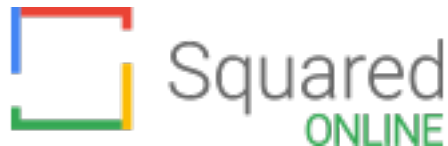


The CPD Standards Office  
INDEPENDENTLY ACCREDITED CPD  
[www.cpdstandards.com](http://www.cpdstandards.com)



## Google Squared



### 1. Background

Squared was originally developed by Google in 2012 as a 6 week face to face immersive learning experience to help combat some of the challenges the media industry was facing around hiring, developing and retaining great digital talent.

Squared was designed to develop the digital leaders of the future by giving them a strategic overview of the digital landscape whilst simultaneously building their collaborative leadership skills. It has been incredibly successful and has since been launched in multiple markets globally with the biggest scale now being achieved via its online version Squared Online.

Google partnered with Home Learning College to develop and deliver this 5-month part-time version, taught fully online by leading industry experts to increase confidence and know-how in digital strategy, leadership and collaboration.

Since its launch in 2013, Squared Online has already helped 1000s of digital marketers and companies across the world develop their digital and leadership capabilities.

Endorsed by the IPA, the IAB and NABS, students graduate with the Squared Online certificate in digital marketing.

Mark Howe, Managing Director, EMEA Agencies, Google confirms: "Google has had individual certifications and courses in its products before, but Squared represents a significant development beyond that; one that has the potential to transform an entire industry."

## 2. Why have you sought CPD Standards Accreditation?

It is important for Squared to gain accreditation from a recognised professional body that prospective students and corporate clients valued, not only to attract more students, but to continue its expansion into new markets.

Many of Squared students are members of professional bodies who want to use the time they spend studying Squared Online as part of their professional development. CPD Standard Accreditation provides that badge of quality, enabling them to participate in a course that meets formal CPD requirements.

In 2015, Squared Online launched in Singapore, and CPD Standards Accreditation was highlighted as a critical factor for its success.

Claire Whittingham, Managing Director, Squared Online says: "We're delighted to have collaborated with The CPD Standards Office on the adaptation and localisation of the Squared Online APAC programme, and that their endorsement is held in the highest regard by our future students."

## 3. What was accredited and how?

Both the UK and APAC versions of Squared Online have been accredited.

## 4. How do you use your accreditation?

Squared promote its CPD accreditation on its website as well as across its marketing communications.

See the Squared Online website here: <https://www.wearesquared.com/about-us>

## 5. What do your delegates say?

Delegates who have taken the Squared course have said:

"My job role has evolved since graduating from Squared Online, and I've also been promoted. It's the best digital marketing course I've ever done."



Jessica Moore

"It should become the industry standard qualification."

Marco Maccio

"I have that holistic view of digital now. I see that bigger picture of how all the channels fit together which really helps when I'm putting together campaigns for my clients. I experienced this incredible creative environment where everyone could share ideas and get inspired which continues to this day - my team still meet up together regularly! It's been a fantastic way to grow my network in the industry."

Yasmina Morrenne