



**CERTIFIED PROFESSIONAL**  
**IN TRAINING MANAGEMENT**



# **Certified Professional** in **Training Management**

— Gaining Buy-in for Your Professional Development —

# CPTM Benefits for Candidates and Employers

The Certified Professional in Training Management (CPTM™) credential is based on a core body of knowledge focused on building competencies that translate into effective training organizations. The CPTM program is based on industry research that has identified the key process and practice capabilities shared by high-performing training organizations. The CPTM curriculum translates these capabilities into an actionable toolkit for the training professional seeking to create business results with the training function.

## How to Demonstrate the Value of CPTM to Your Organization

**1 | Consider your organization's needs.** As a CPTM, you will be prepared to align your training organization with business strategy. Consider your organization's current challenges, and write a list of 3-5 issues your organization is facing. Describe how these issues could be addressed by the CPTM [learning topics](#), which include:

- ♦ How to ensure your training programs are aligned with strategic organizational goals
- ♦ How to develop solutions based on needs analysis and business acumen
- ♦ How to optimize your organization's training processes and resources
- ♦ How to choose development and delivery strategies that drive performance
- ♦ How to leverage technology to enhance organizational learning
- ♦ How to assess business and training performance for better outcomes

Note that you will also have the opportunity to bring your organization's challenges to the CPTM practicum for expert feedback and collaborative discussion.

**2 | Show how CPTM can help build your career.** Discuss your department's goals and your individual career goals. Focus on the skills and competencies you are trying to build, how they will contribute to your department and your organization, and how the CPTM program will support your knowledge and abilities in these areas.

Note that CPTM is the only learning program for training managers that is specifically focused on the alignment of learning and development with business goals.

**3 | Call attention to the value of the certification.** The CPTM program is designed to be an efficient use of your valuable time and is structured to be cost-effective. The registration fee covers everything you will need to complete the certification: ten online modules, a team-based practicum experience and two attempts at the certification exam.

Note that as a CPTM, you gain access to a professional network of alumni and exclusive continuing education events, available for no additional cost.

**4 | Offer to share information with your team.** As you move through the CPTM modules, you may wish to share what you're learning with your colleagues. Your entire department can apply the best practices you learn in the CPTM program. For greater impact, complete the CPTM program with a colleague, a [group](#) or an entire department to develop a common skill set and approach that can transform your business. Group discounts and private group practicum sessions are available.

Note that during your practicum, you will have the opportunity to bring your work experiences to the table, and you'll return to your job armed with information and resources to help you improve performance. Consider sharing a short presentation or hosting a Q&A session for colleagues.

# Letter Template

You may use all or part of this letter to help make the case for your organization to support your enrollment in the CPTM program. Download this letter as a Microsoft Word document [here](#).

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| Insert Decision<br>Maker Name<br>Here | Dear Shannon,                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | December 15, 2022                                                                                                                                     | Insert<br>Date<br>Here                 |
| 6 Weeks<br>Prior to<br>Practicum      | <p>I am asking for your support of my becoming a Certified Professional in Training Management (CPTM).</p> <p>Developed by Training Industry, Inc., the CPTM program is based on a body of knowledge developed through industry research into high-performing training functions. It teaches training professionals how to apply best practices, tools and strategies to increase organizational effectiveness through training.</p> <p>CPTM is a blended learning program consisting of a series of ten online modules, a live, virtual practicum experience, and a certification examination. The module topics cover core responsibilities of the training manager, including creating strategic alignment between the training organization and the business, maximizing resources, optimizing training processes, leveraging technologies, needs analysis, and strategic decision-making for training development and delivery.</p> <p>CPTM is designed to be an effective investment of time and money. The total program cost is \$3,495, including all modules, practicum sessions, materials and the exam. CPTM alumni also gain access to a variety of ongoing educational resources, including an alumni network and regularly-scheduled learning opportunities, all available for no additional cost.</p> <p>I would like to attend the CPTM practicum scheduled for March 6-9, 2023. Because I would need to complete the online modules in advance of the practicum, I would need to register by January 23, 2023.</p> <p>If you would like to learn more about the CPTM program, please let me know. You may also wish to review the CPTM program <a href="#">brochure</a> and browse various resources <a href="#">here</a>.</p> <p>The CPTM program is an opportunity for me to develop skills that will benefit the entire organization and make the training function a more effective business partner.</p> <p>Thank you for your consideration of this request.</p> <p>Sincerely,</p> | March 6-9, 2023. Because I would<br>need to complete the online modules in advance of the practicum, I would need to register by<br>January 23, 2023. | Insert<br>Virtual<br>Practicum<br>Date |
| Insert Your<br>Name Here              | Rajiv                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                       |                                        |

Ready to get started, or have additional questions?

REGISTER NOW

SCHEDULE A CALL

CONTACT US