

# CPLP™ CERTIFICATION: THE EMPLOYER COMMITMENT



## The CPLP Difference

CareerJournal.com estimates that **78,000 PEOPLE WILL ENTER THE TRAINING AND DEVELOPMENT FIELD BETWEEN 2004 AND 2014**. With so many new practitioners, it is important to have a standardized measure that showcases expertise, quantifies experience, and proves credibility within the field.

Just as the accounting profession has the CPA (Certified Public Accountant) and the real estate profession has the CRS (Certified Residential Specialist), the training and development profession is able to distinguish their expert practitioners and knowledge leaders with the Certified Professional in Learning and Performance™ (CPLP™).

The CPLP credential enables organizations and employees to maintain rigorous standards, differentiate themselves and their programs, and prove their capability to lead training.

**THE CPLP IS THE PREMIER CREDENTIAL FOR THE TRAINING AND DEVELOPMENT FIELD. WHEN COMPANIES THINK OF WORKPLACE LEARNING EXCELLENCE, THEY THINK CPLP.**

*“My company sees it as a strategic advantage to have CPLPs spread throughout our organization.”*

Cindy Anderson  
Manager,  
Learning & Development  
Fortune 100 Company

*“The great thing about having CPLPs in my organization is that my workers have a breadth of experience and knowledge across the entire learning profession and have demonstrated great depth of knowledge in one or more areas of expertise. If you don’t have CPLPs in your organization, then you’re missing out on a great opportunity.”*

John Arata  
Chief,  
Dep. of Career Studies  
US Army  
Maneuver Support Center

## CPLP Employer Benefits

Key benefits enjoyed by organizations with CPLP credential holders:

**Organizational growth and profitability:** more effective training programs result in increased organizational performance, which results in increased growth and profitability for your company.

**Accurate talent evaluation:** CPLP certification provides a standardized benchmark to distinguish top performers and help evaluate potential job candidates.

**Increased employee retention and satisfaction:** investing in your employees' professional development will demonstrate your commitment to them and make your training and development staff feel valued. In turn, they will be more engaged and committed to the organization.

**A workforce of subject-matter experts:** credential holders prove they have an advanced understanding of the theories behind the practice and how to apply the practice to ensure business impact and results.

**Increased stakeholder confidence:** internal clients and company executives can trust that your employees have the knowledge and skills to deliver effective programs.

**Employee commitment to excellence:** your training and development staff will have a common professional development benchmark and a universally recognized way to prove their value.

**Community within the profession:** your organization and employees will have access to valuable content, programs, and networking opportunities provided by the CPLP program. A common understanding of industry best practices will align your organization's training efforts toward unified goals.

## The CPLP Return-On-Investment

**THE CPLP CREDENTIAL PROVIDES EMPLOYERS WITH A RELIABLE INDICATOR** of on-the-job performance.

Employers know that CPLP credential holders possess an in-depth understanding of the profession's body of knowledge, expertise, and a drive for excellence.

**EMPLOYING CPLP CREDENTIAL HOLDERS BRINGS RESPECT TO AN ORGANIZATION'S TRAINING FUNCTION AND ENSURES SUCCESSFUL LEARNING PROGRAMS.**

**EVERYBODY BENEFITS:**

Employees and Organizations.

[WWW.ASTD.ORG/CPLP](http://WWW.ASTD.ORG/CPLP)

## CPLP Committed Companies (partial list)

The organizations below employ CPLP credential holders and have contributed to the training and development profession by supporting the credentialing process:

Accenture Learning  
Allstate Insurance  
American Management Association  
American Red Cross  
AT&T  
Boeing  
Cendant  
CHANEL  
Deloitte Consulting  
Disney University  
Dollar Tree Stores, Inc.  
Enterprise Rent-A-Car  
Foley & Lardner, LLP  
Gardner Associates  
Georgia Tech University  
Kohler Co.  
McKesson Corporation  
Nextel  
Office Depot, Inc.  
Raytheon  
Roosevelt University  
Taco Bell Corp.  
Tellabs  
U.S. Navy  
University of Michigan  
Wal-Mart  
Walt Disney Company

## The CPLP Employer Commitment

CPLP candidates make a commitment to their organization and the profession by pursuing this prestigious designation. As an employer, you can make a commitment to your training and development staff by **SUPPORTING AND REWARDING THOSE WHO PURSUE A CPLP CREDENTIAL.**

### Ways you can support certification:

- Encourage your qualified training and development staff to pursue the CPLP credential
- Provide financial support for CPLP certification fees
- Understand the requirements of the work product project and align them with existing activities
- Know when the CPLP testing deadlines are and encourage employees to register
- Be flexible with scheduling so employees have time to take the CPLP Knowledge Exam
- Provide employees a library of relevant CPLP study resources
- Provide an incentive for CPLP certification in your compensation schedule
- Note a preference for CPLPs when hiring by listing your open positions as “CPLP Preferred.”

*“When I hire training professionals I put ‘CPLP Preferred’ in the job listing. I know when someone comes in with a CPLP credential, they have the breadth and depth of knowledge in the WLP field.”*

Lori Roth  
Director,  
Training & Development  
George Mason University

*“We really have seen increased proficiency in our ability to measure what we do and to increase the type of learning that we offer to our clients. The CPLP credential also enabled me to identify areas for improvement that would provide the most benefit to our organization. The CPLP process not only enhanced my skills but also those of my department.”*

Denise Ringer  
Director,  
St. Peter’s  
Health Care Services

## Have Questions?

Learn More About CPLP  
and the Employer Commitment at  
**[WWW.CPLP.ASTD.ORG](http://WWW.CPLP.ASTD.ORG)**

### Contact us:

Online: [www.cplp.astd.org](http://www.cplp.astd.org)

By Email: [certification@astd.org](mailto:certification@astd.org)

By Mail: ASTD Certification Institute  
1640 King Street, Box 1443  
Alexandria, VA 22313-1443

By Phone: 703.683.8100/1.800.NAT.ASTD, ext.139

By Fax: 703.548.2383

