



**CERTIFIED PROFESSIONAL
IN TRAINING MANAGEMENT**

THE BENEFITS OF **CERTIFYING YOUR TEAM**

MAXIMIZE IMPACT / MINIMIZE DOWNTIME

ON-SITE AND VIRTUAL PRACTICUMS PROVIDE THE FOLLOWING ADDED VALUE:



TEAM BUILDING & ALIGNMENT

- The practicum can serve as a stand-alone team-building event or can be incorporated into larger team-building initiatives.
- Upskill and develop confidence in your team as you attain higher levels of performance and establish a foundation for future success.
- The live practicum helps align team members on the types of challenges you face and the best solutions for them.



FACILITATED, RELEVANT DISCUSSION

- Participant discussion and examples are specific to your organization, fostering a healthy examination of your training practices.
- Guided by a skilled facilitator, the conversation is kept confidential, providing a safe environment for employee dialogue.



CORE COMPETENCY DEVELOPMENT

- The CPTM program is designed to prepare your L&D team for their roles in a high-performance training organization.



ACCESS TO THE CPTM ALUMNI NETWORK

- CPTMs are admitted into an elite network of learning and development professionals, affording employees the opportunity to network with their peers.



KNOWLEDGE & SKILL MAINTENANCE

- Members of the CPTM alumni network have access to exclusive opportunities for continuing education, including CPTM roundtables, webinars, conferences and more.



IMPROVED BUSINESS PERFORMANCE

- The program's focus on strategic alignment between training initiatives and business goals equips your team with the tools to drive business results.
- Discussion centers on the unique challenges your organization faces, so outputs from the practicum can be immediately implemented.



REDUCED COSTS

- Onsite or virtual delivery 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.



DISCOUNTS & EXCLUSIVE INVITATIONS TO TRAINING INDUSTRY EVENTS

To learn more about the CPTM program, visit trainingindustry.com/cptm.

By investing in certifying your team, you'll benefit from enhanced alignment, resulting in improved business impact. Contact us to discuss any thoughts you may have about your specific needs relative to our sessions.

Schedule a Consultation | courses@trainingindustry.com | [919.653.4990](tel:919.653.4990)