



CERTIFIED PROFESSIONAL
IN TRAINING MANAGEMENT

BENEFITS OF CERTIFYING YOUR L&D TEAM

The Certified Professional in Training Management (CPTM™) program aligns your team with research-based practices that will transform how your organization manages corporate training. Achieve maximum value by certifying your entire learning and development (L&D) team.

EXPERIENCE THE VALUE OF INVESTING IN YOUR TEAM

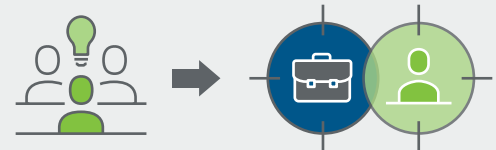
IMPROVED BUSINESS PERFORMANCE

The program's focus on **strategic alignment between training initiatives and business goals** equips your training personnel with the necessary tools to drive impactful business results.



ACTIONABLE RESULTS

Because discussion centers around the unique challenges your organization faces, practicum outputs are useful and can be immediately implemented in the workplace. Throughout the session, your team will develop a plan of action that **aligns your training goals with the goals of the businesses you support.**



REDUCED COSTS

The program's **on-site** or **virtual delivery** option eliminates travel costs and reduces the price of certification per student. **Time away from the job** is also reduced, minimizing the impact of time in the classroom.



ON-SITE
DELIVERY



VIRTUAL
DELIVERY



REDUCED
COSTS

RESEARCH VALIDATES THE INVESTMENT

ORGANIZATIONAL INVESTMENT
— IN TRAINING MANAGER PERFORMANCE —
IS THE NO. 1 PREDICTOR
OF A TRAINING ORGANIZATION'S
OVERALL PERFORMANCE

ORGANIZATIONS THAT EMPLOY
TRAINING MANAGERS WITH

**TRAINING
CERTIFICATIONS**

ARE 4X MORE LIKELY

TO BE RATED ABOVE AVERAGE

DEFINITELY A GAME CHANGER



**“THE CPTM PROGRAM PROVIDES A STRONG
FOUNDATION OF CONCEPTS IN THE BUSINESS
ASPECTS OF TRAINING MANAGEMENT.”**

— Matthew Prager, Executive Training Manager, United States Government

These companies recognize and use the CPTM program to enhance team performance—
is yours doing the same?



There are many options for
getting your team certified,
including **sending a group to a
public practicum** or **scheduling
a private session for your group.**

**CONTACT US TO LEARN MORE ABOUT
WHICH OPTION IS BEST FOR YOU.**

learning@trainingindustry.com