



CPLP® Boot Camp *Lite*

The ASTD Competency Model® & Professional Certification

Objectives

- By the end of this workshop you will be able to:
 - Communicate how ASTD is using the CPLP® to lobby the U.S. Department of Labor to recognize workplace learning & performance as a profession.
 - Describe how recognition as a member of a profession can raise your credibility in the workplace.
 - Identify organizations that are using the CPLP® as a framework for career paths and for continued professional growth and ongoing education of their learning & performance employees.
 - Articulate the history, development, and purpose of the CPLP® certification program, including its foundation on the 2004 ASTD Competency Model® (and speak to the 2007 ASTD Competency Model refresh).
 - Paths to success – potential funding sources for certification.

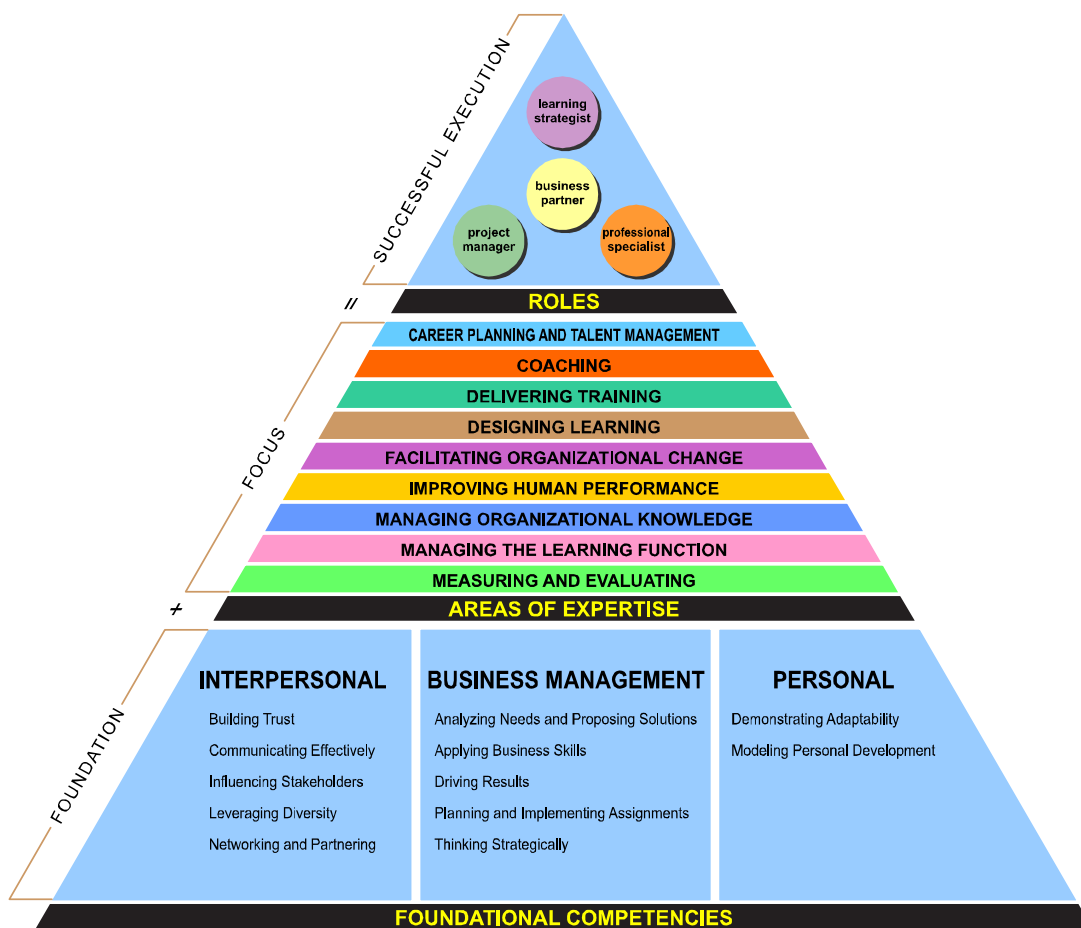


Many thanks to Baton Rouge ASTD for hosting this Webinar!

You can learn more about Baton Rouge ASTD and upcoming meetings by visiting the chapter Web site at:

<http://chapters.astd.org/SiteDirectory/BatonRouge>

The ASTD Competency Model



CPLPs are people who:

- *Have a proven expertise across the spectrum of topics and tools encompassed by workplace learning & performance as a profession.*
- *Are accountable to follow code of ethics.*
- *Continuously further their professional development.*
- *Continuously contribute to the development of the profession.*
- *Value learning. Their ultimate aim is to improve human performance.*

CPLPs believe their work is about strategic contribution to organizational performance.

What is the purpose of a professional competency model?

According to the U.S. Department of Labor, what distinguishes a profession from an occupation?

How have global changes impacted learning & performance?

❖ TRANSFORMATION ❖ GLOBALIZATION ❖ INNOVATION ❖ STRATEGIC ENABLEMENT ❖

Action Plan: Record in your Action Plan how you will apply what you've learned here.

Which organizations in your industry are using the CPLP® for the professional development of their learning & performance employees?

List the possible funding sources for certification:

1. Military -
2. Federal -
3. State -
4. Employer -

Write Your Elevator Speech Here

Describe the benefits of the ASTD Competency Model® & CPLP® credential to you and the organization(s) you serve in 3 sentences or less.

Action Plan: Record in your Action Plan how you will apply what you've learned here.

CPLP® Practice Exam

1. Which ISD phase involves logically structuring and sequencing content into manageable segments:

- a. Design
- b. Analysis
- c. Evaluation
- d. Deliver

2. Demonstrating the ability to explain the causes of World War II is a display of:

- a. kinesthetic knowledge
- b. declarative knowledge
- c. procedural knowledge
- d. explanatory knowledge

3. The sales training program was clearly the most popular in the company's history. In January, 30% of the participants who scored 90% or better in class evaluations were in the top 20% of the performing sales force in February. In February, 35% participants who scored 90% or better in class evaluations were in the top 25% of the performing sales force in March. The following can be concluded:

- a. Taking the training turns sales representatives into top performers
- b. There is a strong correlation between participants with high sales and class participants with high scores.
- c. The top 10% of the sales force is motivated by training
- d. There is a positive correlation between participants with high scores and the sales representatives with high sales.

Looking for more CPLP® practice exams? Visit our Web site: www.CPLPCOACH.com

(Looking for the answer key? Contact us! trish@cplpcoach.com)

Action Plan

What did I learn?

List Key Points:

- ❖
- ❖
- ❖
- ❖
- ❖
- ❖

How will I use it?

I will.....

How will I make it happen?

- ❖ Who do I contact?
- ❖ What resources do I need?
- ❖ What information do I need and where can I find it?

Owl's Ledge CPLP® Products / Services

<p>You're considering the CPLP®...</p>	<p>Visit CPLPCOACH.com to sign-up for free Tips of the Week!</p> <p>Visit our Sample Articles section on CPLPCOACH.com to find links for:</p> <ul style="list-style-type: none"> • Articles related to CPLP® certification & how to get started • Sample CPLP® Online Practice Exams • "ABCs of CPLP® Certification" Webcast • CPLP® Certification Financial Resources • CPLP® Study Groups • Candidate Registration Tips Checklist • CPLP® Testimonials
<p>You're a CPLP® Knowledge Exam candidate...</p>	<p>Visit our subscription site CPLPCOACH.com for:</p> <ul style="list-style-type: none"> • Online Practice Exams & Study Materials <p>Launching 2010</p> <ul style="list-style-type: none"> • iPhone & iTouch CPLP® Flashcards
<p>You're a CPLP® Work Product candidate...</p>	<p>Visit our subscription site CPLPCOACH.com for:</p> <ul style="list-style-type: none"> • Work Product self-study materials <p>Visit our Work Product Coaching section for information on:</p> <ul style="list-style-type: none"> • Group Work Product Coaching • Private, One-on-One Work Product Coaching <p>Launching 2010</p> <ul style="list-style-type: none"> • 24/7 Automated Work Product Coaching
<p>You're CPLP®-certified and interested in recertification credits...</p>	<p>Launching 2010</p> <ul style="list-style-type: none"> • Recertification Checklist • Recertification Tracking Online Database

** Group / corporate bundles and private workshops also available. **

Please contact us for details:

Owl's Ledge LLC - the CPLP™ Certification Experts
 Phone: 630.510.1461 • Fax: 630.477.0103
 Email: trish@cplpcoach.com • www.cplpcoach.com



Trish Uhl, PMP, CPLP Founder & CEO, Owl's Ledge LLC / CPLPCOACH.com

Trish Uhl, Owl's Ledge LLC founder and CEO, is passionate about helping people and the organizations they serve to meet the challenges of the Global Knowledge Economy.

Trish's work addresses these challenges from both ends of the spectrum – from consulting with executive leadership on learning strategy, to assisting individuals in aligning to their professional competency models and achieving professional certification.

Trish holds the perspective that competitive advantage and the new value proposition lies in people - *human capital* – the knowledge, skills, and experiences embodied by the workforce.



Trish firmly believes that meeting the demands of this new era requires development of learning & performance professionals with solid business, collaboration, and communication skills who can develop the 21st century workforce and lead efforts to organizational transformation, globalization, innovation, and strategic enablement.

On a mission to transform learning & performance from reactive and tactical, to strategic and responsive, Trish consults as a Learning Strategist using her experience with global teams, information technology, project management, training, and change management, to assist organizations in aligning their learning-related initiatives to the organization's strategic objectives.

Addressing the need at both ends, Trish also takes a grassroots approach in working with ASTD Certified Professional in Learning & Performance (CPLP®) candidates to help them adhere to the ASTD Competency Model™ and be successful in the CPLP® credentialing program. As a CPLP® pilot pioneer herself, being one of the first – worldwide – to achieve the CPLP™ credential, Trish is dedicated to building the 21st century workforce one CPLP® candidate at a time.

Recognized as a leader in the learning & performance industry, Trish is a recipient of *Training* magazine's Top Young Trainer Award and is a contributing author of two upcoming books - *10 Steps to Successful Teams* and *Fortify Your Sales Force: Leading and Training Exceptional Teams* - both available on www.amazon.com.

Trish works nationally with the American Society for Training & Development (ASTD) on a variety of committees and is proud to serve on her local ASTD chapter's Board of Directors.

After more than 15 years of dedication, Trish's ongoing responsibilities continue to include helping organizations and people become *ready, willing & able* to manage change and transitions.

When she's not out revolutionizing the L&D industry, Trish enjoys time at home in the wilds of the Chicagoland western suburbs with her willful cats and wily niece and nephews.

What is the CPLP®?

“CPLP” stands for “Certified Professional in Learning & Performance.”

- The CPLP® certification program is administered by the American Society for Training and Development Certification Institute (ASTD CI). ASTD CI accredits individuals working in the workplace learning & performance industry.
- The workplace learning & performance industry encompasses many disciplines including instructional design, training delivery, human performance improvement, organizational development, knowledge management, coaching, leadership and career development.

Who uses the CPLP®?

- Workplace learning & performance (WLP) professionals from around the world - with varied backgrounds and industry experience - have sought the CPLP® to achieve professional and personal success in and bring value to their organizations.
- Becoming a Certified Professional in Learning & Performance™ allows WLPs to stand out and maintain the edge over their workplace competition.

What are the advantages of becoming CPLP®-certified?

When your name is followed by the CPLP® designation, it signals to current and potential employers that you possess a solid foundation of experience and education in workplace learning & performance. It lets companies know that you can have a positive impact on bottom-line results.

With CPLP® certification, you may be entitled to:

- A higher starting salary at your new job
- Qualification for a substantial pay raise at your current job
- Increased opportunity for advancement to a managerial position
- Increased job security due to a more progressive outlook and skillset

The CPLP® presents the inside edge that you need to keep pace with the world's most competitive and forward-thinking organizations.

What are the key aspects of the CPLP® Program?

Eligibility

Candidates applying for certification as a Certified Professional in Learning & Performance® must satisfy educational and experiential requirements and agree to abide by the Workplace Learning & Performance Professional Code of Ethics.

The Certified Professional in Learning & Performance® (CPLP®) credentialing program consists of two phases:

- Phase I: Knowledge-based Exam
- Phase II: Work Product Submission

You must pass both phases of the CPLP® certification program to achieve the CPLP® certification.

The subject matter for the CPLP® is based on the middle tier of the 2004 ASTD Competency Model, which integrates nine (9) Areas of Expertise (AOEs):

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

The CPLP® certification program is designed to evaluate the competence of workplace learning & performance professionals across all nine (9) Areas of Expertise (AOEs).

Which organizations have participated in the CPLP® program?

CPLP® candidates include WLP practitioners from global corporations, to small businesses and independent consultants, to faculty members from higher education institutions, from across the United States, Canada, and around the world:

- Allstate
- American Red Cross
- Boeing
- Cendant Mobility Services Corporation
- CHANEL
- Dollar Tree Stores, Inc.
- Enterprise Rent-A-Car
- Foley & Lardner LLP
- George Mason University
- Georgia Tech
- Kohler Co.
- Office Depot, Inc.
- Roosevelt University
- Schlumberger Limited
- Standard Chartered Bank
- Taco Bell Corp.
- Tellabs
- United States Coast Guard
- United States Navy
- University of Colorado Hospital
- University of Michigan
- Victoria's Secret

Which organizations are hiring CPLP®-certified professionals?

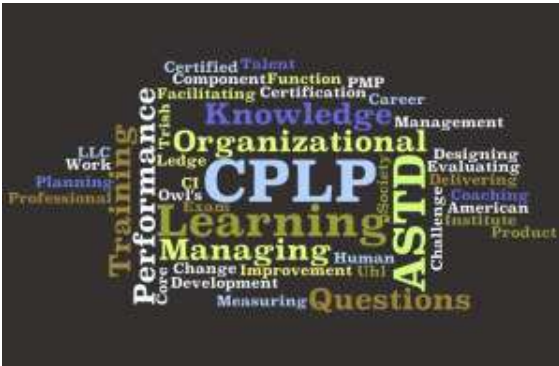
More and more businesses around the country and around the world are coming to realize the many benefits hiring a CPLP®-certified professional can bring to their organizations, including:

- ESPN
- Dow Corning
- bebe Stores, Inc.
- Microsoft
- SunTrust
- JetBlue Airways
- American Express
- DIRECTV
- FedEx
- University of Maryland
- British Embassy
- Ace Hardware

Owl's Ledge LLC - the CPLP™ Certification Experts
Phone: 630.510.1461 • Fax: 630.477.0103
Email: trish@cplpcoach.com • www.cplpcoach.com



Why Hire a CPLP®?



- Certification provides evidence of the workplace learning & performance professional's personal and professional commitment to the workplace learning & performance profession.
- Certification indicates the attainment of a practice standard and denotes proficiency.

- Certification increases customer confidence in the results they receive.
- Certified workplace learning & performance professionals are confident in their abilities.



- Certified Professionals in Learning & Performance (CPLPs) are committed to continuing education and training.
- Certification enhances professional credibility.

- Workplace learning & performance professionals seek certification to fulfill intrinsic rewards such as professionalism, accountability and personal achievement.
- Workplace learning & performance professionals seek certification to validate and quantify their skills – especially those learned from years on-the-job.



Owl's Ledge LLC - the CPLP™ Certification Experts
Phone: 630.510.1461 • Fax: 630.477.0103
Email: trish@cplpcoach.com • www.cplpcoach.com

