

CPLP Certification: Am I Eligible?

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Learning Objectives

- Determine if CPLP is right for you
- Identify 3 reasons to become a CPLP
- Identify 3 sets of CPLP requirements

What's the CPLP?

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



The ATD Competency Model



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- Exam areas are defined by the ATD Competency Model
- ATD Competency Model identifies 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 5 years talent development industry experience / equivalent
- *Industry experience* means the individual has worked for a total of 5 full years in the talent development field
- *Talent development* solutions must focus on adults (not children) in the workplace (versus a school setting)



What's the value?

Key themes for CPLP credential holders

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



What's the value?

Evidence is from independent research studies

- Research conducted by an independent firm in 2009
 - To determine perception of value
 - Surveyed nearly 1200 individuals
 - Interviewed dozens of CPLP holders, candidates, and top employers
- Research conducted by The ROI Institute in 2015
 - To determine return on investment
 - Surveyed 327 credential holders
 - Used a combination of questionnaires, focus groups, interviews with current and former CPLPs with supervisors

Findings demonstrate CPLP is a valuable credential to both individuals and organizations



What's the value?

Evidence is from independent research studies

- 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's the value?

What employers are saying ...

Evidence is from independent research studies

- “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

What's the value?

Market Demand

Just a few of the employers who have posted jobs as CPLP preferred on the ATD Job Bank and Monster.com



Nationwide[®]
On Your Side



Bristol-Myers Squibb

WAL★MART[®]
ALWAYS LOW PRICES. *Always.*



BAE SYSTEMS



Booz | Allen | Hamilton

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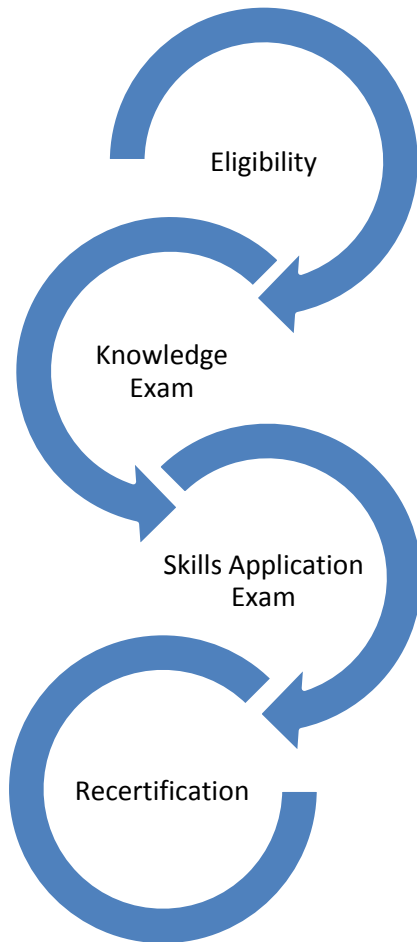
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What are the components?



Eligibility Requirement

- Minimum of five years industry related experience or equivalent

Knowledge Exam

- 150 multiple-choice questions
- 10 areas of expertise; 1 foundational competency

Skills Application Exam

- 100 items; Individual picks one of three area of expertise:
 - Instructional Design
 - Training Delivery
 - Managing Learning Programs
- Four case studies; 5-6 pages of supporting documentation and 25 linked items per case study, on average

Recertification - 60 points every 3 years to maintain

What are the stats?

Knowledge Exam

Date	Administration Windows	Exams Administered	% Individuals Passed	% Individuals Failed
June 1, 2005 – Oct. 10, 2016	44	4,776	74%	26%

Skills Application Exam¹

Date	Administration Windows	Exams Administered	% Individuals Passed	% Individuals Failed
May 1, 2016 – August 31, 2016	2	208	73%	27%

CPLP Designations Awarded

Date	Lifetime CPLP Designations Awarded
June 1, 2005 – Oct. 10, 2016	2,190

As of	Current CPLP Designations Awarded ²
Oct. 10, 2016	1,614

Is it right for me?

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**.

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.