



**CERTIFICATION INSTITUTE**  
Association for  
Talent Development

# Ask Your Peers About the CPLP

With CPLP Panelists:

Denee D'Andrea

Eva Hamburger

Lisa Cohen

February 15, 2018

# Desired Outcomes

By the end of the session, you'll be able to answer:

- What is the CPLP?
- What are the benefits of a certification in Talent Development?
- What are the basic requirements the CPLP?
- How can I start on my path toward earning the CPLP?

# CONTEXT MATTERS



# Why is certification from ATD CI different ?

## The ATD Competency Model



- Answers the question: what do people need to know and do for success in various talent development roles?
- Defines the content that is tested on the CPLP certification exams

\*ATD CI = The ATD Certification Institute

# What's the process?

## Earning the CPLP

### Eligibility

- Minimum of five years industry-related work experience or the equivalent
- Four years full-time work experience in the talent development field plus one year of related education or equivalent
  - The successful completion of a qualifying ATD Master Series program counts as one year of education

### How Achieved

- Awarded after passing
- 150-item Knowledge Exam
  - 100-item Skills Application Exam in candidate's choice of TD, ID or MLP

### Recertification

Continuing professional development is required to maintain the certification; 60 hours every 3 years

# CPLP Test Prep

## Knowledge Exam

- ATD National
  - pCPLP Practice Exam
  - Online Learning System
  - Add-on: a synchronous or an on-demand course
- ATD Local Chapters
  - Join study groups locally or online



# CPLP Test Prep

## Skills Application Exam

More from ATD  
National

- SAE Practice Exams
- SAE Study Guide



# CPLP Pricing

- CPLP Test Fees:
  - ATD Member: \$900 USD
  - ATD Non Member: \$1250 USD
- Retesting & Transfer Fees: \$300 USD
- Prep Programs: \$300 USD and up
- Recertification Fees: \$200 USD





# CPLP Return on Investment

Findings show that the CPLP is valuable to both individuals and organizations:

- Contributes to an 11% improvement in the proficiency of the talent development function
- CPLPs report gains in job confidence, work quality, and program effectiveness.
- For every \$1 dollar invested, there is a \$1.62 return. Comparable programs have a 25-50% rate of return.

Source: Independent research was conducted by The ROI Institute to determine the return on investment.



# Employer Demand

A sample of employers who have posted CPLP Preferred jobs on ATD's Job Bank and Monster.com



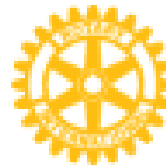
Booz | Allen | Hamilton



Bristol-Myers Squibb



Rotary



atd

Genentech



WACHOVIA



Microsoft

BAE SYSTEMS

ارامكو السعودية  
Saudi Aramco



Nationwide®  
On Your Side

AON

# Why do it?



- Communicates Credibility
- Helps You Get Hired and Promoted
- Gets You Recognized as an Elite Player
- Broadens Your Knowledge & Skills
- Requires You to Stay Current
- Deepens Your Elite Professional Network



# Panelists

# Denee D'Andrea, CPLP



- Lives in Boston, MA
- Senior Learning Manager at Four Seasons Hotels and Resorts
- CPLP since September 2017
- Selected Training Delivery for SAE

# Eva Hamburger, CPLP

- Lives in Raleigh, NC
- Instructional Designer at Cisco
- CPLP since September 2017
- Earned CPLP using Instructional Design as her preferred SAE



# Lisa Cohen, CPLP



- Lives in Fairfax, VA
- Independent Consultant
- CPLP since October 2016
- Selected Training Delivery for SAE





# General Questions

- How long did you consider pursuit of the CPLP and what was your thought process like in deciding?
- What was the trigger that propelled you forward to earn the CPLP?
- How much would you say the exam relates to real time practice vs. theory?



Denee



Eva



Lisa

# Prep Questions

- How did you prepare and do you have any advice based on your experiences?
- How much time did it take you to study?
- How did you approach preparing for the Knowledge Exam vs the SAE?
- How should someone re-group when they were unsuccessful the first time around?



Denee



Eva



Lisa

# ROI Questions

- What impact has earning the CPLP had on your career?
- How can the CPLP help those in companies/organizations and those who work for themselves in consulting practices?
- Besides the certification, what is the biggest takeaway from earning the CPLP?



Denee



Eva



Lisa

# Outreach Questions

- What do you wish you had done differently in preparing?
- How has the CPLP impacted your career and professional growth?
- Do others see the value in your certification (and if not, what have you done to show them?)



Denee



Eva



Lisa



# CPLP: Putting It All Together

- CPLP -- Certified Professional in Learning and Performance
- Established in 2006 and over 2,000 individuals certified to date
- Geared to advanced talent development professionals
- Our highest certification granted for successful completion of 2 exams:
  - Knowledge Exam validates broad mastery in 10 AOE's. Requires 80+ hours of study.
  - Skills Application Exam validates deep mastery of one AOE. Requires 40+ hours of study.
- To enter: 5+ years of full-time related work experience or equivalent
- To maintain: 60 professional development credits every 3 years



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