



CERTIFICATION INSTITUTE
Association for
Talent Development

Why CPLP?

Hear from your peers!

With CPLP Panelists:

Amy Shilliday

Tammy Neale

Kyle Perry

August 31, 2017

Desired Outcomes

- By the end of the session, you'll be able to answer:
 - What is the CPLP?
 - What are the benefits of a certification program?
 - What are the basic requirements the CPLP?
 - How can I start on my path toward earning the CPLP?

CONTEXT

MATTERS

Why is certification from ATD CI different?

The ATD Competency Model



- Answers the question: what do people need to know and do for success in various talent development roles?
- Defines the content that is tested on the CPLP certification exams

*ATD CI = The ATD Certification Institute

What's the process?

Earning the CPLP

Eligibility

- Minimum of five years industry-related work experience or the equivalent
 - Four years full-time work experience in the talent development field plus one year of related education or equivalent
- The successful completion of a qualifying ATD Master Series program counts as one year of education

How Achieved

- Awarded after passing
- 150-item Knowledge Exam
 - 100-item Skills Application Exam in candidate's choice of TD, ID or MLP

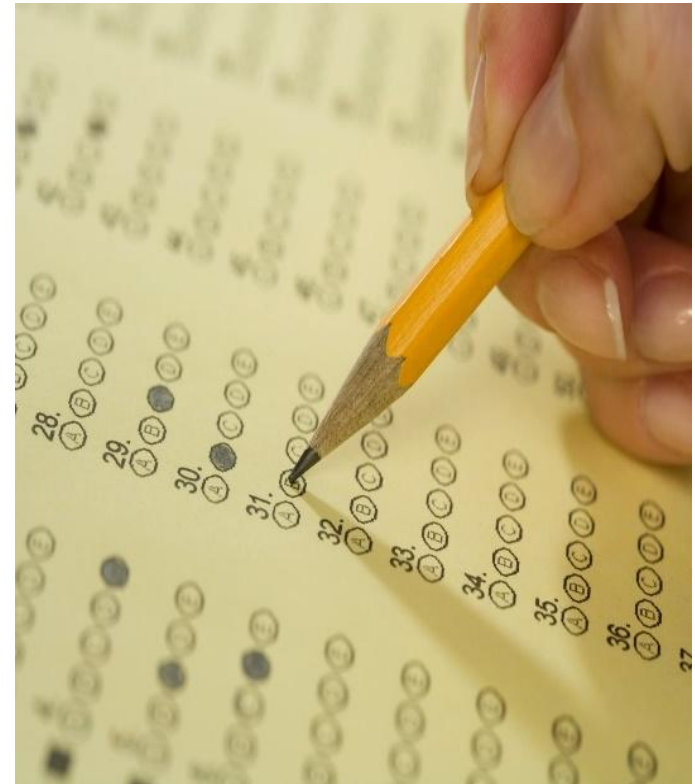
Recertification

Continuing professional development is required to maintain the certification; 60 hours every 3 years

CPLP Requirements

CPLP Knowledge Exam

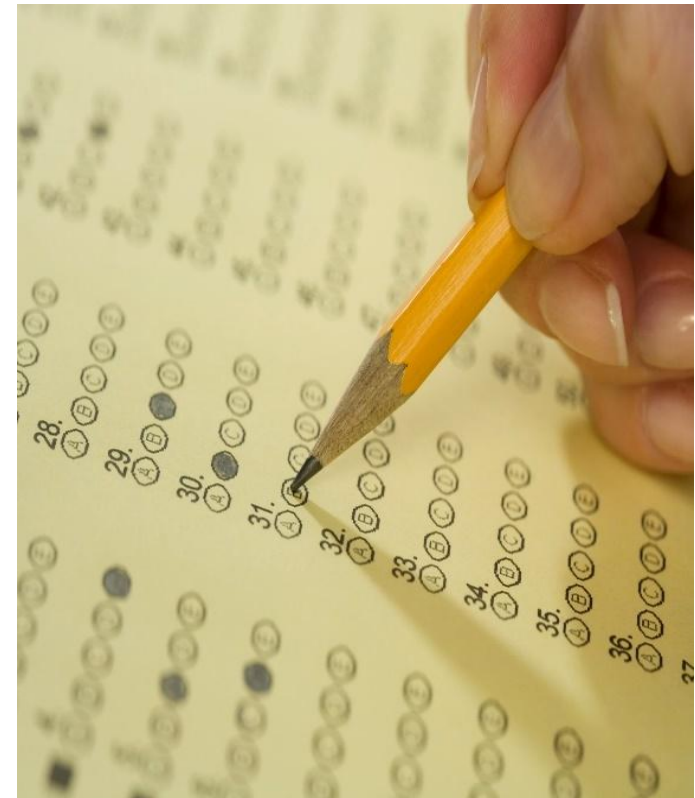
- Measures knowledge
- 150 multiple-choice items
- 10 areas of expertise
- 1 foundational competency, global mindset
- 3 hours at a testing center



CPLP Requirements

CPLP Skills Application Exam

- Measures application
- 100 items
 - 4 case studies; 25 items per case; 5-10 pages of supporting materials with each
 - Mostly multiple-choice items
- Pick one exam area
 - Instructional Design
 - Training Delivery
 - Managing Learning Programs
- 3 hours at a testing center



CPLP Test Prep

Knowledge Exam

- ATD National
 - pCPLP Practice Exam
 - Online Learning System
 - Add-on: a synchronous or an on-demand course
- ATD Local Chapters
 - Join study groups locally or online



CPLP Test Prep

Skills Application Exam

More from ATD
National

- SAE Practice Exams
- SAE Study Guide



CPLP Pricing

- CPLP Test Fees:
 - ATD Member: \$900 USD
 - ATD Non Member: \$1250 USD
- Retesting & Transfer Fees: \$300 USD
- Prep Programs: \$300 USD and up
- Recertification Fees: \$200 USD



CPLP Return on Investment

Findings show that the CPLP is valuable to both individuals and organizations:

- Contributes to an 11% improvement in the proficiency of the talent development function
- CPLPs report gains in job confidence, work quality, and program effectiveness.
- For every \$1 dollar invested, there is a \$1.62 return. Comparable programs have a 25-50% rate of return.

Source: Independent research was conducted by The ROI Institute to determine the return on investment.



Employer Demand

A sample of employers who have posted CPLP Preferred jobs on ATD's Job Bank and Monster.com



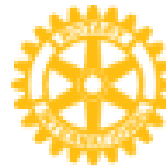
Booz | Allen | Hamilton



Bristol-Myers Squibb



Rotary



atd

Genentech



WACHOVIA



Microsoft

BAE SYSTEMS

ارامكو السعودية
Saudi Aramco



Nationwide®
On Your Side

AON

Why do it?



- Communicates Credibility
- Helps You Get Hired and Promoted
- Gets You Recognized as an Elite Player
- Broadens Your Knowledge & Skills
- Requires You to Stay Current
- Deepens Your Elite Professional Network

CPLP: Putting It All Together

- CPLP -- Certified Professional in Learning and Performance
- Established in 2006 and over 2,000 individuals certified to date
- Geared to advanced talent development professionals
- Our highest certification granted for successful completion of 2 exams:
 - Knowledge Exam validates broad mastery in 10 AOE's. Requires 80+ hours of study.
 - Skills Application Exam validates deep mastery of one AOE. Requires 40+ hours of study.
- To enter: 5+ years of full-time related work experience or equivalent
- To maintain: 60 professional development credits every 3 years





Panelists

Amy Shilliday, CPLP

Lives in Austin, TX

Training & Development Lead at
Macmillan Learning

CPLP since December 2016

Selected Training Delivery for SAE



Tammy Neale, CPLP



Lives in Richmond, VA

Chief Learning Officer / Managing Director of
Organizational Development & Learning at
Virginia Housing Development Authority

CPLP since May 2016

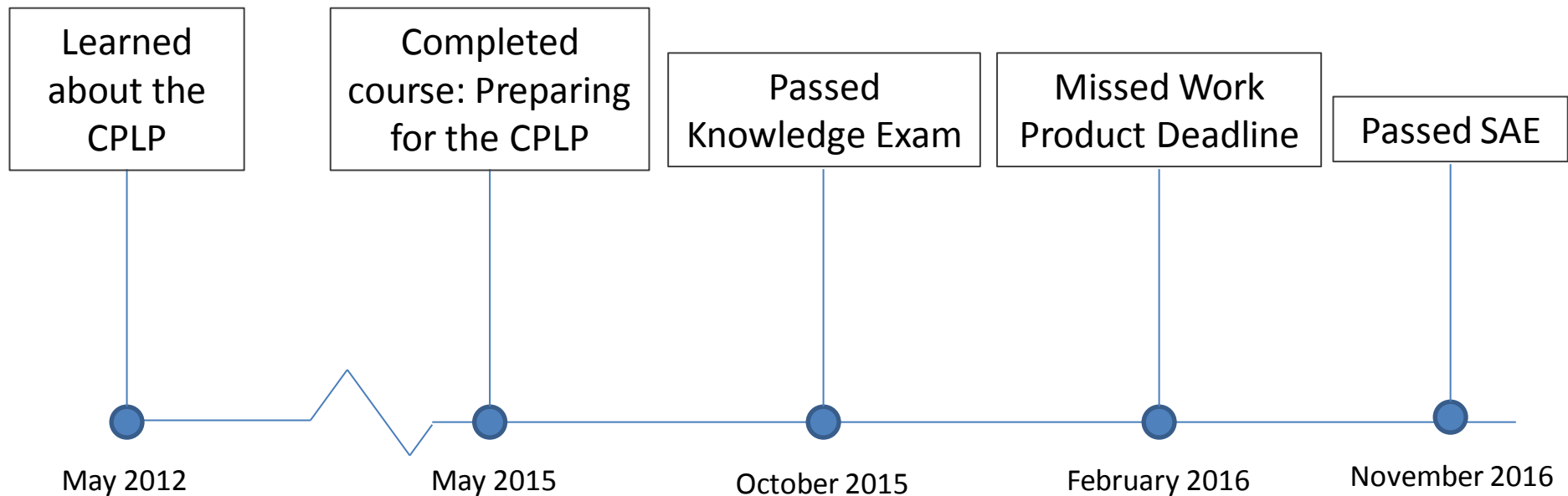
Earned CPLP under the Work Product version of
the process

Kyle Perry, CPLP



- 10+ years in talent development
- Learning – Management, Strategy, & Design
- Customer Education Specialist, Farm Credit Services of America & Frontier Farm Credit
- B.S. Secondary Education
- M.A. Educational Psychology
- Farm kid from Nebraska; College football fan; Runner

Kyle's Timeline



Kyle's Advice

- Be clear about why you are earning the CPLP.
- Use practice tests to identify knowledge gaps.
- Focus your learning on gaps with a detailed plan.
- Prepare at your own pace.
- Study with people who are **and** are not earning the CPLP.
- The Learning System is everything.



General Questions

- What type of professional would you recommend earning the CPLP?
- What was the trigger that propelled you forward to earn the CPLP?
- How much would you say the exam relates to real time practice vs. theory?



Amy



Tammy



Kyle

Prep Questions

- How did you prepare and do you have any advice based on your experiences?
- How much time did it take you to study?
- How did you approach preparing for the Knowledge Exam vs the SAE?
- How should someone re-group when they were unsuccessful the first time around?



Amy



Tammy



Kyle

ROI Questions

- What impact has earning the CPLP had on your career?
- How can the CPLP help those in companies/organizations and those who work for themselves in consulting practices?
- Besides the certification, what is the biggest takeaway from earning the CPLP?



Amy



Tammy



Kyle

Outreach Questions

- How have you handled educating others about the CPLP?
- Did you have any insight into talent development while preparing?
- How have you applied what you learned?



Amy



Tammy



Kyle



Getting Started – If Ready to Test

1. Make sure your are eligible!
2. Read the CPLP Certification Handbook
3. Review the Step-by-Step Guide
4. Apply (three months before exam)
5. Begin to Prepare



Getting Started – If Not Ready to Test

1. Make sure your are eligible!
 - **Tip: submit the pre-qualification form**
2. Read the CPLP Certification Handbook
3. Review the Step-by-Step Guide
4. Begin to Prepare
5. Apply (three months before exam)



Why CPLP?



CPLP Testimonials
Benefits of CPLP
Convince Your Boss

Is CPLP Right for Me?



What Differentiates a Certification?
Try a Practice Exam
FAQs

Do I Meet the Requirements?



Requirements Checklist
Interactive Guide
Certification Handbook

How Do I Prepare for the Exam?



Preparation Programs
ATD Learning System
SAE Study Guide

I'm Ready to Test!



Registration Fee and Test Locations
Test Schedule
Apply to Become a CPLP

Stay Certified, Stay Informed



Announcements
CPLP Credential Holder Toolkit
Congratulations New CPLPs!
Search the CPLP Registry

Best place
for CPLP info:
www.td.org/cplp

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