

CPLP Certification: What's New? Why Now?

September 16, 2016

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Stay tuned until the end of the webcast to receive a special discount on CPLP preparation options.



Topics

- What is the CPLP?
- Who is it for?
- What's the value?
- What are the components?
- What's new for 2016? Why the changes?
- What are the steps? How long will it take?
- How much feedback will I get?
- How do I prepare?
- How do I decide?

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What is it?

- CPLP (Certified Professional in Learning and Performance) is a certification for professionals in the talent development field
- Earning the CPLP requires passing an eligibility requirement and two exams
- It's not a certificate, it's a certification



The ATD Competency Model



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- The exam content is based on the competencies identified in the ATD Competency Model
- The ATD Competency Model defines what individuals need to know and do to be successful in the talent development field

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Who is it for?

- Individuals with a minimum of five years of talent development industry experience or the equivalent
- *Industry experience* means that the individual has worked for a total of five full years in the talent development field
- *Talent development* is defined as the development of talent and adult learning in the workplace (versus an academic or school setting)



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What's the value?

Key themes for CPLP credential holders

- Opportunity
- Credibility
- Commitment
- Performance
- Return on Investment



What's the value?

Evidence from two independent research studies

- Research conducted by an independent consulting firm in 2009
 - Surveyed nearly 1200 individuals
 - Interviewed dozens of CPLP holders, candidates, and top employers
- Research conducted by The ROI Institute, Jack and Patti Phillips, in 2015 to determine return on investment of CPLP certification
- Findings demonstrate CPLP is a valuable credential to both individuals and organizations



What's the value?

Evidence from two independent research studies

- CPLP certification enhances confidence, competence, and professional credibility.
- CPLP certification contributes to 11% improvement in proficiency within the talent development function.
- CPLP credential holders report improvement in confidence to do their job, quality of work, and learning program effectiveness.
- More than 80% of CPLP holders report that their employers recognize the increased expertise they have as a result of obtaining the CPLP credential.

—CPLP credential holders

What people are saying

- “The CPLP program is beneficial for a learning professional to gain a broader understanding of the field.”

—Employer,
major financial services company

- “I would advocate for a team of CPLPs. I feel the productivity of the group would be greatly improved since everyone would have a common knowledge of the profession.”

—Learning executive,
major government agency

Employer Demand

Just a few of the companies who
have posted jobs as CPLP preferred



Bristol-Myers Squibb



Nationwide®
On Your Side



BAE SYSTEMS



Booz | Allen | Hamilton

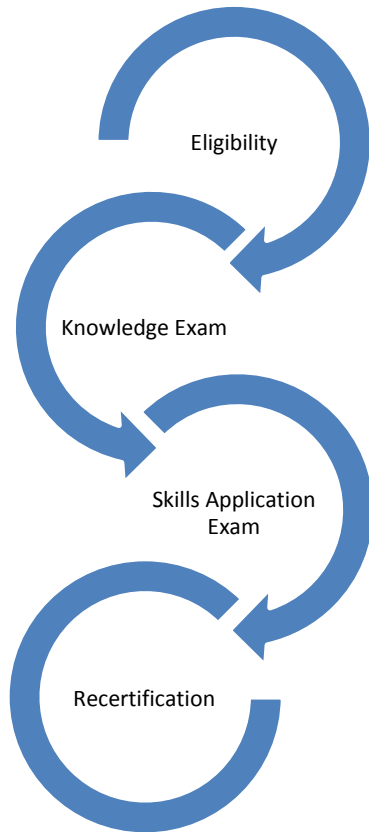


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What are the components?



Eligibility Requirement

- Minimum of five years industry related experience or equivalent

Knowledge Exam

- 150 multiple-choice questions
- 10 areas of expertise plus global mindset
- **New content (global mindset)**

Skills Application Exam

- Individual picks one of three available area of expertise:
 - Instructional Design
 - Training Delivery
 - Managing Learning Programs
- Four case studies; 25 linked items per case study
- **New format (case study replaces the work sample)**

Recertification

- 60 points every three years to maintain the certification

Skills Application Exam: Components

- Candidates choose from one of three AOE's
 - Instructional Design
 - Training Delivery
 - Managing Learning Programs
- Three hours to complete
- Exam is administered at a testing center

Skills Application Exam: Components

1. Case study
 - based on real-life situation and designed to test skill application
 - four case studies for the selected AOE
2. Documentation
 - five to six pages per case study on average
3. Test questions
 - short answer, multi-select, and multiple choice formats
 - 25 questions per case study on average

Skills Application Exam: Short Answer Items

- Short answer items require a word, short phrase, number, or symbol response
- Candidates input their response into a text box

Skills Application Exam: Multi-Select Items

Multi-select items are similar to multiple-choice items; however, the item has more than one correct answer.

Example

Which of the following animals are state symbols of Virginia?
Choose three.

- A. American foxhound
- B. Gray squirrel
- C. Honey bee
- D. Northern cardinal
- E. South Appalachian brook trout
- F. Tiger swallowtail butterfly

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What's new for 2016?

- What is new for 2016?
 - Knowledge exam: new global mindset content
 - Skills application exam: new format replaces the work product
- Why the changes?
 - Exam must remain current to remain relevant
 - New format more conducive to an increasingly diverse, global candidate population

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What are the steps?



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How long does it take?

Sample Action Plan

Steps	Dates	Approximate Duration
1. Register	07/27/16	45 minutes
2. Prepare for Knowledge Exam	7/28/16– 9/23/16	8 weeks
3. Take and pass Knowledge Exam	9/24/16	3 hours
4. Prepare for Skills Application Exam	11/15/16– 11/30/16	2 weeks
5. Take and pass the Skills Application Exam	12/1/16	3 hours
6. Skills Application Exam notification	2/15/16	10 weeks

To see the four Knowledge Exam and two Skills Application Exam testing windows, go to www.td.org/cplp

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How much feedback will I get?

- Knowledge Exam
 - Successful candidates: pass/fail
 - Unsuccessful candidates: category feedback

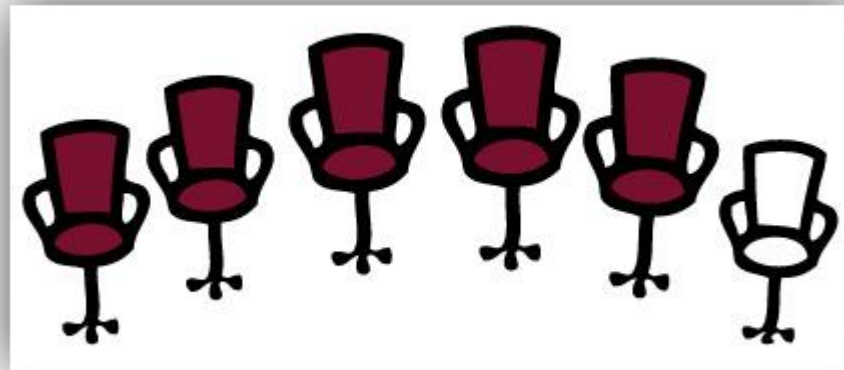
- Skills Application Exam
 - Successful candidates: pass/fail
 - Unsuccessful candidates: category feedback

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How do I prepare?



ATD Resources

CPLP® Certification Handbook

is the technical guide for the CPLP program. The CPLP® Certification Handbook provides individuals with everything needed to understand, participate in, and complete the CPLP certification process. www.td.org/cplp

ATD Interactive Guide

A first step is to use the assessment tools in the ATD Interactive Guide. www.td.org/Certification/Get-Started/CPLP-Orientation

Knowledge Exam

The second step is to consider purchasing the ATD Learning System. The ATD Learning System is the official study resource. In addition, ATD also offers a preparation class in three formats which includes the ATD Learning System. A number of local ATD chapters offer study groups. Studying with a partner is also a good option.

www.td.org/Publications/Books/ASTD-Learning-System
www.td.org/Education/Programs/CPLP-Preparation

Skills Application Exam (SAE)

The third step is to prepare for the SAE. ATD provides an SAE Study Guide and sample practice exams which are found on the Certification Handbook page. www.td.org/cplp



Test Taking Strategies: Knowledge Exam

- Read all questions at least twice.
- Eliminate obvious incorrect categories / answers.
- Keep a neat list of your answers / notes.
- There may be other answers on the test that provide hints for other questions.
- Watch out for statements that are true; however they are not the correct answer for the question.
- Be careful to select the answer you mean to select.
- Keep your first answer unless you are certain a different answer is correct.
- Don't labor on one question - mark it and move on.
- Always answer ALL questions (no penalty for wrong answers).
- Use ALL time allotted.

Test Taking Strategies: Skills Application Exam

- Choose the AOE in which you are a seasoned practitioner.
- Draw upon your experience as well as what you have read or studied.
- Rewrite themes when you study in your own words; how would you apply concepts to your own real projects?
- Use an inbox exercise to test your ability to respond to real-life situations.
- Use the ATD Learning System and the “Can I Apply It?” quizzes to ensure you have the necessary content knowledge in the three AOE’s and Global Mindset.
- Consider finding a study buddy or group to help you stay motivated.
- Manage your time carefully—three hours goes by quickly!

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How Do I Decide?

www.td.org/cplp

I'm ready to get started on my
CPLP journey!

Don't meet the requirements? Consider taking a
certificate program or workshop to develop in an
Area of Expertise.

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Is CPLP Certification Right For Me?



1. CPLP certification - CPLP Certification-the Certified Professional in Learning and Performance (CPLP) certification is the only credential covering the entire talent development (TD) profession. To earn the credential, candidates must meet: 1) eligibility requirements, 2) successfully complete a ten area knowledge exam, and 3) successfully complete the Skills Application Exam (SAE).



2. Eligibility - To be eligible, all candidates must have at least five years of full-time professional work experience in the TD field or the equivalent. Please read the Certification Handbook for an overview of the ten **Areas of Expertise (AOEs)** and the **SAE Key Actions**. If you are unsure if you meet these requirements, complete and return **this form** via email.



3. Fee - The CPLP registration fee to test is \$900 for current ATD members and \$1250 for non-members. **CPLP Preparation resources** are at an additional cost.



4. Time Commitment - Candidates generally take approximately one year or more to earn the CPLP credential, including a thorough review of the Certification Handbook, 15 minutes to apply and register, 80+ hours to study/prepare for the multiple choice exam, and another 30+ hours to prepare for the SAE. The amount of time needed to study depends on the individual.



5. Preparation - ATD has several options for CPLP preparation workshops and materials. ATD also offers a free practice exam, the **pCPLP**.

Why Now?

Save 15% on these CPLP preparation options when you enter WEBCAST15 at checkout:

- Preparing for the CPLP: Instructor-Led Online Workshop, September 28-November 9, visit www.td.org/cplpsep2016
- Preparing for the CPLP: On-Demand Course, 12-month online access, visit www.td.org/cplpself

Hurry! Discount expires on September 30, 2016 and is only valid for the above products.



For more information

For general program information, contact ATD Customer Care at customercare@td.org or 800.628.2783.

For detailed program information, see www.td.org/cplp.

Supplemental Slides

What's the value?

- Market research conducted in 2009 by an independent consulting firm:
 - surveyed nearly 1,200 individuals
 - interviewed dozens of CPLP holders, candidates, and top employers across multiple industries.
- Evidence suggested CPLP increases:
 - opportunity (job prospects and advancement)
 - credibility
 - commitment
 - knowledge and performance.

What's the value?

Advancement and Jobs Evidence

- Credentials are preferred by hiring managers, especially in tough job markets.
- 87% of CPLP credential holders report it has given them an advantage.
- 82% of CPLP credential holders report it has advanced their careers.
- 72% of the companies looking to fill positions on the ATD Job Bank prefer CPLP applicants.
- 100% of employers interviewed state that future recruiting practices for open positions will prefer the CPLP credential.
- 100% of CPLP credential holders feel more capable and more confident at their jobs, now that they have completed the CPLP program.

***Looking to rise to the top of the resume pile?
Add four letters: CPLP***

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What's the value?

Credibility Evidence

- CPLP requires people who have been in the field for decades to prove they have the right skills and knowledge for the jobs and profession they love.
- Many learning professionals need to constantly validate the credibility that they offer the business function; a credential helps show this credibility.
- “In these economic times, anything you can do to demonstrate knowledge and commitment is a plus.” —**Learning executive from a government agency**
- “We believe vendors will be asking for the CPLP which is why we are looking into pursuing the credential widespread.” —**Learning executive from a major hospitality firm**

Will you have what it takes to impress?

The CPLP is in demand.

What's the value?

Commitment to Learning & Learning Profession Evidence

- CPLPs are in an exclusive class of learning professionals. They can stand in front of a classroom to train and explain the theory and practice of learning and do things that not everyone in the field can do.
- “Credentials not only show that the individual is going to keep their skills current, but that the individual is serious about their profession. The credential is not required but they want it anyway because they are passionate” —**CLO at a major association**
- “The knowledge I have gained has been invaluable” —**CPLP Credential Holder**

It may not be required, but it's the right thing to do. Do what you can to show the value of learning. Get your CPLP.

What's the value?

Knowledge and Performance Impact Evidence

- More than 80% of CPLP holders report that their employers recognize the increased expertise they have as a result of obtaining the CPLP credential.
- Nearly 75% of CPLP holders and employers surveyed agree that “supervisors in the company have noticed that CPLP employees produce greater results in less time.”
- “The CPLP program is beneficial for a learning professional to gain a broader understanding of the field” —**Employer at a major financial services company**
- “I would advocate for a team of CPLPs. I feel the productivity of the group would be greatly improved since everyone would have a common knowledge of the profession” —**Learning executive at a major government agency**

Can you do the job? Your CPLP certification helps prove you have what it takes.

What's the value?

- Research was conducted by ROI Institute in 2015 to determine the return on investment of CPLP certification.
- Findings demonstrate that the CPLP is a valuable credential to both individuals and their organizations.

What's the value?

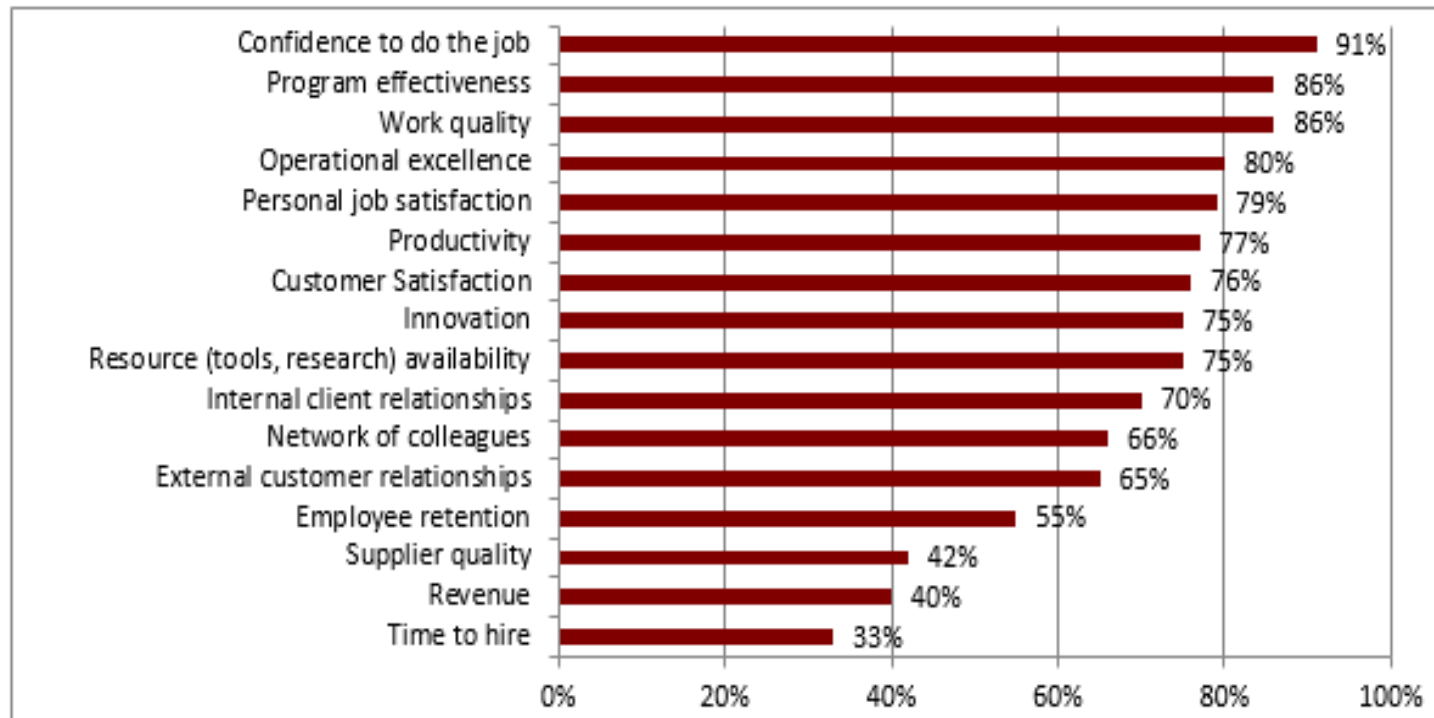
ROI Evidence

- CPLP certification is valuable to individuals because it enhances their confidence, competence, and professional credibility.
- The credential is valuable to organizations because it contributes an 11% improvement in proficiency within the talent development function.
- Credential holders report improvement in confidence to do their job, quality of work, and program effectiveness.
- Monetary value of these benefits and investment in the CPLP by organizations is 62%. Meaning, for every \$1 dollar invested, there is \$1.69 in return. The typical rate of return for such programs is 25-50%.

What's the value?

ROI Evidence

As shown in the figure, obtaining and maintaining the CPLP credential contributes to all areas measured. While it does contribute to a large extent to the confidence of individuals to do their job, it also contributes to overall program effectiveness, and work quality, and operational excellence.



Frequency with which respondents report improvement in business measures based on somewhat and strongly agree rankings.