

# KNOWLEDGE IN ACTION

## *The CPLP Difference*

*According to the 2006 ASTD State of the Industry Report, \$109.25 billion is spent annually on workplace learning and performance.*

### **The CPLP Difference: Knowledge in Action**

CareerJournal.com reports that 78,000 additional employees will enter the field of training and development between 2004 and 2014. With so many professionals entering the field, how can you illustrate to hiring managers that you are a competent learning professional who possesses superior skills acquired through education and experience? What tool is available to help employers navigate the hiring process? – The CPLP™.

For years, the IT and software industries have been certifying professionals as a rite of passage—think Microsoft Certified Technology Specialist (MCTS) and Adobe Certified Expert (ACE). If a job candidate held a certain credential, a hiring manager could feel confident that the applicant possessed working knowledge of the skills required for the position.

Why do such certifications exist? In a word: credibility. When an industry is flooded with so-called “experts,” hiring managers might find it difficult to assess who is truly qualified. Certifications help to ensure that certain standards or levels of expertise have been attained. Certifications result in credentials that provide some level of assurance that people can do what they claim to be able to do.

The CPLP™ (Certified Professional in Learning and Performance) credential provides employers that same confidence about you. When hiring managers search for a workplace learning and performance (WLP) professional, the CPLP designation ensures them that you have the knowledge and skills to make their organization’s learning program a success. You know how to put knowledge into action.

### **CPLP Defined**

The ASTD Certification Institute (ASTD CI) embarked on building the CPLP credential as a direct result of American Society for Training & Development member demand. Members were clamoring for a way to prove their value. However, there are many other stakeholders besides ASTD members.

The credential benefits:

- the profession - by codifying it, creating standards, and positioning it for new heights
- individuals - by offering a means for training and development professionals to prove their value and identifying a path for continued professional development
- employers - by providing a common reference point to help evaluate job candidates.

As a professional, you want to provide valuable, measurable results to your organization. The CPLP designation distinguishes you from other job candidates by demonstrating that you possess an in-depth knowledge of and can demonstrate expertise in the diverse workplace learning and performance field.

The CPLP program offers workplace learning and performance professionals an opportunity to enhance credibility and prove value in an increasingly competitive marketplace. The only comprehensive workplace learning certification program of its kind, the CPLP™ addresses the nine areas of expertise based on the middle tier of the ASTD Competency Model™

The model provides a strategic road map for today's successful learning and performance professional. By earning your CPLP, you let employers know that you are not only dedicated to continuing your own education but also to providing the highest-quality learning programs.

The CPLP certification includes

- an experience requirement—candidates must have at least three years of work-related experience.
- a knowledge requirement—candidates must pass a multiple choice, computer-based exam that covers the nine areas of expertise of the ASTD competency model.
- a performance requirement—candidates must supply a work product from their work history that illustrates how they put their knowledge into action.

Use this certification as a device to distinguish your experience. By earning the CPLP designation, you present organizations with a reliable indicator of knowledge and on-the-job performance.

## Why Prefer CPLP

The standards around which the CPLP certification is built raises the bar for professional competence in the learning and performance profession. The CPLP credential better allows you to fully communicate your worth to employers and your peers. Earning the CPLP designation illustrates that you value learning—for yourself and for your future employer. The return-on-investment you'll experience has no boundaries.

## The CPLP credential

- is the only credential of its kind for workplace learning and performance
- distinguishes you as a candidate by demonstrating your knowledge of the theories behind the application
- validates your expertise in learning and performance
- helps to recognize your competence as a training professional
- ensures industry recognition of workplace learning and performance knowledge and proficiency
- ushers in a new generation of learning professionals.

## Get Your Co-Workers Involved

Perhaps you are already part of a competent, successful training and development staff. After researching the CPLP designation, you decide that your organization's team members could benefit from participating in the CPLP program. Here are just a few advantages the ASTD CI certification program can provide both you and your organization:

- establishes a foundation in and appreciation for workplace learning and performance
- provides a common base for team members in joint projects
- reviews knowledge of best practices in the field
- gives you access to valuable services, programs, and networking opportunities
- advances employee careers by ensuring they have the skills to maximize the performance of a learning and performance professional
- encourages an advanced level of expertise and knowledge in the field
- strengthens and grows your organization's business.

*"The only unique asset that a business has for gaining a sustained competitive advantage over rivals is its workforce—the skills and dedication of its employees. There is no other sustainable competitive advantage in the modern, high-tech, global economy."*

Robert B. Reich  
Former Secretary of Labor  
(*T+D Magazine* Sept 06)

## Find Out More

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