Welcome to ASTD's Career Planning and Talent Management Certificate Program

Course Overview and Objectives

You are participating in this Career Planning and Talent Management (CPTM) workshop because you play, or will play, some role related to talent in your organization. This program is designed to provide suggested paths for your work with CPTM and then let you customize workshop ideas to meet your own organizational needs. This workshop necessitates your active participation now, during the two-day session, and again when you return to your own world. Are you ready to begin? OK, check out the workshop objectives.

By the end of this workshop, participants will be able to:

- Explain your role and other key roles in talent management (TM).
- Explain how TM supports organizational strategy.
- Identify the challenges leading to TM.
- Justify TM value in organizations.
- Calculate the costs of attrition (turnover).
- Identify specific TM challenges in your organization and consider ways to eliminate or reduce them.
- Use the six-step TM Model and Talent Management Functions illustration to highlight areas for improvement in your future talent management process.
- Create a business case for improving the TM process in your organization.
- Conduct a job analysis for an organizational role.
- Explain how performance management supports retention and other TM functions.
- Explain how attracting, recruiting, selecting, and on-boarding support retention.
- Explain career planning's impact on organizational strategy.
- Identify key features of value-added career planning.
- Assess your organization's career planning process and identify ways to improve it.
- Distinguish succession planning from pipeline planning.
- Create a succession plan.
- Explain the value of assessments in TM.
- Apply a model for change management to the implementation of TM.
- Create a TM implementation plan.
- Identify ways to evaluate and sustain TM efforts in your organization.

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