth week. Call it roughly 70 hours over 24 weeks, so it fits around a full-time role.

The live session is where it comes together. You deliver, you get feedback from your peers and the facilitator, and you leave with something you can use.



Week 1 Prepare

Independent preparation on the Learning Platform.



Week 2 Develop

Develop a piece of work based on a real scenario.



Week 3 Review

Peer interaction and feedback on the development work.



Week 4 Apply

A four-hour live, facilitated session focused on application.

A reflective case study on your own real work

Alongside the modules, you develop the Pathway Project across the full 24 weeks. It's an individual case study on how information was managed on a completed project or appointment - your own work.

You examine what worked, what didn't, and what you'd do differently at each relevant step of the ISO 19650-2 process. It's the assessed deliverable for your certification.

Two options to choose from



Project level

Reflect from the asset owner's side, across the whole project and its appointments.



Appointment level

Reflect from the production side, on the activities of a single appointment.

No suitable project of your own? We'll provide one, so nothing holds up your certification. You finish with a case study you can reuse in your business.



Built for practitioners who've moved beyond the process

You'll recognize yourself if you take responsibility for how information is managed - at strategic, project, or team level.

You might be:

- Setting the direction across a large or multinational organization, and making the case for change at scale.
- Leading or supporting information management on specific projects, appointments, or asset operations.
- Newly tasked with information management in your team, working out what good looks like.

Who it's not for. It's not for absolute beginners, or for people who want to learn to produce information in tools like Revit. Come with a couple of years of practical experience, and you'll get the most from day one.



The value is in what changes at work afterwards

“

Shortly after completing the programme, I was given ownership of our common data environment. The certified credential gave the business total confidence in my capability.

Yi Lu

Digital Engineering
Coordinator, **KiwiRail**



“

I'd earned my certification years ago - but this pathway helped me consolidate it. Now I feel confident enough to comment on the new draft of ISO 19650.

Silvia Gioja

BIM Lead Mobility and
Resilience, **Arcadis**



“

I'd written a company information management policy and had to get buy-in from each general manager. The training and the learning certainly helped me with that.

Andy Boutle

Head of Digital
Construction, **Alec**



Real business outcomes for leading organizations

“

It's changed the way we provide our services and advise our clients. It lets us demonstrate capability and capacity, and ultimately helps us win projects.

Glenn Jowett

Technical Director -
Digital Engineering Advisory, **Beca**

aurecon

Balfour Beatty

Beca

**Foster +
Partners**



mace

ROBERTSON

SYSTRA

KiwiRail



ARCADIS

ZUTARI

Prove you can communicate value and lead change

Complete the pathway and pass the Pathway Project, and you earn the IM Professional Certification.

It's a verifiable digital badge, issued through Credly, that you can add to LinkedIn, your email signature, your CV, and your tenders. You also receive a completion certificate showing your grade.

The credential signifies demonstrated capability across all five modules, and it doesn't expire.



Two ways to join, at one clear price

OPEN COHORT

per place

£1,799 +VAT

Join an open cohort of certified practitioners from different organizations. Best when you're enrolling yourself, or a few people.

CLOSED COHORT

up to 12

£17,999 +VAT

A private cohort of up to 12 of your own people, on dates you choose. Best when you want a team to finish aligned, with working relationships that outlast the pathway.



What's included. Both cover the five modules, the Pathway Project, and all live sessions. The IM Practitioner Certification is a separate prerequisite, not included in the price.



You don't commit until you've seen it work

We know 24 weeks is a real commitment. So you don't have to take it on trust.

Complete the whole of Module 1 - the preparation, the work, and the live session. If it isn't right for you, tell us within 72 hours of that session and we'll refund your pathway price in full.

On a closed cohort, that decision sits with the buyer, for the group. Either way, the risk is ours to earn, not yours to carry.

Try Module 1, risk-free. Complete the whole of Module 1. If it's not right, tell us within 72 hours of the live session and we'll refund your pathway price in full.

The things practitioners ask us most

Q Do I need the IM Practitioner Certification first?

You can start without it, but you must hold it and complete the pre-pathway self-assessment by your Kick-off Session to be certified.

Q How does this differ from the IM Bootcamp?

The IM Professional Pathway is our IM Bootcamp, rebranded and restructured so you can study around a busy schedule.

Q How much time does it take?

Around 70 hours over 24 weeks: roughly three hours most weeks, plus a four-hour live session every fourth week.

Q Is it online or in person?

Fully online, over Microsoft Teams. No travel, and no in-person sessions. completion certificate showing your grade.

Q What's the difference between an open and a closed cohort?

An open cohort brings together certified practitioners from different organizations, sold per place. A closed cohort is private to your organization, for up to 12 people on your own dates. Its module outputs can be shaped to suit your business.

Q What if it's not right for me?

Finish Module 1, and if it's not for you, tell us within 72 hours for a full refund of the pathway price.

Q Does the certification expire?

No. The IM Professional Certification reflects lasting, real-world capability, so it doesn't expire.

Q Can I get CITB funding for this?

Operam Academy is CITB registered. If you're a UK employer that pays the CITB levy, you may be able to claim grant funding toward your place. Check your eligibility with the CITB.

Three steps to your place on the pathway

Step 1

Talk to us

Tell us your situation, and we'll help you choose an open place or a closed cohort.

Step 2

Confirm your route

Reserve an open place, or book a private cohort on your own dates.

Step 3

Start with your cohort

Meet your peers at the Kick-off Session, and begin Module 1.

[Get in touch](#)





Operamacademy

Get in touch at sales@operamacademy.com, or find current open-cohort dates at operamacademy.com.

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