

ASTD Webcast

ASTD Competency Model

March 27, 2013 - Q&A



Reminders

- The **ASTD Competency Model Report** will be published in May 2013. All registrants of the webcast will receive an email when it's ready.
- A **related webcast** will be held on June 4, 2013. Visit <http://bit.ly/11W03MM> to register for "Taking It to the Next Level: Applying Competency Models in Your Organization and Your Career."

Q&A

How will the CPLP certification and re-certification processes be impacted by the new Competency Model?

Visit www.astd.org/Certification/CPLP-Certification-Test-Changes for details about CPLP changes and updates.

Are there any handouts to access?

Download the slides here: <http://webcasts.astd.org/documents/2947>

Download the related job aids here: www.astd.org/model

Why is the field referred to as training and development?

The field has been described in many ways over time – from industrial training to learning and development to workplace learning and performance. What ASTD has learned over the years and through thousands of communications, is that senior leaders, others outside the field, our customers, and occupational classifications within the Department of Labor, refer to our profession as training and development. The Model content continues to reflect a profession that is dedicated to developing and improving the performance of individuals and organizations. It reflects a profession that accomplishes this in a variety of ways that extends beyond training.

What is the value of a competency model?

A competency model defines what people need to know and do to be successful. By aligning one's professional development plans to a competency model, individuals and organizations can prepare for the future, faster.

How can we update our CPLP preparation materials to the 2013 revisions?

The current version of the ASTD Learning System is valid for CPLP preparation through October 2013. Visit www.astd.org/Certification/CPLP-Certification-Test-Changes for details about CPLP changes and updates.

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How can we measure how well we are hitting the targets both individually and as a group of T&D professionals? (Slide 14)

The soon-to-be published competency study will contain measurable behaviors. These behaviors may need to be customized for use in a specific organizational context because different corporate or even national cultures may have different expectations. It may also be necessary to identify the levels of behavior (that is, behavioral anchors) desired and the work outputs and quality indicators associated with each of the competencies.

I'm taking the CPLP exam this year—what will I miss out on by testing on the old model vs. the new model?

Visit www.astd.org/Certification/CPLP-Certification-Test-Changes for details and decision aids.

Where can I see 2013 Competency Model?

The Model graphic can be downloaded at www.astd.org/model.

Is the term SMEs (subject matter experts) outdated?

Many still use the term SME and it is clearly understood. Some organizations prefer to use technical expert or knowledge expert, or another similar term.

Do both the 2004 and 2013 models work together?

No, the 2013 Model is a significant update to the 2004 Model.

Am I still good using my CPLP study materials?

The current version of the ASTD Learning System is valid through October 2013. Visit www.astd.org/Certification/CPLP-Certification-Test-Changes for details about CPLP changes and updates.

Are the Areas of Expertise still called AOE's?

Correct.

How long before the Career Navigator is realigned to the new Competency Model?

ASTD Career Navigator revisions are expected in May 2013.

What does CPLP stand for?

Certified Professional in Learning and Performance is a certification for professionals in this field. For more information, visit www.astd.org/cplp.

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Where are the details for each AOE and the Foundational Competencies?

Go to www.astd.org/model for high level information. Further details will be available when the full report is published in May 2013.

Where is Social Learning?

Social learning is grouped within the Learning Technologies AOE, and to a lesser extent, within Knowledge Management. Further details will be available when the full report is published in May 2013.

What are Personal Skills (as different from Interpersonal Skills) in the Foundational Competencies?

The definition for each Foundational Competency appears on www.astd.org/model. Further details will be available when the full report is published in May 2013.

Is there overlap between these competencies and those for OD & HR?

There may be overlap. The ASTD Competency Model is meant to focus on the profession of T&D. While some theorists believe that many fields are converging—HR, OD, T&D, and even Management—the goal of this occupational competency study is to focus on the unique occupation of Training & Development.

Why did you change the color scheme in the Model?

The colors were changed to further differentiate the 2013 Model from the 2004 Model.

Were there competencies discussed that did not make it into the Model?

Most everything was included. The AOE's include detailed content that the webcast did not have time to cover.

What is meant by coaching in this context?

Coaching comes in many forms - performance coaching, executive coaching, management coaching, etc. The process of coaching is the focus. It encompasses all forms of coaching especially coaching in a business versus a personal context.

Is there an order that those new to the field should use when approaching the Model?

This is a difficult question to answer. ASTD has educational programs to train people on foundational skills for the profession. The ASTD Learning System is another resource. However, care must be taken to avoid a "one size fits all approach" to newcomers in the field. Recognize that different organizations may have different starting points. For some organizations, instructional design is an entry level role; for others, delivery is an entry level role. Other entry points do exist in the field, depending on the industry and type of organization. Mentoring can be very helpful for new entrants to the field in specific jobs, organizations, and industries to give proper guidance on where is the best place to begin learning.

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How does a competency in global mindset help in the training and development profession?

While some organizations do maintain a singular focus on domestic markets, the reality is that many organizations are striving to enter growth-oriented international markets, many of which are outside the United States. Greater numbers of us now work across borders, generations, and so forth. Cross-cultural awareness and having a global mindset are thus essential for career success in the T&D field in the future.

Is there alignment between the model and higher education programs?

Yes, there is alignment, and one member of the research team teaches in a graduate program focused on the field. (That is William Rothwell of Penn State University.) Data were collected from a broad cross-section of professionals in the field, including representatives from many educational institutions.

Does the Model provide examples of the types of training and resources that are available to become proficient at these competencies?

See the ASTD Career Navigator at www.astd.org/careernavigator which will be updated in late May 2013.

How is the Integrated Talent Management approach carried out successfully?

*We recommend the ASTD white paper on talent management:
<http://store.astd.org/Default.aspx?tabid=167&ProductId=20129>*

Is technology in both the Foundational Competences and as part of Areas of Expertise?

*This information appears in the slides. Download the slides here:
<http://webcasts.astd.org/documents/2947>*

How can we build skills in the Foundational Competencies?

*Various associations and organizations offer certifications in the business and managerial competencies. ASTD offers **certificate** programs (learning programs) in these areas as well.*

For Foundational Competencies, is there a standard percentage breakdown for "how competent" certain roles may require?

No, this was not addressed in the research.

Why is the graphic divided in half?

Please refer to the webcast for an explanation: <http://webcasts.astd.org/webinar/635>

Would an organization also determine the AOE's based on its own development?

Yes, tailoring of an occupational-wide competency study is often needed to apply the model in specific organizational and national cultures.

Are the terms instructional design and learning technologies synonymous?

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These are not interchangeable terms. See www.astd.org/model for definitions.

It may be possible to apply the ISD model and rely on nontechnology-based applications. The instructional systems design model, in its many published and research-based forms, is not the same as learning technology. Care should be taken to distinguish between the unique knowledge needed to design training for individuals and the use of technology in doing so.

Business Skills is a Foundational Competency, was there consideration to call out Project Management as a competency?

There is considerable agreement on the value of Project Management. PM skills are embedded in many of the AOE's. It is also essential to train people how to manage and juggle multiple projects at once, which is a reality in many organizational settings today.

Is there a relationship between the ASTD Model and the IBSTPI competency work?

One researcher on the ASTD project team has written several books based on the IBSTPI competency models. The short answer is that IBSTPI tends to focus on single AOE (such as design, delivery or training management), while the ASTD Model is broader and more multi-disciplinary.

When was the new Competency Model launched?

The Model was first launched in January 2013.

Is there any change to the CPLP credential name?

The acronym will remain CPLP.

What are some ways that someone can improve skills in these critical areas?

There are many ways to build competence at the behavioral level—watching others, mentoring others, attending training, viewing websites, watching videos, engaging in work assignments, and so forth. The ASTD Learning System and ASTD's online resources can provide additional guidance. The ASTD Career Navigator (available late May 2013) at www.astd.org/careernavigator will also provide guidance.

How do you get organizational/senior leadership buy in on this model?

*Senior managers must be briefed and shown how the field can contribute to meeting business needs. One researcher on the study wrote a book to answer this question entitled **What CEOs Expect From Corporate Training** in which 78 CEOs of various companies were interviewed regarding past ASTD research. The results of that limited-sized study revealed that while practitioners have one view of the field, CEOs do not always share the same views or expectations. Hence, communication and information about the value proposition are essential.*

Where is the job aid/plan?

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You will find the job aids/ action planning tools at www.astd.org/model and the ASTD Career Navigator at www.astd.org/careernavigator.

Could this Model be used to assess organizational readiness/needs, not just trainers' professional readiness?

It's not intended to be an organizational readiness model. Organizations may be at different levels of sophistication in how they conceptualize and manage training and development. One size does not fit all.

How can those of us who are new to T&D, and not presently working in the industry, determine the AOE to begin with?

This question requires some mentoring, self-reflection, and career planning to answer. Many entry points exist in the field. A degree program in the field is one place to start. Basic train-the-trainer programs, or conferences like ASTD's International Conference, are also good starting points. To some extent it depends on the individual and what he/she wants to do and what competencies he or she possesses at the time. There is no one traditional entry point into the field.

When will the CPLP exam have the newest Competency Model content on it?

The CPLP exam will reflect the updated content starting in March 2014.

How well known is CPLP to employers when you're adding this to your resume?

Please see www.astd.org/cplp for evidence of employer value as it relates to the CPLP certification.

I have my CPLP designation – what is the best way to learn about the new content and AOE's?

We suggest you read the January 2013 T+D magazine article about the revised Model at www.astd.org/.model. You may wish to consider completing the Career Navigator assessment at www.astd.org/careernavigator after it has been updated in late May 2013.

When will new CPLP study materials go live?

CPLP prep study materials will be going live in the fourth quarter of 2013.