

ATD 学习与绩效专家资格认证介绍
Certified Professional for Learning and
Performance (CPLP)

演讲者

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讲座议程

- ATD介绍
- 什么是CPLP
- 如何准备CPLP知识考试
- 问答

关于ATD

ATD – 人才发展协会

- 世界上最大的专注于培训与人才发展的专业协会；
- 成立于1943年，于2014年5月正式从ASTD更名为ATD；
- 拥有来自120多个国家的超过4万多名会员；
- 作为行业领先组织，ATD：
 - 跟踪研究行业，提供专业信息
 - 举办会议活动，汇集专业人士
 - **提供培训认证，促进职业发展**
 - 制定行业标准，表彰最佳实践
 - 代表行业声音，影响政策媒体。



■ ATD会员所在国



ATD 提供的资源与服务





72

YEARS

ATD 在中国



ONE
YEAR
and counting

08.28
ATD China

ATD 胜任力模型 ATD Competency Model™



- 界定在整个人才发展领域成功所需的能力
- 为人才发展领导者及实践者提供发展路径
- 找出人才发展的差距、提供方法消除差距

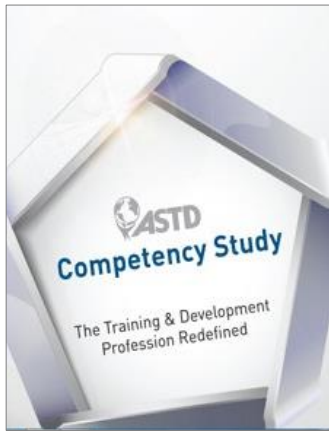
30多年的研究

- 1978 开始ASTD胜任力研究
- 2004 2004 ASTD 胜任力模型
- 2009 略作更新以加强领导力和技术部分
- 2011 略作更新增加社会化学习元素
- 2013 较大更新以反映当前及新兴实践
- 2014 品牌重塑

2000多位T&D专业人士及雇主帮助塑造及更新这个模型！



ATD 2013 胜任力模型™



专业领域

基础能力



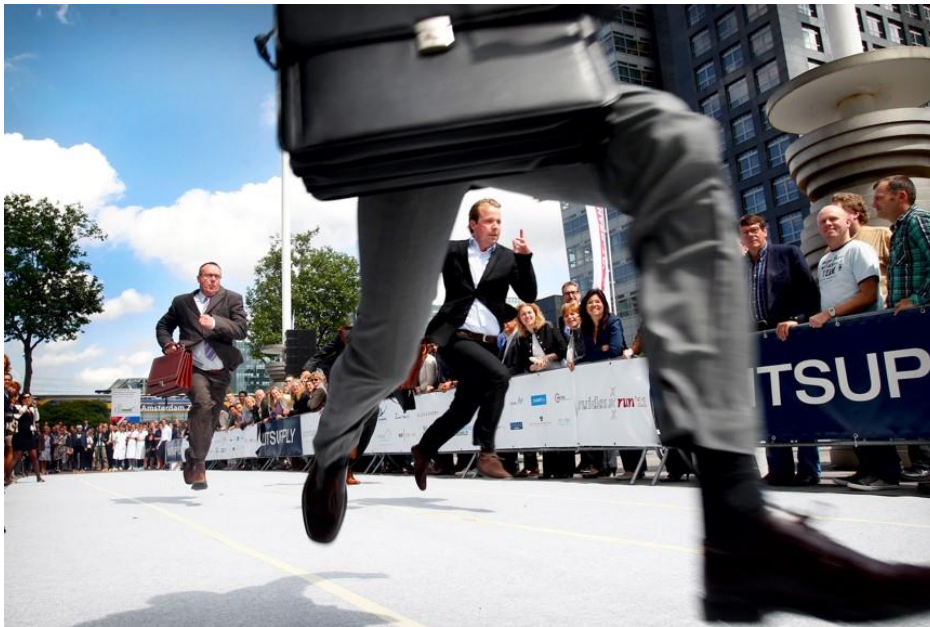
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什么是CPLP?

学习与绩效专家资格认证

CPLP (Certified Professional for Learning and Performance)

- 人才发展专业人士权威资格认证
- 由ATD认证学院颁发资格证书(ATD CI)

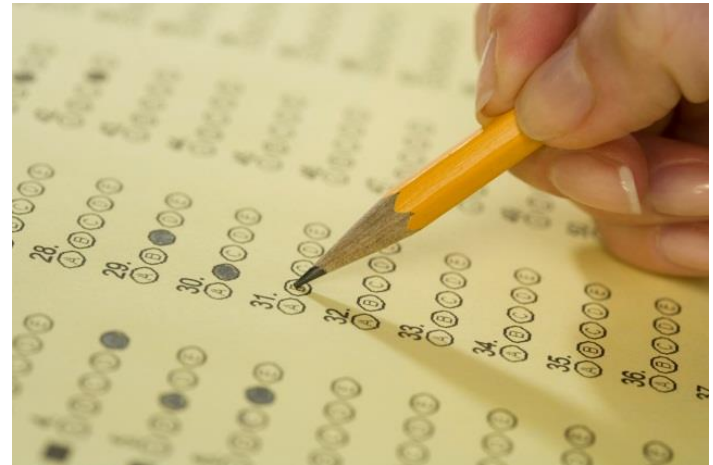


证书VS认证

Certificate



Certification



认证CPLP的五大理由

- 培养并检验自己的能力
- 获得国际认可，增加职场竞争力
- 拓宽职业机会
- 加入专业精英行列
- 提高收入



雇主支持认证的五大理由

- 增加竞争优势
- 提升员工绩效及客户满意度
- 做出更好的雇佣决定
- 为员工提供发展机会
- 体现雇主对能力培养的承诺

全球120多家公司优先录取CPLP!

ADP

Canon Business Solutions

Cargill

Coca-Cola Enterprises

Harvard Business Publishing

Hilton Hotels Corporation

JPMorgan Chase

Polo Ralph Lauren

New York Times

Takeda Pharmaceuticals

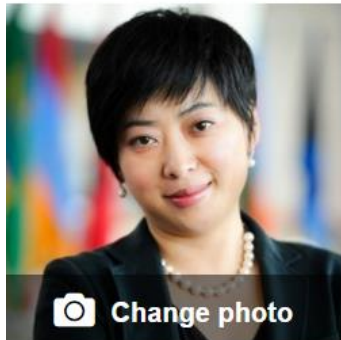
Universal Orlando

Wal-Mart

...



取得CPLP意味着什么？



Wei Wang, Ph.D., CPLP®

Director, International at ATD (Formerly ASTD)

United States | Nonprofit Organization Management

Current Association for Talent Development (ATD)

Previous ASTD, Penn State, Management Consulting Institute

Education Penn State University

View profile as

500+
connections

- 使用CPLP® logo
- 在CPLP的网站上注册
- 参加CPLP社群
- 参加CPLP活动

问题：你为什么对CPLP感兴趣？

<https://www.td.org/Certification>

是你的“菜”？



Is CPLP Certification Right For Me?



1. CPLP certification - The Certified Professional in Learning and Performance (CPLP) certification is the only credential covering the entire talent development (TD) profession. To earn the credential, candidates must meet: 1) eligibility requirements, 2) successfully complete a ten area knowledge exam, and 3) submit a successful project (work product) in one of four areas.



2. Eligibility - To be eligible, all candidates must have at least five years of full-time professional work experience in the TD field or the equivalent. To review the **areas of expertise (AOEs)** that will be tested, please review **Appendix F** in Part 2 of the Certification Handbook. If you are unsure if you meet these requirements, complete and return **this form** via email.



3. Fee - The CPLP registration fee to test is \$799 for current ATD members and \$999 for non-members. **CPLP Preparation resources** are at an additional cost.



4. Time Commitment - Candidates generally take up to approximately one year to earn the CPLP credential, including a thorough review of the Certification Handbook, 15 minutes to apply and register, 80+ hours to study/prepare for the multiple choice exam, and 40+ hours to compile the work product submission materials.



5. Preparation - ATD has several options for CPLP preparation courses and materials. We also offer a free practice exam, the **pCPLP**.

CPLP 组成部分

1. 认证条件: 在人才发展领域至少五年全职经验

2. 知识考试 (Knowledge Exam)

- 150 道选择题
- 着重于10大专业领域
- 2.5 小时的机考

3. 工作产品 (Work Product)

- 四个专业领域之一
- 必须是近期的
- 由CPLP持证者分别评分

再认证要求

再认证（Recertification）

- 三年一周期
- 再认证期间累计60学分
- 学分必须与ATD胜任力模型的一个或多个领域相关

类别	学分
继续培训	30
演讲和授课	20
在岗工作经验	20
研究和出版	20
领导力和获奖认可	15
专业会员	15

考试内容

专业领域	考试占比
1. 教学设计	16%
2. 课程交付	16%
3. 绩效改进	16%
4. 评估学习影响	12%
5. 变革管理	10%
6. 培训管理	7%
7. 教练	9%
8. 知识管理	8%
9. 全面人才管理	6%
10. 学习技术	0%
总计	100%

考题示例#1

A Talent Development (TD) professional opens a CPR certification class with a true story of an employee who became ill at work and was kept alive by a co-worker administering CPR until paramedics arrived. Which adult learning principle is the TD professional focusing on?

- A. Readiness
- B. Respect
- C. Autonomy
- D. Action

正确答案为 A

3.0 Chapter Introduction

◀ PREVIOUS
3 Training Delivery

NEXT
3.1 Learning Theories ▶

A A A

📄 PDF

learning, they often resent situations in which they feel someone else is telling them what to do. Adult learners learn best when they have some control over their learning experiences.

- Prior experience of the learner: As people age, they accumulate experience and knowledge that become a source for learning. Whenever possible, the TD professional should relate new material to a learner's existing knowledge to create a powerful and relevant learning experience. In some situations, adults may learn new information that contradicts their current understanding and beliefs. Helping learners to change their beliefs to accept the new information is critical. When possible, allow adult learners to assess their current knowledge and skip to information that is new and relevant.
- Readiness to learn: As people mature, their readiness to learn relates increasingly to their need to learn to fulfill their roles effectively. Knowles shows that adults are motivated to learn by experiencing needs or interests that will be satisfied through learning, so starting with those needs is appropriate when organizing adult learning activities. Adults participate in learning programs to achieve a particular goal and are most ready to learn information or developmental tasks when they can immediately apply the new knowledge or skills to real-life situations.
- Orientation to learning: As people age, they seek knowledge they can use immediately, resulting in a shift of learning from a subject focus to a problem focus. According to Knowles, adult learning should focus on life experiences, not subjects. Adults are motivated to learn to the extent that they perceive that learning will help them perform tasks or is relevant in dealing with real-life situations. They acquire new knowledge, understanding, skills, values, and attitudes most effectively when presented in the context of real-life or experience-oriented learning situations.

考题示例#2

When an employee finds it easier to learn a new concept through using a manual, the individual learns best through:

- A. auditory learning.
- B. kinesthetic learning.
- C. tactile learning.
- D. visual learning.

正确答案为 D

工作产品选择

专业领域

1. 教学设计
2. 培训交付
3. 绩效改进
4. 培训管理

工作产品要求

- 基于一个培训课程或项目
- 一个在最近五年内已完成的项目(按提交截至日倒推)
- 实际项目(不能是假设的或者编造的)
- 专注所需的专业领域
- 提供证据证明是自己的工作结果而非他人的
- 必须用英语

2016 CPLP 考试时间表

*Registration for 2016 opens December 1, 2015

FOR MORE INFORMATION ABOUT THE 2016 EXAM, PLEASE REVIEW THESE FAQs.

2016 CPLP Exam Schedule

REGISTRATION DEADLINE	TESTING WINDOW	SCORE NOTIFICATION
01/27/16	03/12/16-04/09/16	INSTANT
03/30/16	05/14/16-06/04/16	INSTANT
07/27/16	09/10/16-09/24/16	INSTANT
10/05/16	10/24/16-11/7/16	INSTANT

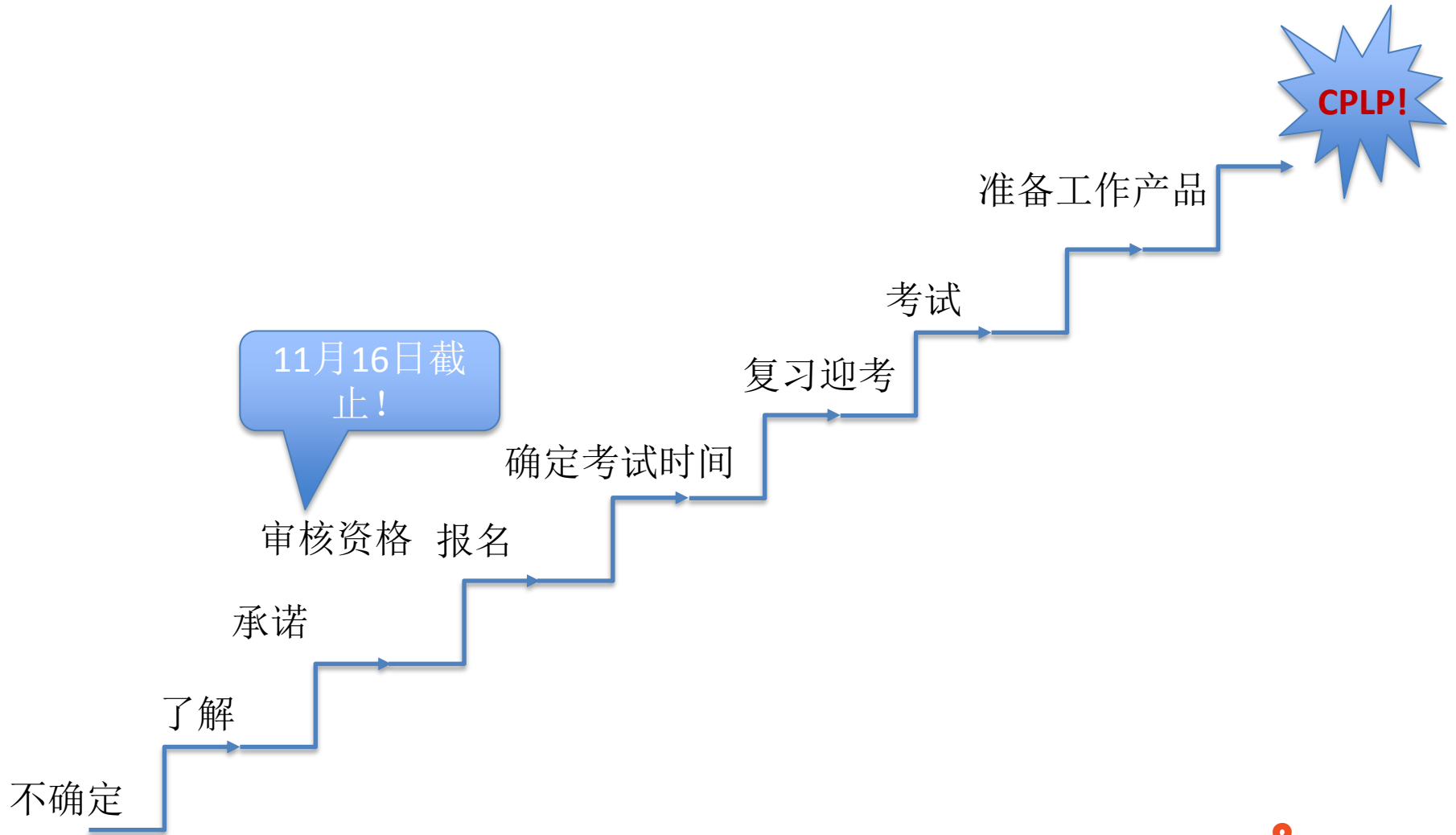
2016 CPLP WORK PRODUCT SCHEDULE

Registration Deadline	Testing Window	Score Notification
11/06/15	02/19/16	02/19/16 + 7 weeks
06/15/16	08/01/16-08/27/16	08/27/16 + up to 10 weeks
11/09/16	12/01/16-12/17/16	12/17/16 + up to 10 weeks

Full Details about the updated work product assessment will be available December 1, 2015

如何准备CPLP?

CPLP 之旅



考试官方指定教材

ATD 学习系统—CPLP官方教材

教材形式	会员价	非会员价
电子版	\$449.00	\$595.00
电子版 + 印刷版	\$524.00	\$670.00



ATD 学习系统

td.org/learningsystem

- CPLP官方学习资料
- 包含在CPLP考前辅导培训中 (不包括工作产品准备辅导)
- 电子版易于携带，内容当前；即可在线也可离线阅读，可自行标注、笔记。
- PDF版提供打印选项
- 包括词汇和小组学习指南

ATD 学习系统

1. Performance Improvement


1.0

Chapter Introduction

The ASTD Competency Model (2013) lists Performance Improvement as one of the 10 Areas of Expertise (AOEs) that encompass the specific technical **skills** and **knowledge** required for success in training and development (T&D). First, what is performance improvement and what makes it so important to the profession? Performance improvement is a results-based, systematic process used to identify **performance** issues. T&D professionals use the process to analyze root causes; select, design, and implement solutions to address those issues; and measure the **results** of the solution with the goal of continually improving performance. One way that it differs from traditional training is that it focuses on identifying the true root causes of performance issues and their relevance to business goals before ever considering training as a solution.

互动指南

td.org

Members	Publications	Conferences & Events	Education	CPLP Certification	Communities of Practice	Enterprise Solutions	Professional Resources	Store
GET STARTED Practice Exam (pCPLP) Preparing for the CPLP: Interactive Guide FAQs Certification Handbook				ATD CERTIFICATION INSTITUTE ATD COMPETENCY MODEL CPLP CREDENTIAL HOLDERS CPLP MARKS AND LOGO USE CPLP RECOGNITION AWARDS FOR ORGANIZATIONS			PREPARING FOR CPLP PREPARING FOR THE CPLP: <i>Interactive Guide</i> Get a step by step overview of the CPLP process, which includes two assessment tools. Learn More	
 <p>Learn more about which workshops ATD offers to prepare.</p>				 <p>Get started with ATD's Learning System—the official resource for CPLP study.</p>				

互动指南

td.org/Certification/Get-Started/CPLP-Orientation

CPLP Interactive Guide

Welcome

Congratulations on your decision to explore and/or pursue your CPLP® certification! This Preparing for the CPLP: Interactive Guide is designed to provide a “one stop” resource for all the CPLP documents and information, so that you understand and can access details at every step along the way.

You should use this Interactive Guide if you are:

- Looking for more information about becoming a CPLP
- Already registered and want to understand every step of the process
- Getting ready to participate in one of the ATD CPLP Preparation Programs
- Want to put a Study Plan together for your CPLP preparation
- Have questions about the value of the CPLP certification
- Have completed the CPLP exam and are now ready to start work on the work product

This Interactive Guide includes every step of the CPLP preparation and certification process. You can read through each step sequentially, or jump right to whichever piece you are interested in, using the “map” at the top of each page.

[Start Now](#)

关于CPLP考前辅导课程

两天的辅导课程旨在

- 帮助你全面了解考试要求
- 制定个人学习计划
- 了解工作产品的要求及认证过程
- 使用ATD学习系统
- 明确需要加强的专业领域，从而重点复习

学习目标

完成课程时，学员能够：

- 定义ATD胜任力模型和ATD学习系统的每个专业领域的核心概念
- 确定应用适合自己的资源、调整个人学习计划、确保彻底掌握各个专业领域的知识
- 运用知识考试策略
- 制定准备工作产品的行动计划
- 确定并利用潜在的项目以满足工作产品的要求
- 了解工作产品的主要部分以及评分标准及原则
- 通过工作产品示例分析，判断是否符合认证要求

课程内容

模块一: CPLP概要与资源

模块二: 绩效改进

模块三: 教学设计

模块四: 学习技术

模块五: 培训交付

模块六: 评估学习影响

模块七: 教练

模块八: 制定学习计划第一部分

模块九: 知识管理

模块十: 培训管理及全面人才管理

模块十一: 变革管理

模块十二: 制定学习计划第二部分

模块十三: 工作产品概要

模块十四: 工作产品准备计划

模块十五: 应试技巧及课程回顾

学员感言



Yvonne Bogard

Yvonne Bogard
Instructional Designer
Regis University, College for Professional Studies



5/5 Rating

"I feel better equipped for the CPLP® certification, both the Knowledge Exam and the Work Product."



Kathleen Dunn

Kathleen Dunn
Director, Learning & Professional Development
Squire Patton Boggs
Washington, DC

This workshop was a great investment. The extremely energetic, knowledgeable and talented instructor, Maureen Orey, guided us through the process from developing an effective study plan to test-taking strategies to fulfilling the work product requirement. The highly interactive event helped me identify areas that I needed to focus on and answered so many questions I had about the exam and the process. I don't believe I would have passed the knowledge exam without this workshop.

中国首届CPLP考前辅导课程

面授课程：2015年12月4-5日 上海

培训费用：8959元(含教材及学习系统);会员价为7099元

中文讲授

英文原版教材



辅导课程报名信息

电话联系方式

021-5821 5197

021-5821 5171

021-3125 5662

021-3125 5663

在线报名<http://atd.hroot.com/atdCPLP/agenda.html>

联系 ATD Grace Jing gjing@td.org; 021- 31063491

