

ASTD Competency Model

WHAT IS IT AND HOW DO I BENEFIT?

A defined set of competencies is the hallmark of a true profession. More than ever, the American Society for Training & Development (ASTD) is supporting its members and the field of learning and development with a model designed to mold the future of the profession. ASTD's landmark study as described in the groundbreaking report "**ASTD Competency Study: Mapping the Future**" defines the landscape of the learning and development profession while simultaneously preparing the profession formerly known as "training" for the next generation of practitioners.

This model for our dynamic and complex profession will enable practitioners to provide their organizations with an even higher level of value and service. It defines the profession in the context of learning and development, and tries to balance the strategic, financial, and business goals of institutions with the welfare of the people who are doing the work.

BUILDING BLOCKS FOR SUCCESS

The model was built using a data-driven approach with content validated by thousands of learning and development professionals. The competencies encompass clusters of skills, knowledge, abilities, and behaviors required for people to succeed in the learning and development field. The model is based on three layers of successive building blocks and is shown in the pyramid depiction on the other side of this handout:

- Foundational Level: Foundational Competencies
- Focus Level: Areas of Expertise
- Execution Level: Professional Roles

WHAT'S NEW? WHAT'S DIFFERENT?

The model was originally published in 2004 after a significant information gathering and research process by ASTD, DDI, and Rothwell and Associates. The goal was to determine industry needs. Two minor revisions to the model were incorporated since then—first in 2008/09 to add leadership and technology components, and then again in 2010/11 to add social learning to the Managing Organizational Knowledge AOE. Social learning was not fully integrated because while related, it is still a distinct topic, and not a new AOE. **Details about the recent updates can be found on www.astd.org/model.**

PUTTING THE MODEL TO WORK

Professional development is the key to personal success. The ASTD model provides an important and useful tool to guide individual development by describing what it takes for you as a contributor and professional in the field to successfully navigate your career. The model also provides a common language that can be used to discuss what the organization needs from the profession by answering the question: What competencies should people possess to be thriving in the field? At the same time, it supplies a roadmap of success that charts performance against a valid set of descriptors. **Take the online ASTD Career Navigator at www.astd.org/careernavigator to create your roadmap of success.**

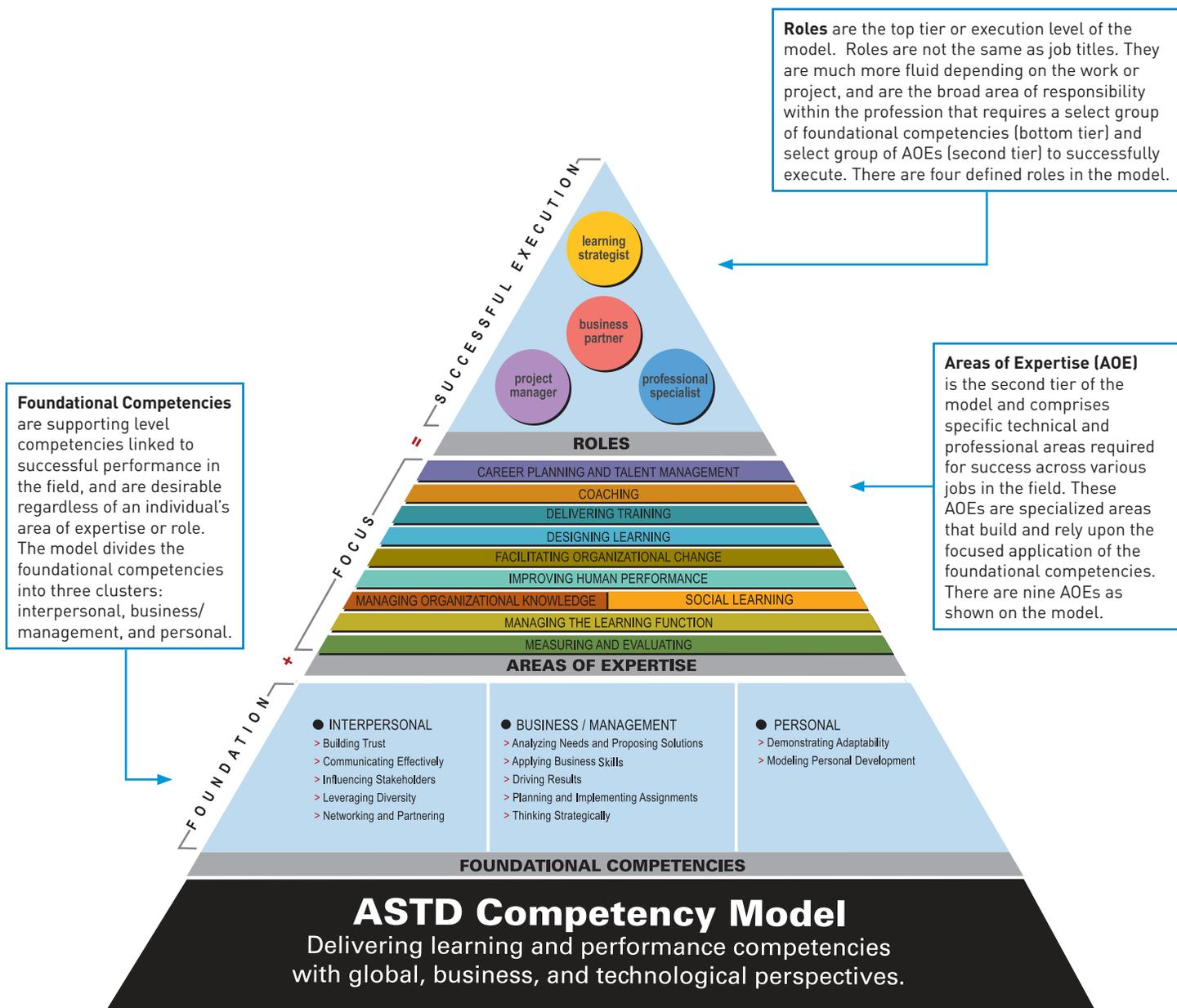
Organizational applications of the ASTD Competency Model can serve as an integrative framework for an organization's HR system. It can help align the HR system vertically with the organization's strategic objectives, organizationally with other HR functions, and integrate across the many facets of HR activities that make an impact on organizational performance.

Education and academic programs can base their curriculum around the ASTD model to actively meet employer expectations for new and continuing professionals in the field.

Credentialing is one of the highest achievements available to recognize individuals who have met certain predetermined standards. The ASTD model provides a basis for a competency-based certification program that tests the core knowledge, skills, actions, and behaviors judged most critical for successful performance. **Details about ASTD Certification Institute's Certified Professional in Learning and Performance (CPLP) certification program can be found at www.astd.org/cplp.**

- For more information about the ASTD Competency Model, go to www.astd.org/model.
- For more information about ASTD CI's CPLP certification program, go to www.astd.org/cplp.

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