

CASE STUDY

CERTIFIED PROFESSIONAL IN TRAINING MANAGEMENT



NENA MCFADDEN-WELTON, CPTM
**Senior Training and
Development Specialist**
Matrix Service Company

INVEST IN YOURSELF: LIFE AND WORK AS A CPTM™ ALUM

Nena McFadden-Welton has spent her entire career, spanning two decades, in learning and development. She has experience in a variety of positions, including sales manager, new hire trainer, and her current position as senior training and development specialist at Matrix Service Company.

In this role, Nena manages the strategy, planning and execution of a variety of training programs, including leadership and professional development. She leads and manages new college graduates in her company's Emerging Leaders Program, a two-year program that exposes learners to the company's business practices. She is also responsible for reviewing training programs to ensure they are effective for employees at all levels. In short, she is responsible for ensuring the outcomes of her company's training programs benefit both the company and the employees.

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**BROAD, EXECUTIVE-
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ESTABLISHING CREDIBILITY

Several years ago, Nena observed that, despite her educational credentials and 20 years of experience, her advice wasn't always well received by executives. She decided to address this challenge by pursuing a credential that would validate her expertise on the topic of employee learning and develop her ability to communicate both the value of training and her knowledge as an asset to the company. She sought a program that would empower her to assert her expertise and facilitate strategic partnerships with her company's executive team.

After evaluating several learning options, Nena decided to enroll in the Certified Professional in Training Management (CPTM™) program. As a CPTM, she gained a broad, executive-level perspective of the L&D function and access to proprietary research-based tools and models, which she used to build trust and credibility with her company's executive leadership team. Nena says the CPTM program was “a great investment” in herself and the future business needs of her company. She says that she “gained the knowledge to help guide the business,” and as a result, she says being a CPTM has exponentially benefited both her career and her company.

WORKING AS A CPTM

In the two years since becoming a CPTM, Nena has gained the C-suite's trust and acknowledgement of the authority that backs her professional recommendations. Nena has also been entrusted with more responsibilities since earning her certification.

As a CPTM, Nena says the company is more open to listening to – and acting on – her ideas. “I have the knowledge [and] the experience.” She adds they now take her “words to heart” and see that she truly gained something from the program that adds value to the company.

BUILDING ALIGNMENT AND MAKING IMPROVEMENTS

Improvements Nena made after receiving the certification helped build trust. The perspective she gained from becoming a CPTM helped her identify the gaps where the company wasn't reaching its goals of being a learning culture. “It pushed us to be honest about our learning culture,” she said, and was able to work with company leadership to develop new business-aligned learning programs. With her help, Matrix Service Company took a different approach to the learning culture, one that helped “the learners understand what it means to learn, [and] our leaders to understand the value of investing in learning opportunities for the staff as well as themselves.” She showed her C-suite how to identify training initiatives that are necessary for learners to do their roles well and to develop and grow. In the process, they were able to identify the development needed for the future of the business. This new approach helped their employees gain the knowledge and skills needed to do their jobs today and in the future.

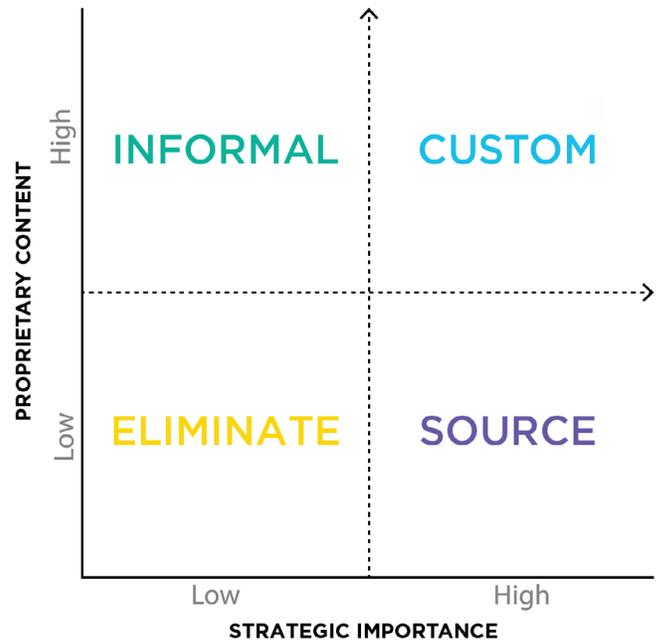
In addition, Nena says the CPTM program has given her a new perspective on her company's learning programs. They now look to her for program design, development and implementation. She evaluates whether training content is right for the topic and learner, whether it's up to date, and whether it is aligned with what the organization needs its employees to learn.

For example, when evaluating training content with her teams, she applies the **Portfolio Rationalization Model** taught in the CPTM program to help them

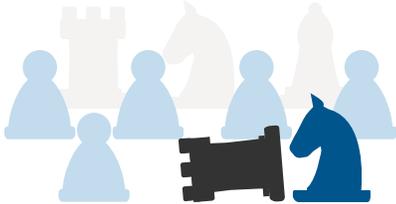


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PORTFOLIO RATIONALIZATION FOUR QUADRANT MODEL



“...colleagues from outside of the company started to **RECOGNIZE HER EXPERTISE**”



recognize that even though certain training content may have been well received in the past, it might not be relevant today. As she says, “the needs of the learners change, [and] the way they learn changes.”

The model has allowed her to direct her team in the evaluation of training courses against current and future business needs. She wishes she had known about this model years ago – it would have helped her explain to former employers why they needed to invest in new training. Now, she’s able to help her company adapt as learners’ needs change.

MAKING CONNECTIONS

Nena’s newfound expertise has been recognized by her coworkers and external colleagues. Her coworkers now come to her when they’re working on projects to ask her about best practices. She says, “They’re looking at me as the expert in the group to guide them in their development of programs and tools.” She’s also noticed that colleagues from outside of the company started to recognize her expertise: “I have a lot of connections with people that work for other large businesses, and they’re starting to reach out to me on a personal level.” She’s working with these connections to facilitate their efforts in building their own career paths.

For Nena, the CPTM program has “been a really good journey, because it connected me with other individuals that are as passionate about learning and development as I am.” She says that this is extremely important to her, because she feels that there aren’t enough people in this industry who are passionate about L&D. Through her passion, her knowledge and her certification, Nena is helping to lead the change in the training industry.

For more information on how you can lead the change as a CPTM, visit www.trainingindustry.com/training.