



CERTIFIED PROFESSIONAL
IN TRAINING MANAGEMENT



Certified Professional in **Training Management**

———— Become a CPTM™ and Lead the Change ————

Earn a specialized credential founded on research-based best practices and focused on the training manager. The CPTM credential signifies your ability to align training with business needs and achieve new levels of impact.

Join Thousands of L&D Professionals Worldwide. **Become a CPTM.**

The 7 Core Responsibilities of a Training Manager

In an ongoing global research effort that has spanned over a decade and included input from thousands of learning professionals, Training Industry has identified seven core responsibilities and key competencies of the training manager.

This body of knowledge has been curated into a certification that provides training managers the skills needed to manage training programs that align with their company's goals and impact change across the business.

- 1 STRATEGIC ALIGNMENT
- 2 SELECT AND MANAGE RESOURCES
- 3 OPTIMIZE PROCESSES
- 4 MANAGE TECHNOLOGY
- 5 IDENTIFY NEEDS
- 6 DEVELOP AND DELIVER SOLUTIONS
- 7 EVALUATE PERFORMANCE



This is the best training program for training leaders. This program dials in on all the important business pieces that learning leaders must address. I feel empowered, confident and inspired to go back to my company and start implementing best practices from the program.

– **Sarah Boutwell, CPTM**

Director of Talent Development, CyberCoders

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.

The CPTM community spans roles, industries and organizations around the world. CPTMs are...



TRAINING
MANAGERS



VPs OF
LEARNING



TRAINING
DIRECTORS



ASPIRING LEARNING
LEADERS

What is the **CPTM** program?

The Certified Professional in Training Management (CPTM) program is the only credential focused specifically on the training manager role. As a CPTM, you will gain the skills needed to manage training programs that align with your organization's goals – now and in the future. You will also develop core competencies that will allow you to demonstrate your expertise in training management and impact change across the business.



4-DAY PRACTICUM
PLUS PREWORK



CERTIFICATION
AWARDED



VIRTUAL



SESSIONS FOR
EVERY TIME ZONE



ENGLISH
LANGUAGE



VIRTUAL
EXAM

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.

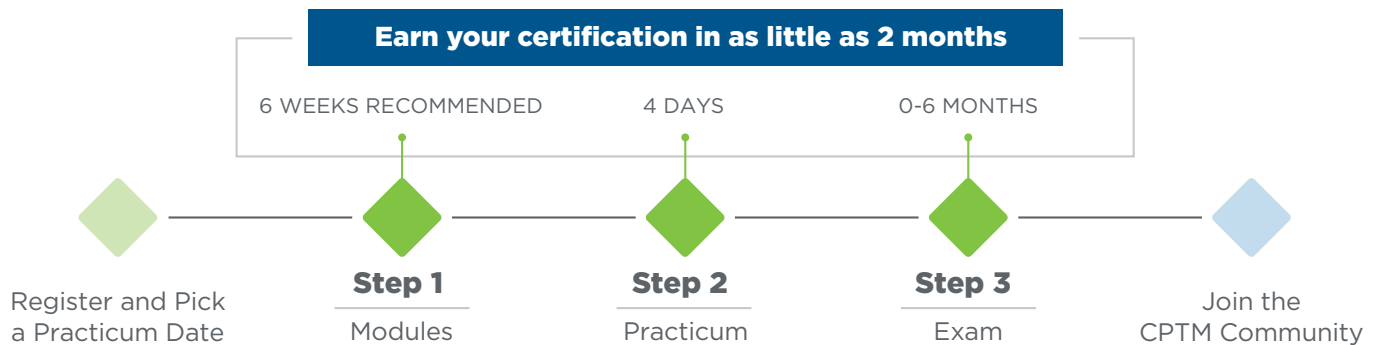


I consider this, hands down, to be the best investment I've ever made on continuing education and professional development.

– **Latasha Moss, Ph.D., CPTM**

Sales Ops Learning Manager, Cox Communications, Inc.

The **Certification** Process



Step 1 | Modules

To get the most out of your virtual practicum experience, we recommend starting the self-paced eLearning modules at least six weeks before your practicum. Modules include:

- 1 | Understanding the Evolution of the Training Industry
- 2 | Managing a High-performing Training Function
- 3 | Creating Strategic Alignment with Business-centric and Demand-based Training Models
- 4 | Selecting and Managing Resources
- 5 | Optimizing Your Organization's Training Processes
- 6 | Leveraging Technology to Enhance Organizational Learning
- 7 | Providing Solutions Based on Needs Analysis and Business Acumen
- 8 | Developing and Delivering High-impact Training Solutions
- 9 | Assessing Business and Training Performance
- 10 | Preparing for the CPTM Exam

As you complete the eLearning modules, you will gather information specific to your organization's goals, training processes and plans for addressing those goals with L&D.

Step 2 | Virtual Practicum

The practicum is an application-based learning experience focused on helping you apply the concepts and tools presented in the eLearning modules. The practicum provides a keynote address, ample discussion opportunities and team-based activities dedicated to creating alignment between your training programs and your organization's goals.

Tools and Resources

Course Materials

- ◆ Course workbook with resources.
- ◆ Endless access to all course materials, including eLearning modules.
- ◆ Library of models.

Job Aids

- ◆ Elements of an L&D Plan
- ◆ Guiding Principles of a CPTM
- ◆ Assessing Your Training Organization
- ◆ The Working Tools of a Training Manager
- ◆ And so much more!

Step 3 | Certification

The certification exam is the final step in obtaining your CPTM credential. It tests your ability to apply best practices using your understanding of the core responsibilities of the training manager.

The exam consists of 100 multiple-choice questions, and candidates must receive a final grade of 70% or higher to pass the exam. Steps 1 and 2 were created and refined with you in mind: This process is so effective that the exam has over an 85% pass rate for those who complete both steps.

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.

Maintaining Your Certification

You must recertify your CPTM credential by completing at least 24 hours of continuing education unites (CEUs) within a two-year period. CEUs consist of training-relevant learning experiences, such as conferences and events. To assist CPTM alumni in reaching the recertification requirement with ease, Training Industry offers a variety of courses and learning content, including exclusive continuing education opportunities for CPTMs.

Join the Alumni Network

As a CPTM alumni, you will join a community of training professionals spearheading the transformation of L&D practices, with access to a continually curated body of knowledge.

CPTM Certification and Membership Benefits



100%

of CPTMs who certified say that earning this credential has increased their confidence in their ability to perform their job role.



1 in 4

CPTMs received a salary increase or promotion within one year of certifying.



9 out of 10

CPTMs are immediately able to apply the concepts they learned to their job role.

An Active Alumni Network With Exclusive Access to:

- ◆ Virtual roundtables with live peer-to-peer discussion.
- ◆ Access to 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.
- ◆ Continually updated resource library full of job aids, templates and tools populated by your peers.

Why **Certify** Your L&D Team?

Did you know that organizations that employ certified training managers are 4x more likely to be rated above average? Training Industry Courses offers discounts for groups of two or more, with your choice of either a public or private practicum.

- 1 | Equip your training personnel with the necessary language and tools to drive impactful business results.
- 2 | Align your training goals with the goals of the departments you support.
- 3 | Transform your L&D team into a high-performing training function.

Our professional development experts are dedicated to your team's successful application of the CPTM curriculum and will be your trusted resource before, during and after program delivery.



Contact

Contact us for a one-on-one meeting with our professional development consultants.



Discover

Discover the benefits of certifying your entire team, how we can customize the program to meet your specific needs, and the time and cost associated with taking your team to the next level.



Assess

Assess your customized program proposal with your professional development consultant, and select the options that best fit your team's unique training needs.



Plan

Work with our facilitators and administrative specialists, who will assist you in all aspects of planning a successful program — from start to finish.



Experience

Experience the interactive, three-step certification program designed to equip your team with the knowledge, skills and abilities needed to transform your business into a high-performing training function.



Debrief

Debrief with your professional development consultant to evaluate your program's results and discuss strategies to integrate and sustain your team's ongoing development plan.

Contact us to learn more about certifying your team.

SCHEDULE A CALL

CONTACT US

About **Training Industry Courses**



TRUSTED BY WORLDWIDE ORGANIZATIONS



INTERACTIVE EXPERIENCE



RANGE OF TOPICS



GLOBAL LEARNERS

What to Expect from **Training Industry Courses**



Research-based courses



Instructors with expertise



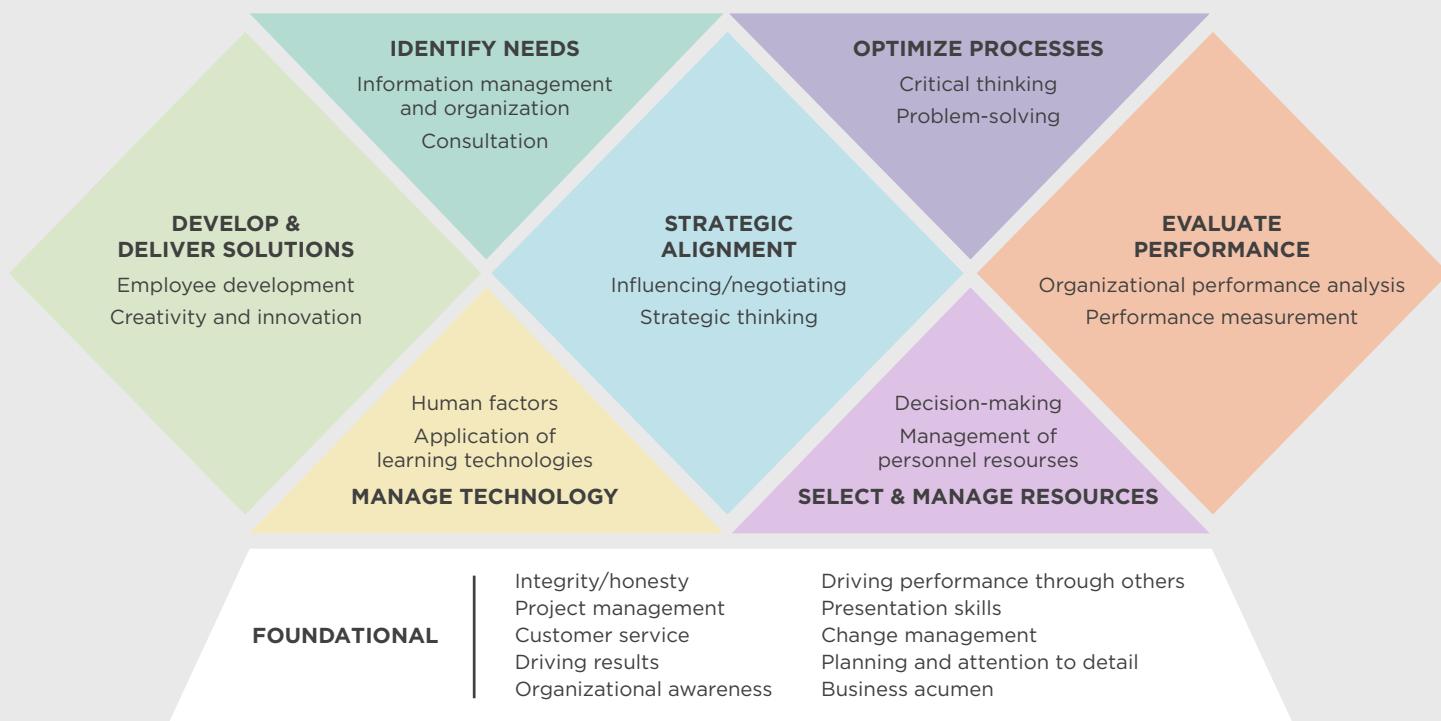
Engage with a community of peers



Focused on the training manager role

Training Manager **Competency Model**

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





This program truly helped me to better develop strategic processes and practices that align with my organization's goals and customer needs. Learning the core competencies and tools required by training managers in an ever-changing landscape helps me to stay on track and focus on the right programs, improve outcomes and deliver results.

– **Lisa Lopes, CPTM**

Senior Training & Services Leader, Honeywell

Earn **Recertification Credit**

The CPTM program is valid for **35 PDCs** for the SHRM-CP or SHRM-SCP.

This program is eligible for **18 APTD and CPTD** recertification points from the ATD Certification Institute.

Ready to get started?



REGISTER NOW

SCHEDULE A CONSULTATION

LEARN MORE