

Certified Professional in Training Management

— Candidate Guide —



Advance Your Career in Learning and Development

This guide explains the process of earning your Certified Professional in Training Management (CPTM™) credential. In it, you will find information on the certification's background, requirements and how to register.

Table of Contents

03 At a Glance

04 Certification Development
Eligibility
Cost

05 Program Outline

07 Scheduling Your Practicum
Recertification

08 Alumni Benefits
Anti-discrimination Policy

09 Compliance with the ADA
Reviews
Ready to Register?

Preparing to Become a CPTM: At a Glance

Top 5 Features of the CPTM Program

- ♦ **No prerequisites:** CPTM welcomes newcomers along with seasoned learning leaders.
- ♦ **Relevant content:** The CPTM program is based on years of research into what it takes to manage strategic and impactful training initiatives across industries.
- ♦ **Applied practice and networking:** Apply what you've learned with other training professionals from around the world.
- ♦ **Exam preparation:** The three-step program sets you up for success when you're ready for the certification exam.
- ♦ **Continued support:** Upon passing your exam, you'll enjoy the benefits and continued support of the CPTM alumni community.

Who should become a CPTM?

This program is ideal for any training manager or learning leader who wishes to further their career in L&D by developing strategic practices focused on the business of learning. Because CPTMs come from a variety of backgrounds, there are **no prerequisites** for earning the credential. Whether you head a L&D department in a large organization, or are a training department of one, the CPTM credential has practical applications for you.

Why should you become a CPTM?



Develop the core competencies of a training manager. Gain the knowledge, skills and abilities you need to manage a high-performing training function.



Advance your career in L&D. Earning this certification demonstrates your expertise in training management, enabling you to take the next step in your career.



Speak the language of learning. The CPTM program is designed to teach you the language of learning and business, promoting your status as an organizational leader crucial to the business' success.



Improve business performance. Because the CPTM program focuses on the alignment of training initiatives and organizational goals, you will gain the tools you need to drive impact and lasting results.



Join an elite network of L&D leaders. Gain an unmatched opportunity to become part of a community dedicated to unifying the training industry and promoting the status of L&D as a profession that is respected and essential to improving business performance.

Developing the CPTM Certification

The CPTM Certification Committee, a partnership between Training Industry and Pearson Learning Solutions, developed the certification to create an internationally accepted level of knowledge, education and experience, by which the training community can recognize L&D leaders. The examination is intended to evaluate candidates' levels of knowledge and skill in responding to the demands of the training manager job role, both now and in the future.

In an [ongoing global research effort](#) that has spanned over a decade and included input from thousands of learning professionals, Training Industry has identified the traits of the highest-performing training organizations. This research, updated regularly, forms the body of knowledge behind the CPTM program and curriculum, providing specific insights into the [core competencies](#) of a **training manager** and **best practices** of great training organizations. Our findings, constructed into an intuitive, hands-on training program, delivers a set of business skills and best practices that empower you to manage training programs that align with the needs and goals of your organization.

CPTM Eligibility

CPTM candidates come from a variety of backgrounds. Many are currently working as training leaders within an organization. Others are subject matter experts in a particular field who aspire to become training leaders. Still, others work as external consultants and wish to better understand their clients' roles. Each of these backgrounds brings special areas of expertise to the management of a training function. Because CPTMs come from diverse backgrounds, there are no specific prerequisites for earning the credential.



There are **no specific prerequisites** for earning the [CPTM] credential.

Program Cost

The tuition for each student is \$3,695, payable in advance of the program. Your tuition includes the registration fee; access to all course materials, including 10 eLearning modules, courseware and handouts; access to the virtual practicum; two attempts at successful completion of the certification exam; and, upon completion, admittance into the CPTM alumni network, including access to exclusive content and events for continuing education. Your access to all course materials never expires, including the eLearning modules.

Many employers offer assistance with certification costs. Download our [Guide To Approaching Your Employer](#) template for tips on gaining support for CPTM.

Private Sessions and Group Discounts

Many organizations have opted to certify a team of training professionals within their company. To learn more about the benefits of team certification, visit our site and if your organization would like to sponsor more than one employee, or you are registering as part of a group, please call (866) 298-4203 or email courses@trainingindustry.com for reduced rate options.

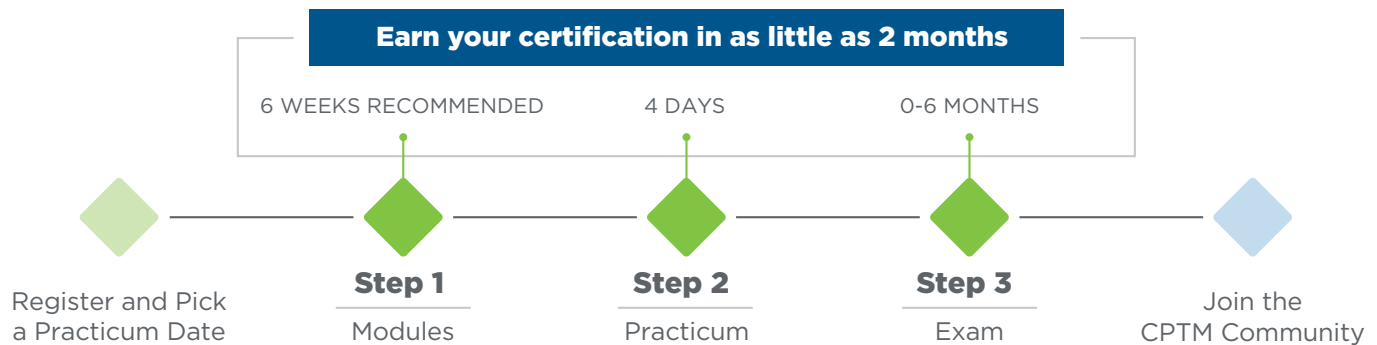
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Program Outline

The CPTM program provides insights on the core responsibilities and competencies of a training manager, best practices of great training organizations, and how to use those principles when aligning your learning and development plan to your organization's goals.

The CPTM program is organized into a three-step process:



10 eLearning Modules

CPTM candidates are given access to the CPTM Learning Community, where they complete 10 eLearning modules and their associated assessments. Each module contains multiple lessons and takes approximately one to five hours to complete, for a maximum of 50 hours of pre-work. Candidates are expected to complete all 10 modules, including online assessments, prior to the practicum. We recommend planning between four to six weeks to complete the eLearning modules prior to your scheduled practicum. Each module focuses on a different aspect of training management and is detailed below.

- ♦ **Understanding the Evolution of the Training Industry** reviews the history of the profession, highlighting social and economic shifts that help to prepare for future changes and innovation within the industry.
- ♦ **Managing a High-Performing Training Function** outlines the process capabilities of high-performing training functions and explains how to prioritize your efforts to drive performance for the business.
- ♦ **Creating Strategic Alignment With Business-Centric and Demand-Based Training Models** examines how different training models create (or inhibit) strategic alignment between the training organization and the business.
- ♦ **Selecting and Managing Resources** analyzes the decision-making process for acquiring and managing quality information, internal and external resources, and costs associated with each. This allows training initiatives to be scaled easily to meet increased or decreased business demands.
- ♦ **Optimizing Your Organization's Training Processes** demonstrates how to define, structure and manage the organization's training processes in ways that help the business achieve its goals.
- ♦ **Leveraging Technology to Enhance Organizational Learning** examines how to leverage technology as a powerful tool to deliver knowledge, engage the learner, promote active learning, enable learner mobility and enhance knowledge transfer.

- ♦ **Providing Solutions Based on Needs Analysis and Business Acumen** focuses on analysis that leverages both business acumen and performance metrics to craft solutions that mobilize resources, processes and technology to improve business performance.
- ♦ **Developing and Delivering High-Impact Training Solutions** details instructional design and learning delivery methods, taking into account critical considerations, such as scale, work environment, geography, time to launch and update frequency.
- ♦ **Assessing Business and Training Performance** explains how to evaluate results, creating a feedback loop for improvement in the business, training organization and training initiatives.
- ♦ **Preparing for the CPTM Practicum** reviews all module content and prepares you for success in the practicum. This module also offers a practice exam which you can choose to take before or after the practicum to test your knowledge before taking the official exam.



We recommend planning between **four to six weeks** to complete the eLearning modules prior to your scheduled practicum.

Practicum

The practicum is designed around a team-based business simulation focused on helping you apply the knowledge gained from the eLearning modules to develop real-world training solutions. Each practicum is facilitated by seasoned training professionals with both subject matter expertise and real-world experience managing training. Confronted with a business problem, teams of three to six work together to diagnose the root cause of the problem, develop a solution using learning and development, identify appropriate success metrics, and sell the solution to their fellow practicum participants, who act as constituents within the simulated business scenario. Each practicum includes a keynote discussion with an experienced CPTM who has faced many of the same challenges you face at your company.

Certification

Successful completion of the virtual exam is the last step in achieving your CPTM certification. The two-and-a-half hour, 100-question exam tests your ability to apply best practices using your understanding of the core competencies and responsibilities of a training manager.

You will be given access to the exam on the last day of your practicum. The exam must be taken within six months of the close of the practicum; however, we recommend taking the exam as soon as possible to ensure the material is fresh. You will have two attempts to successfully complete the exam. Every additional attempt beyond the two included will require a \$300 administration fee. Candidates must receive a 70% or higher to pass the exam and earn the CPTM certification. Steps 1 and 2 were created with you in mind: This process is so effective that the exam has over an 85% pass rate for those who complete both steps. The exam is made up of nine major subject areas. Each subject area is covered on the exam, but specific questions vary with each administration. This exam is updated regularly, following a review by the examination committee.

Preparing for the Virtual Practicum

Our virtual platform allows you to interact face to face with your instructor and fellow classmates; you will need a webcam and internet access to participate. Please use this [link](#) to test your ability to connect to the practicum and utilize both audio and video controls before the practicum begins. Email cptm@trainingindustry.com if you have any issues. For more detailed instructions on how to test your system and connection, please use this [link](#).

What's Next?

Upon successful completion of the CPTM exam, you will:

- ◆ Be presented with the CPTM designation.
- ◆ Receive a CPTM certificate validating your accomplishment.
- ◆ Become a member of the CPTM alumni community.
- ◆ Receive a digital badge to share on social media, including LinkedIn.

Rescheduling or Canceling Your Practicum

If you need to make a change to your program application (cancellation, transfer or substitution), Training Industry must receive notice via email at cptm@trainingindustry.com. A substitution or transfer made fewer than 30 business days prior to the practicum start date will result in a \$400 change fee, and tuition will be valid toward another practicum for a period of one year. Only one reenrollment opportunity is allowed.

Failure to attend the practicum without written notice will result in the forfeiture of the full course price. Cancellation made no more than five days after registration, and prior to accessing the eLearning portion of the program, will result in a full refund, minus a \$100 application fee. No refunds or transfers of registrations will be permitted after the eLearning modules have been accessed. If Training Industry is forced to cancel a course for any reason, liability is limited to the registration fee only.

Recertification Policy

The CPTM credential is valid for two years. Renewal requires the completion of 24 hours of continuing education credits (CEUs) every two years, consisting of training-relevant learning experiences, such as conferences and events. Falsification or misrepresentation of application information will invalidate the applicant's certification.

The objective of recertification is to demonstrate the value of continuous, lifelong learning to effectively manage future training needs aligned with organizational goals. To assist CPTM alumni in reaching the recertification requirement with ease, Training Industry offers a variety of courses and learning content to all CPTM alumni.

After successfully completing the program, you will be eligible to attend exclusive, complimentary alumni events, such as our virtual roundtables, and will have discounted access to many Training Industry resources such as the Training Industry Conference and Expo (TICE) and Training Industry Courses, which will contribute toward your CEUs.

Educate and Inform

Here are some facts you may want to share with colleagues to increase awareness of CPTM:

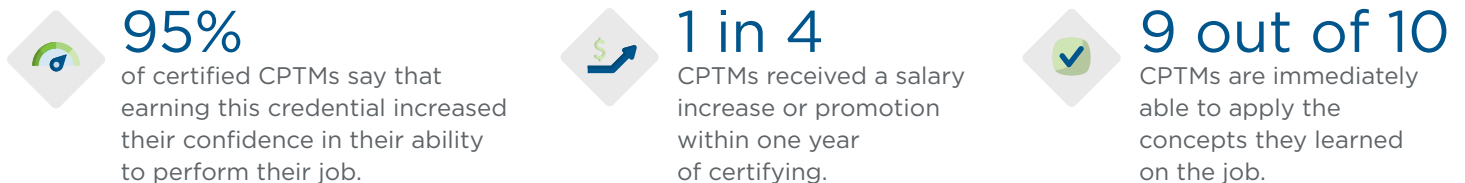
- ♦ The CPTM certification focuses on the role of the training leader and the business skills needed to manage performance improvement efficiently.
- ♦ The CPTM program is backed by a body of knowledge collected from learning leaders across the globe and provides a unique training experience designed for future learning leaders.
- ♦ The program's foundation in research provides specific insight on the core competencies of a training manager and the best practices of great training organizations.
- ♦ This research, constructed into an intuitive, hands-on training program, delivers a set of business skills and best practices that empower you to manage the future training needs of your organization.

Alumni Benefits

Upon completion of the program, you will receive a CPTM certificate and become a member of the CPTM alumni community, made up of professionals spearheading future learning and development practices with access to a continually curated body of knowledge and exclusive learning and development events.

Virtual Roundtable: Through the Leader's Lens is a virtual roundtable series for CPTM alumni that focuses on emerging and advanced issues in the business of training.

CPTM Certification and Member Benefits



An Active Alumni Network With Exclusive Access to:

- ♦ Virtual roundtables with live peer-to-peer discussion.
- ♦ The CPTM network through the LinkedIn group.
- ♦ Free and discounted Training Industry Conference & Expo (TICE) attendance.
- ♦ Speaking, writing and other opportunities to share your thought leadership.
- ♦ A continually updated resource library full of job aids, templates and tools populated by your peers.

Anti-discrimination Policy

Training Industry, Inc. does not discriminate on the basis of age, gender identity, race, color, religion, sex, sexual orientation and gender identity, disability, marital status, citizenship, genetic information, or any other characteristic protected by law. Training Industry, Inc. prohibits any such discrimination or harassment in all products, events, services or programs, including in the CPTM program.

Compliance With the Americans With Disabilities Act

Training Industry, Inc. does not discriminate against qualified individuals due to a disability in its programs, services or activities. We are committed to providing access and reasonable accommodations for completing the program and the certification exam to those with disabilities in compliance with the Americans with Disabilities Act of 1990 (ADA) and corresponding state and federal laws.

Under the ADA, anyone who has a physical or mental impairment substantially limiting one or more major life activities, has a record of such an impairment, or is regarded as having such an impairment, is considered a person with a disability. In accordance with the provisions of the ADA and Section 504 of the Rehabilitation Act of 1973, disabilities may include, but are not necessarily limited to, visual impairment, mobility and orthopedic impairments, hearing impairments, chronic medical conditions, learning disabilities and psychological disorders.

Reviews

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The CPTM program offers a great overview of how to build a training organization from the ground up. You gain access to models, best practices, and an alumni network that all contribute to the value of the program. It is truly a 360-degree program, covering everything a manager of a training function needs to know.

– **Eric Starke CPTM, SVP**

Learning Design Integration Lead, Truist

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What I appreciate most about all things Training Industry does is the level of learning and relationships that occur beyond just the phenomenal programming. The training and practicum together far exceeded my expectations.

– **Loren Sanders, CPTM**

Sr. Manager Enterprise Learning, Development and Performance, CVS

Ready to Register?

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Instructors with expertise



Engage with a
community of peers



Focused on the training
manager role

Training Manager **Competency Model**

All Training Industry courses are aligned to the **Training Manager Competency Model™**.

