

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.

“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

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.

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

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

Contact us:

Online: www.cplp.astd.org

By Email: 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

