

What is the CPLP®?



"CPLP" stands for "Certified Professional in Learning & Performance."

- The CPLP® certification program is administered by the American Society for Training and Development Certification Institute (ASTD CI). ASTD CI accredits individuals working in the workplace learning & performance industry.
- The workplace learning & performance industry encompasses many disciplines including instructional design, training delivery, human performance improvement, organizational development, knowledge management, coaching, leadership and career development.

Who uses the CPLP®?

- Workplace learning & performance (WLP) professionals from around the world - with varied backgrounds and industry experience - seek the CPLP® to achieve professional and personal success in aligning the learning function to organizational strategic objectives.
- Becoming a Certified Professional in Learning & Performance® allows WLPs to distinguish themselves and maintain an edge over their workplace competition.

What are the advantages of becoming CPLP®-certified?

When your name is followed by the CPLP® designation, it signals to current and potential employers that you possess a solid foundation of experience and education in workplace learning & performance. It lets organizations know that you are positioned to have a positive impact on bottom-line results.

With CPLP® certification, you may be entitled to:

- A higher starting salary at your new job
- Qualification for a substantial pay raise at your current job
- Increased opportunity for advancement to a managerial position
- Increased job security due to a more progressive outlook and skillset

The CPLP® presents the inside edge that you need to keep pace with the world's most competitive and forward-thinking organizations.

What are the key aspects of the CPLP® Program?

Eligibility

Candidates applying for certification as a Certified Professional in Learning & Performance® must satisfy educational and experiential requirements and agree to abide by the Workplace Learning & Performance Professional Code of Ethics.

The Certified Professional in Learning & Performance® (CPLP®) credentialing program consists of two phases:

- Phase I: Knowledge Exam
- Phase II: Work Product Submission

You must pass both phases of the CPLP® certification program to achieve the CPLP® certification.

The subject matter for the CPLP® is based on the ASTD Workplace Learning & Performance (WLP) Competency Model, integrating nine (9) Areas of Expertise (AOEs):

- Designing Learning
- Delivering Training
- Human Performance Improvement
- Measuring & Evaluating
- Facilitating Organizational Change
- Managing the Learning Function
- Coaching
- Managing Organizational Knowledge
- Career Planning & Talent Management

The CPLP® certification program assesses workplace learning & performance professionals' competence against a defined professional standard - as recognized by government agencies - such as the U.S. Department of Labor.

Which organizations have CPLP® designees?

CPLP® designees include WLP practitioners from global corporations, to small businesses and independent consultants, to faculty members from higher education institutions, from across the United States, Canada, and around the world:

- Abu Dhabi Health Services Company
- Boeing
- Central Bank of Kuwait
- Chanel, Inc.
- Hewlett-Packard (HP)
- Hilton Worldwide
- HSBC
- Jumbo Electronics
- Rotary International
- Saudi Aramco
- Schlumberger Limited
- U.S. Air Force, U.S. Coast Guard & U.S. Navy
- Victoria's Secret
- Wal-Mart

Which organizations are hiring CPLP®-certified professionals?

More and more businesses around the country and around the world are coming to realize the many benefits hiring a CPLP®-certified professional can bring to their organizations, including:

- MedStar Health
- ESPN
- American Cancer Society
- Microsoft
- DIRECTV
- JetBlue Airways
- Blue Cross Blue Shield of Michigan
- American Express
- Providence Health Services
- FedEx
- University of Maryland
- ACE Hardware

For More Information about how the ASTD St Louis can assist you with CPLP® certification, please contact:

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