



CERTIFIED PROFESSIONAL  
IN TRAINING MANAGEMENT

# Certified Professional in Training Management

— The Alumni Network —



## Advance Your Career in Learning and Development

As a member of the CPTM alumni community, you are joining an elite group of professionals spearheading the future of learning and development (L&D).

# 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

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In my current role, as a Learning consultant for a global company, I know that my peers are listening when I share because I have learned to connect the dots to the bigger picture and make informed decisions and I would give credit to CPTM. The community of CPTMs is excellent. The frequent roundtable events keep me continuously in touch with what my peers are up to in their roles.

– **Somya Dwivedi-Burks, CPTM**  
Independent Consultant

## Who are CPTM Alumni?

CPTM alumni represent a group of highly qualified professionals from over 50 countries worldwide, working in diverse roles and industries. Alumni are employed by large Fortune 1000 companies as well as small to mid-sized organizations, serving generalized training needs as well as specific functions. They combine their passion for learning and development with their business expertise to lead their organization's training and development initiatives.



**91%**

of CPTMs say earning the certification has increased their confidence at work.



**9 in 10**

CPTMs were able to apply the concepts at work within their first 6 months of certifying.



**1 in 4**

CPTMs received a salary increase or promotion that they attribute to their credential.



**1 in 4**

CPTMs were able to secure a new job at a new company after holding their credential for 2 years.

# Let **CPTM** take you where you want to go.

The CPTM credential was made for training managers and aspiring training managers across all industries. The alumni network is made up of a diverse group of elite L&D professionals. While they all may have training in common, alumni differ in specialties, the functions and industries they serve, their titles and backgrounds, where they reside and the size of the companies that employ them. No matter your background, current path or future goals, the CPTM certification can help take you where you want to go.

## **The CPTM community spans roles, industries and organizations around the world.**

**CPTM Alumni can be found in over 50 countries across the globe.**



**CPTMs are...**



TRAINING MANAGERS



VPS OF LEARNING



TRAINING DIRECTORS



ASPIRING LEARNING LEADERS

## **CPTM Alumni** by Industry

 BUSINESS SERVICES/ EDUCATION AND TRAINING	 GOVERNMENT	 MANUFACTURING
 INFORMATION TECHNOLOGY AND SERVICES	 RETAIL AND CONSUMER SERVICES	 NON-PROFIT
 FINANCIAL SERVICES	 HEALTH AND MEDICAL SERVICES	 UTILITIES AND TRANSPORTATION

**Ready to get started?**

**SCHEDULE A CONSULTATION**

**LEARN MORE**

# Join the **CPTM** Alumni Network

## **Step 1** | Complete the 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.

## **Step 2** | Participate in the Virtual Practicum

The practicum is an application-based learning experience focused on helping you apply the concepts and tools presented in the eLearning modules.

## **Step 3** | Earn Your Certification

The certification exam is the final step in obtaining your CPTM credential. 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.

## What to Expect as a CPTM Alumni

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.

### An Active Alumni Network with Exclusive Access to:

- ◆ Virtual roundtables with live peer-to-peer discussion featuring topics such as learning analytics, burnout, strategy, cultural considerations and building your professional brand.
- ◆ Access to the CPTM network through the LinkedIn group.
- ◆ Receive a free pass your first year as a CPTM to one of Training Industry's live, in-person conferences, including the Training Industry Conference & Expo (TICE), and 50% off any subsequent event.
- ◆ Networking events designed to continually grow your network of peers.
- ◆ Discounts and endless access to all course materials.
- ◆ 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.

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You will be challenged to open your mind and learn new ideas and principles, but you will be supported every step of the way, not only by the Training Industry staff but by also by the CPTM alumni. And at the end, you will find yourself with a world of resources and connections that make it so worth your time.

— **Paul Olmsted, CPTM**  
Talent Development Manager

# 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™**.

