

Certified Professional in Learning & Performance™

**The ABC's of CPLP  
Certification**



Chicagoland Chapter, ASTD (CCASTD)  
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# Panelists

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- 2005 CPLP Pilot Participant
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- 2008 CCASTD President; current National Advisor to Chapters (NAC)



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# Presentation Objectives

- By the end of this presentation you will be able to:
  - Describe some of the *what* and *why* of the CPLP™ - including its basis in the 2004 ASTD Competency Model.
  - List some organizations who have adopted the credential.
  - Describe reasons someone might decide to become CPLP™ certified.
  - Understand the eligibility requirements and basic tenets of the two phases of the credentialing process.
  - Provide a high level description of Phase I: Knowledge Exam
  - Provide a high level description of Phase II: Work Product
  - Understand where you can get more details after this session.

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# Presentation Outline

- Introduction
  - Overview of the ASTD Competency Model
  - What is the Certified Professional in Learning & Performance (CPLP) credential?
  - Why the CPLP?
  - CPLP Program Eligibility Requirements
- CPLP Knowledge-based Exam
  - Overview of the Nine Areas of Expertise
- CPLP Work Product Submission
  - Overview of Work Product Requirements
- Next Steps – Additional Resources

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# Introduction

- Overview of the ASTD Competency Model
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- CPLP Program Eligibility Requirements

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# What Exactly is the ASTD Competency Model?

## Where did it come from?

Study based on the participation of 2,000+ ASTD members and practitioners – worldwide – to define the current and future state of the profession.

## What is competency?

Competencies encompass the clusters of skills, knowledge, abilities, and behaviors required for success across all workplace learning & performance jobs.

## Why does it exist?

## What's its purpose?

Having a defined set of competencies is a hallmark of a true profession, and the practice of creating and supporting a competency model is a key role of a professional association.

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**Roles**

are groupings of targeted competencies. They are not job titles. An individual's job may encompass one or more roles, similar to different "hats" that one might have to wear.

**Areas of Expertise**

are the specialized knowledge/skills an individual needs over the foundational competencies. An individual may need expertise in one or more areas.

**Foundational Competencies**

define relevant behaviors for learning and performance professionals to varying degrees.

**ASTD 2004 Competency Model**

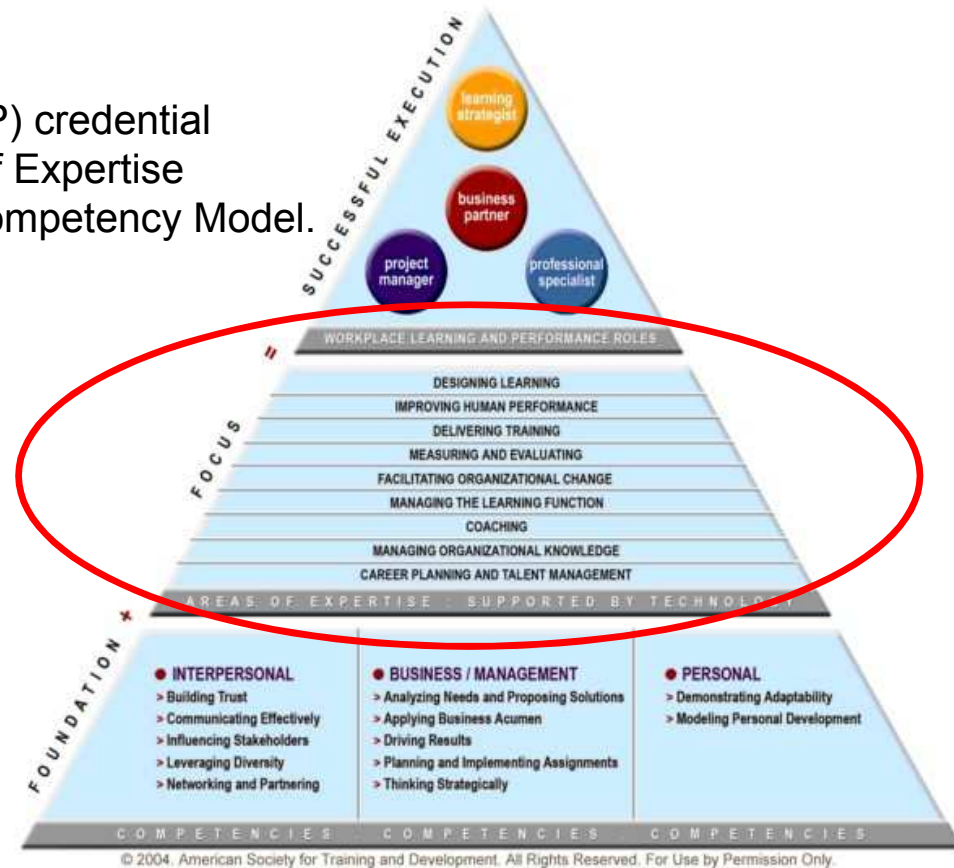


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The Certified Professional in Learning & Performance (CPLP) credential addresses the nine (9) Areas of Expertise from the center of the ASTD Competency Model.



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# Areas of Expertise

- Designing Learning
- Delivering Training
- Human Performance Improvement
- Measuring & Evaluating
- Facilitating Organizational Change
- Managing the Learning Function
- Coaching
- Managing Organizational Knowledge
- Career Planning & Talent Management

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# Program History

- The CPLP™ pilot administration took place in June 2005 and September 2005.
- The program launched operationally in July 2006.
- The first CPLP™ credentials were awarded April 1, 2006

*Certified Professional in Learning & Performance (CPLP) Program Statistics –  
published December 28, 2007*

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## Why the CPLP™?

- CareerJournal.com – The Wall Street Journal Executive Career Site – reports that 78,000 additional employees will enter the field of training & development between 2004 and 2014.
  - How will hiring managers and employers identify candidates with superior skills in a field of so many ‘professionals’?
  - **How will you stand apart?**

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# Defining Characteristics of Profession

- The five hallmarks of a profession, according to the U.S. Department of Labor, are :
  1. a national organization that speaks on its behalf
  2. a code of ethics
  3. a body of knowledge
  4. research that develops the field
  5. a credentialing organization that sets standards for the profession.

Credentialing is the last step in ensuring that learning & performance is considered a profession rather than an occupation. With credentialing in place, built on a body of knowledge, ASTD will play a role in all five of those defining characteristics of a profession.

Pat Galagan T+D May, 2004 "From zero to 60"

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## Who has the CPLP™?

- Many organizations around the world have supported their WLPs through CPLP™ certification. The following is just a short list:
  - Allstate Insurance
  - American Red Cross
  - AT&T
  - Boeing
  - Cendant Mobility Services Corporation
  - CHANEL
  - Dollar Tree Stores, Inc.
  - Enterprise Rent-A-Car
  - Foley & Lardner LLP
  - Georgia Tech University
  - Kohler Co.
  - New Century Mortgage Corporation
  - Office Depot, Inc.
  - Roosevelt University
  - Schlumberger Limited
  - Taco Bell Corp.
  - Tellabs
  - University of Colorado Hospital
  - University of Michigan
  - U.S. Navy

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# What's In It For You?

- Earning the CPLP™ distinguishes you among others in the profession, and often leads to:
  - Renewed passion for your career
  - A path toward personal financial growth
  - Greater recognition for your contributions in the workplace

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# Still not convinced? 4+ Additional Reasons for CPLP™ Certification



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## CPLP™ Nationwide Job Postings - Monday, February 23<sup>rd</sup>

- **Consultant – Learning & OD**
  - FlashPoint – Indianapolis, IN
- **Sr. Associate, Training Development & Delivery**
  - Red Cross – Washington, D.C.
- **Performance Management Officer**
  - Fulton County – Government Center Complex, GA
- **Sr. Training & Development Specialist**
  - KPS Health Plans - Bremerton, WA
- **Training & OD Manager**
  - Stony Brook University – Stony Brook, NY

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# Eligibility



- Professionals in the learning & performance field with a minimum of three (3) years related work experience.
  - Five (5) or more years of related work experience is recommended.

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# CPLP Knowledge-based Exam

- Overview of the Nine Areas of Expertise

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# Areas of Expertise

- Designing Learning
- Delivering Training
- Human Performance Improvement
- Measuring & Evaluating
- Facilitating Organizational Change
- Managing the Learning Function
- Coaching
- Managing Organizational Knowledge
- Career Planning & Talent Management

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# CPLP Work Product Submission

- Overview of Work Product Requirements

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# Work Product Requirements

- Six (6) Areas of Expertise you can submit for:
  - Designing Learning
  - Delivering Training
  - Measuring & Evaluating
  - Improving Human Performance
  - Managing the Learning Function
  - Facilitating Organizational Change\*

\* As of March 2009, still in beta

**PICK ONE**

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## ASTD Certification Institute Web Site

- <http://www.cplp.astd.org>
- **CPLP Candidate Bulletin**
  - Details on the CPLP credentialing program – including Appendix C (what's on the Knowledge Exam?)
  - All the details on the Work Product submission

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