



CLD Certification Handbook

Asia Pacific



INSTITUTE OF
LEARNING &
PERFORMANCE

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PREFACE

The aim of the Certified Learning Designer (CLD) Handbook is to equip potential applicants with everything they need to know to decide and undertake the certification process. It explains the certification phases, assessment criteria and processes, and what is required to maintain CLD status once obtained.

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ABOUT ILP

The Institute of Learning & Performance (ILP) is the leading member-based industry body for learning and development (L&D) professionals, representing over 4,300 professionals and the wider L&D community across Australia, New Zealand and Asia Pacific.

Through networking, events and access to business essentials, we support learning professionals throughout their career. ILP supports members through their journey as learning professionals, from novice to master, helping them to:



- Keep updated on industry trends
- Savings on business essentials
- Be recognised



- Assess their capabilities
- Identify development areas
- Create development pathways
- Access practical resources



- Build their networks
- Grow their industry presence
- Find jobs or contract work
- Share ideas & insights

ILP membership is open to anyone working within the learning industry, from trainers and facilitators, to coaches, business services professionals and L&D teams. Whether you are working with or managing an internal L&D team, running your own business, or providing services to the industry we invite you to join us.

We are passionate about the learning industry and we exist to help you succeed.

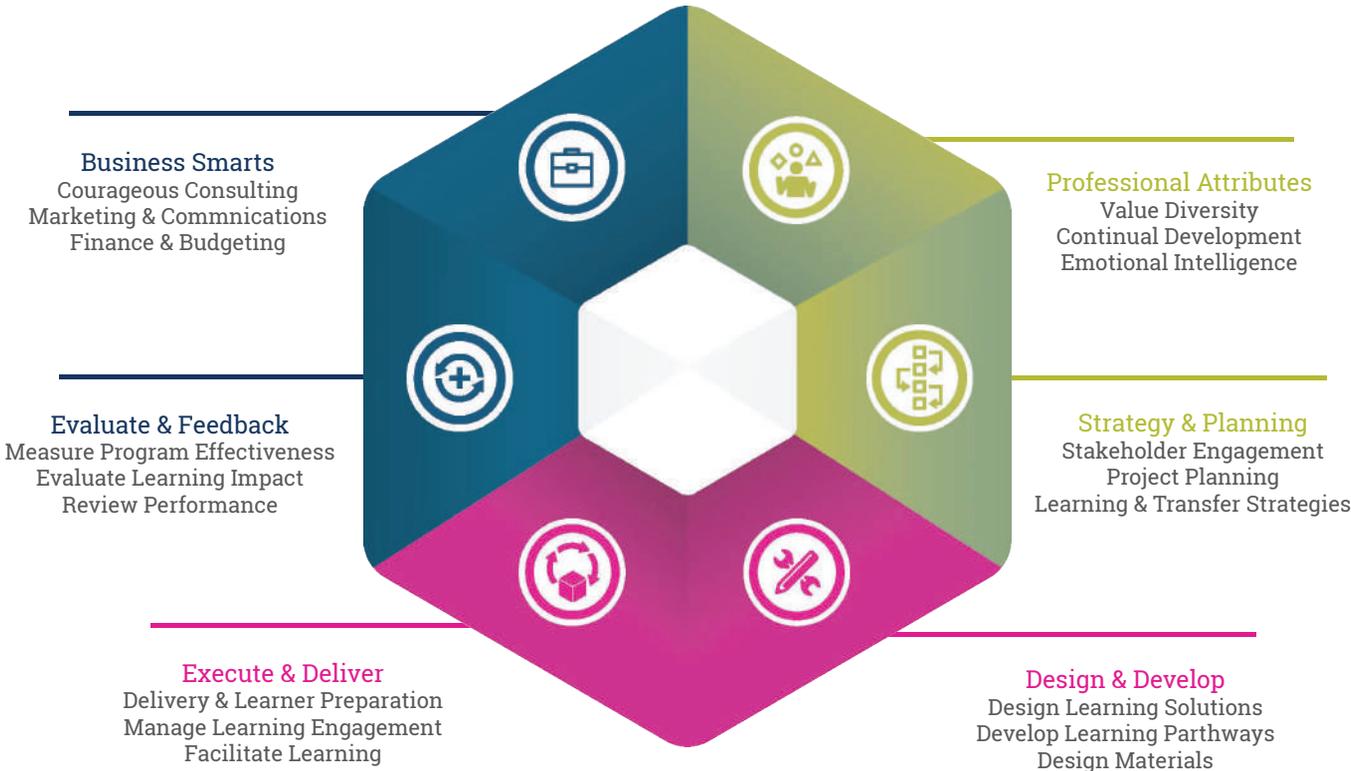
ABOUT THE ILP CAPABILITY FRAMEWORK

The institute recognises that the learning and development profession is changing, with a move from traditional learning methodologies to innovative ways to design not just programs but learning pathways to engage learners and achieve desired outcomes.

The ILP Learning and Development Capability Model© aims to capture the capabilities that learning and development professionals require for long term success within their industry. The model has been designed to be relevant and applicable to all learning and development professionals accountable for the design, delivery and implementation of learning for their clients or organisation.

Across six dimensions, we have identified over 200 behavioural elements covering four levels of expertise, that help learning and development professionals identify their development areas.

ILP is passionate about the evolution of the learning and development profession. ILP is passionate about the evolution of the learning and development profession. The capabilities outlined at each stage of the Capability Model, provide a baseline for each step of your career.



WHAT IS CLD?

The Certified Learning Designer (CLD) is the master recognition benchmark for quality learning instructional designers, creating effective learning solutions to meet identified learning needs and achieve the desired outcomes and results. It is what sets high quality designers apart in our profession. This benchmark:

- Recognises design and development capabilities, experience and achievements
- Identifies well designed learning designs achieving great results
- Provides quality assurance to existing and potential clients
- Acknowledges quality instructional design work and continual improvement processes

Achieving this benchmark provides an industry-wide recognised standard of excellence to stand out with clients, employers and learners.

ELIGIBILITY REQUIREMENTS

To be eligible for the CLD, designers should have:

- Extensive practical instructional design experience (minimum of four years)
- Recognised qualifications in learning and development or related fields (e.g. Certificate IV minimum level, Certified Learning Facilitator, Certified Learning Consultant, etc)
- Demonstrated results or achievements from their learning solutions
- Commitment to ongoing professional development

WHAT ARE THE BENEFITS OF CLD RECOGNITION?

By achieving CLD Certification, you will receive the following benefits:

- International recognition of competence in learning design
- Be able to market your solutions' credibility and competitive advantage to a broader internal or external client base
- Recognition as a CLD on ILP website
- Opportunities to consult with ILP and clients on design solutions
- Use of Certified Learning Designer digital badge

THE CLD CERTIFICATION PROCESS

CLD certification is based on assessments of:

- The learning analysis
- Stakeholder engagement
- The design and development and the application support of the solution

It will also explore the designers' ongoing professional development to keep their skills current to enable them to offer the best solutions to their organisation or client. To be successful the designer must demonstrate the application of advanced design skills and how the learning initiatives help stakeholders and organisations achieve results.

The process consists of the following four phases:



Phase One - Decide

We want all potential Certified Learning Designers to decide if the CLD is the right option for them. Please take the time to go through the full certification process and answer the following questions to make an informed choice:

- Do you and your learning solutions meet the eligibility requirements?
- Do you have the appropriate capabilities and experience?
- Is this the right time for you to commit to the certification?
- Will achieving the CLD Certification support your goals?
- Can you demonstrate the application of advanced design skills of learning initiatives that help stakeholders and organisations achieve results?

Still undecided, please give one of the ILP team a call on 1300 768660 or email info@apilp.org with any queries.

Phase Two – Apply

Each application form should be accompanied by the following evidence:

- A minimum of four years design experience in learning and development
- Recognised qualifications or accreditations in learning and development or related fields
- Professional development activities completed over the last three years reflecting currency
- Demonstrated success of their learning designs (minimum of two solutions)

Please ensure the Application is completed and that all claims are independently substantiated as the CLD certification process is comprehensive and subject to audit by external parties. Certified copies of official documents must also be provided.

Phase Three – Prepare

Once the application is approved, applicants will be provided with additional information relating to the practical assessment. We recommend applicants:

- Review the ILP Capability Framework and consider examples of when the Learning Designer has displayed the expected behaviours.
- Prepare for an interview with the assessor to discuss the design process and the solution.

Phase Four - Practical Assessment

The practical assessment component of the CLD Certification involves:

- Complete a questionnaire in relation to the experience and capabilities expected of L&D professionals at this level.
- A validation interview (Face-to-face or via video conference) to discuss the candidate's steps and processes for engaging their stakeholders to determine the design needs, and application strategies
- Presentation of the evidence, e.g. learning needs analysis, learning solution materials, etc.
- Review of client review and piloting/testing.

CLD BEHAVIOURAL ELEMENTS



DIMENSION 1 - Professional Attributes

Professional skills are critical to the success of the L&D professional, and their Learning solution. We have identified three key elements that are critical to the success of an L&D professional and solution. How diversity, emotional intelligence, and how continual improvement are valued, will impact the success of the learning Initiatives you deliver.

<p>Value Diversity</p> <p>Act with integrity with professionalism; being respectful of stakeholder, learner and organisational needs. Develops positive connection with the L&D community, and seeks to understand organisation's environment (culture, norms, values etc).</p>	Perspective Element	Incorporates learner experiences, perspectives and approaches to maximise the learning experience
	Feedback Element	Fosters a learning culture that values fair and inclusive practices
	Adoption Element	Manages and adjusts learning design to ensure learners can participate to their fullest ability

<p>Continual Development</p> <p>Commitment to ongoing development of industry knowledge and technical skills through research and professional development opportunities</p>	Self-development Element	Develops practices and engages with industry leaders to continually enhance their capabilities
	Methodology Element	Manages the integration of new learning methodologies, industry trends and technology into programs and reviews outcomes
	Stakeholder Element	Continually manages the review of programs with stakeholders, to incorporate improvements

CLD BEHAVIOURAL ELEMENTS



DIMENSION 2 - Strategy & Planning

When facilitating a concept with stakeholders, learning solutions require detailed planning to ensure priorities, resources and activities are undertaken in a purposeful way to ensure a successful outcome.

Stakeholder Engagement Develop a stakeholder engagement plan that outlines methods of engagement, key actions, approach to risk management and performance framework. The strategy will involve people who have influence, or will be affected by the learning initiative being delivered.	Expectations Element	Consults with key stakeholders to ensure expectations are clarified
	Communication Element	Clearly articulates and manages relevant information about the program, its goals, benefits and support required to ensure its success
	Measurement Element	Identifies and manages return on expectation and success measures through continual consultation with stakeholders, ensuring they are clear on emerging risks and accountabilities

Project Planning Organise key activities to ensure the successful delivery of the learning program; and develop this in consideration of broader business /clients' requirements.	Project Management Element	Utilises knowledge of project management tools and approaches to manage project and changes to suit environment and stakeholder needs
	Stakeholder Element	Maintains stakeholder engagement, motivation and support throughout project
	Planning Element	Contains the project plan and communication plan for milestones, risk mitigation and articulates implications of project changes

Learning Transfer Strategies Creates a strategy to support the application of the learning to ensure stakeholder expectations and learning outcomes are achieved.	Development Element	Has clear processes for learning application that create accountability with stakeholders and learners to sustain learning transfer
	Strategic Element	Maintains strategies that enable learning outcomes to be achieved in the workplace
	Application Element	Has processes that identify and manage inhibitors or enablers that will impact application of learning

CLD BEHAVIOURAL ELEMENTS



DIMENSION 3 - Design & Develop

This dimension is critical for the success of any learning solution, and the elements outline the key aspects of any learning solution; from understanding the context and style of delivery that suits your client/stakeholder to designing the content to meet the learning objectives and goals.

Design Learning Solutions Apply appropriate design techniques and methodologies to create effective solutions to address learning needs and meet stakeholders' expectations.	Solution Element	Manages design techniques to meet learning requirements and advises on best practice solutions to meet desired outcomes, within budget and timing
	Learner Element	Manages the learner focus of the long-term approach, incorporating various methods to achieve individual objectives
	Design Element	Manages bespoke solutions designed to meet organisational and learner needs utilising appropriate modern blended learning concepts

Develop Learning Pathways Develop an effective learning pathway which is enjoyable and ensures the learner is engaged in successful outcomes and the learning goals are achieved.	Activity Element	Manages the learning pathway ensuring all elements of the program design are delivered in the most effective way
	Technology Element	Uses innovative approaches to incorporate technologies to enhance the learner experience
	Utilising Element	Utilises and manages long-term learning activities and designs solutions to support learning application

Develop Learning Materials Develop effective learning materials for the delivery method that is appropriate, engaging and accessible for all learners.	Content Element	Structures activities in the most appropriate way to meet learning outcomes
	Methodology Element	Utilises a wide range of delivery methods and blended learning methodologies
	Adoption Focus	Builds in activities that will help determine the learners' comprehension
	Flexibility Element	Uses experience to adjust content to suit changes in environment and learner engagement

CLD BEHAVIOURAL ELEMENTS



DIMENSION 4 - Execute & Deliver

This dimension relates to the tactical elements of delivering and executing learning activities or programs, developing and implementing structured project and communication plans, ensuring stakeholders and learners are prepared, and creating the right environment to maximise learning.

<p>Delivery & Learner Preparation</p> <p>Ensuring that you are prepared, aware of what is available at the venue, collateral is organised, Plan B is thought through and you have all that you need to successfully carry out the learning.</p>	<p>Planning Element</p>	<p>Reviews and prepares materials, session plans and creates backup activities and resources to support the delivery of the workshop.</p>
		<p>Meets with stakeholders to conduct a 'walk-through' of the pre-work and program content, and adapts as necessary to ensure learning expectations are met.</p>

CLD BEHAVIOURAL ELEMENTS



DIMENSION 5 - Evaluate & Feedback

Evaluation and feedback are key to ensuring the long-term success of L&D programs. While often focused on learner experience in the workshop alone; successful evaluations encompass the entire learning process.

Feedback should be gathered on each aspect of the program from initial communications with learners, the learning solution, including learning application and the return on investment to the organisation.

Measure Program Effectiveness Conduct effective evaluations on the design and delivery of the program and achievement of learning outcomes.	Methodology Element	Has a range of evaluation data collection and analysis methods built in to their solutions
	Design Element	Has a solid understanding of designing evaluation processes and modifying existing designs to fit the program
	Analysis Element	Has experience managing data analysis and reporting, deriving evidence from diverse sources whilst identifying trends

Evaluate Learning Impact Measure the effectiveness of the learning initiative including impacts on behaviour, performance and business results.	Collection Element	Works with stakeholders to identify program data metrics to be collected to measure the organisational learning impact
	Program Element	Has evaluation processes that consider all stages of learning from initial reaction through to post-program activities, and post-program debrief
	Impact Element	Evaluates the impact of learning over time to ensure maximum results for both learners and the organisation

Review Performance Focused on identifying areas for improvement in areas such as learning design and delivery, stakeholder engagement and learner support by seeking feedback from clients, learners, peers as well as personal reflection.	Feedback Element	Incorporates processes for regular skill reviews to identify improvement opportunities
	Self-review Element	Continuously undertakes and manages self-review to assess strengths and areas for improvement
	Opportunity Element	Incorporates processes for engaging learners, peers and stakeholders to reflect on the design performance and continually improve results

CLD BEHAVIOURAL ELEMENTS



DIMENSION 6 - Business Smarts

Business smarts are the behaviours that set L&D professionals apart. These behaviours differentiate highly successful L&D professionals from others and demonstrates a high level of business acumen relating their learning solutions over and above technical skills such as program design, delivery methodology or learning transfer.

Courageous Consulting Manages stakeholder relationships to influence successful outcomes and ensure expectations are met.	Consulting Element	Collaborates with stakeholders across the organisation, ensuring long-term learning solutions are adopted
	Resilience Element	Welcomes new challenges and persists in raising and working through novel learning solutions
	Influence Element	Ensures the learning content reflects the organisational culture

Finance & Budgeting Budget savvy, with an understanding of the costs of your programs; break even costs and your real cost of service.	Planning Element	Has well-developed commercial acumen, planning, financial management and budgeting
	Value Element	Influences a realistic budget and manages stakeholder deliverables to ensure expected value of program is achieved
	Commercial Element	Calculates and manages the cost of programs from design through to delivery (e.g. customisations; materials; admin support; shipping; delivery time)

CLD STATUS MAINTENANCE

Certified Learning Designer is valid for one year. To maintain CLD status, recipients will need to provide evidence of how they have reviewed two learning solutions they have designed and incorporated the feedback received.

This commitment, which is subject to random ILP auditing, fosters continued learning and development.

Certified Learning Designers are encouraged to maintain their professionalism and attributable status by undertaking a minimum of 30 hours of professional development (e.g. professional development workshops, structured learning activities and informal activities such as research and readings), over a 12-month period.