

REED  
LEARNING

# Qualifications & Membership from The American Society for Training and Development

Now delivered by Reed Learning

**“We share our excitement and enthusiasm in joining Reed Learning in a new partnership focused on the UK.”**

Tony Bingham  
CEO & President, ASTD

- Qualifications for learning and development professionals in partnership with the world's largest L&D association
- Programmes that will empower L&D professionals to drive real change in their organisation
- A range of benefits from ASTD membership, including groundbreaking research, member events, career advice, online workshops, discounted rates on ASTD products and services, a monthly magazine and regular webcasts

 [WWW.REEDLEARNING.COM/ASTD](http://WWW.REEDLEARNING.COM/ASTD)

 0800 170 7777

 [MORE.INFO@REED.CO.UK](mailto:MORE.INFO@REED.CO.UK)



# ASTD now in partnership with Reed Learning

Support and development for L&D professionals in the UK

CEO & President, ASTD  
Tony Bingham



## Dear Colleagues in Learning and Development,

ASTD (American Society for Training & Development) is the world's largest association dedicated to workplace learning and development professionals. ASTD's members come from more than 100 countries and connect locally in more than 125 US chapters and through more than 20 international partners. Our members work in thousands of organisations of all sizes, in government, as independent consultants, and as suppliers. ASTD is proud to have more than 3,000 members outside of the United States and also supports conferences and events around the world.

We provide resources for learning and development professionals, educators, and students, including research, analysis, benchmarking, online information, books, and other publications. We bring professionals together in conferences, workshops and online, providing professional development opportunities for learning practitioners, including certificate programmes and preparation for the premiere credential offered in the field: ASTD Certification Institute's Certified Professional in Learning and Performance (CPLP®) certification.

While serving as the voice of the profession to the media and public policy makers, ASTD is committed to supporting the global community of learning and HRD professionals to advance the field.

We share our excitement and enthusiasm in joining Reed Learning in a new partnership focused on the UK.

With best wishes,

Tony Bingham  
CEO & President, ASTD



## About Reed Learning and our L&D programmes

Reed Learning is one of the UK's largest providers of short courses, professional qualifications, in-house programmes and outsourced training services. People choose us for the widest choice of venues and dates, largest pool of quality-assured trainers and guaranteed standards of training delivery. Everything we do is focused on practical training courses that make a visible difference to our clients.

We have partnered with the world's leading association dedicated to the learning and development industry and the UK awarding body EDI to offer a range of qualifications for L&D professionals. These programmes offer all the skills you need to succeed in a competitive marketplace.

### What do I get out of it?

- An internationally-recognised qualification designed exclusively for L&D professionals
- Practical, work-based assessments that allow you to evaluate your effectiveness and take steps to improve performance
- Flexible programme dates that fit around your commitments
- Tutor and peer support via an online learning community
- Up to 13 days of face-to-face training with our team of expert L&D facilitators
- Complimentary membership of the ASTD for the first year
- A boost to your credentials that will help you to take the next step in your career
- Comprehensive study guides and reference materials

### What does my employer get out of it?

- Increased staff morale, motivation and retention
- Return on investment and improved measurement of L&D impact
- Flexible study for employees
- Corporate membership benefits
- Enhanced reputation
- Networking opportunities
- Benchmarking against international best practice
- An understanding of the global L&D marketplace
- Access to the latest research

# Reed Learning L&D Qualifications

in Partnership with ASTD and accredited by EDI



## Our programmes

This quick reference diagram shows the ASTD qualification structure. You can find more detail on our Level 4 and Level 5 programmes in this brochure.

### Level 4

Attend Designing Learning (3 days, p6) **AND**

Measuring and Evaluating Learning (3 days, p7) **AND**

**One of the following three ASTD courses:**

Coaching Skills for L&D Professionals (2 days, p9) **OR**

Consulting Skills for L&D Professionals (2 days, p8) **OR**

Managing the Learning and Development Function (3 days, p10)



**Complete three assessments**



Receive Level 4 Certificate in Designing and Evaluating Learning (8-9 days, £2,999 + VAT) **OR** continue to Diploma



**Attend the two remaining ASTD courses listed above**



**Complete two assessments**



Receive Level 5 Diploma in Workplace Learning (4 days, £1,999 + VAT)

### Level 5

Attend Coaching Skills for L&D Professionals (2 days, p9) **AND**

Consulting Skills for L&D Professionals (2 days, p8)



**Complete two assessments**



Receive Level 5 Certificate in Coaching and Consulting (4 days, £1,999 + VAT) **OR** continue to Diploma



Attend Designing Learning (3 days, p6) **AND**

Measuring and Evaluating Learning (3 days, p7) **AND**

Managing the Learning and Development Function (3 days, p10)



**Complete two assessments**



Receive Level 5 Diploma in Workplace Learning (13 days, £4,500 + VAT)

## Committed to your learning

We're dedicated to results-focused training. Everything we do is about empowering people to make real improvements back at work. All of our programmes are based on our industry-leading understanding of learning & development and robust processes, as accredited by the Matrix Standard and ISO 9001 & 27001. They're supported by our stringent academic standards, upheld by our independent Academic Board of impartial education experts.

In addition, every trainer that works with us is recruited, managed and assessed according to a strict competency framework, which you can download at [reedlearning.co.uk/quality](http://reedlearning.co.uk/quality).

If you have any questions about our programmes or processes we'd be happy to answer them. Please call our product team on 020 7520 5101.

## Don't just take our word for it

Here's what attendees of ASTD programmes have to say:

**"It is by far the best course on this topic I have attended."**

Toye Oshunbiyi, Learning and Development Consultant, SThree

**"As an international member, I recommend ASTD membership to my colleagues because it's the best in class training and development association in the world. ASTD really is the best place to learn how to learn!"** Managing Partner, LKN Switzerland

**"I learned a tremendous amount of helpful information during the Measuring and Evaluating Learning Certificate Program... This year I will be attending more certificate classes offered by ASTD as I know first-hand what a worthwhile investment it is and I am truly excited!"** Megan Mills, Manager of Training, Food, Nutrition & Retail, Summa Health System



# ASTD membership plus the CPLP accreditation



JOIN US

AND OVER 8000 DELEGATES  
IN DENVER, CO  
FOR THE 2012 ASTD  
CONFERENCE  
CALL US TO FIND OUT MORE

## ASTD membership

By joining ASTD you will become part of the world's largest membership organisation for workplace learning, joining more than 36,000 other L&D professionals in over 100 countries. ASTD membership gives you access to career development opportunities and resources, as well as discounted rates on events and the annual conference & exposition.

### ASTD membership benefits:

- T&D Magazine (monthly)
- T+D Webcasts
- The Buzz (weekly)
- ASTD Links (monthly)
- ASTD Online Library
- ASTD State of the Industry Report (annual)
- ASTD Research Reports (three annually)
- Workplace Learning and Performance Scorecard (WLP)
- ASTD Member Directory
- ASTD Career Center
- Area of Expertise Webcasts
- Invitation to an annual members' conference
- Option to undertake the CPLP® preparation

## ASTD CPLP® qualification

The ASTD's Certified Professional in Learning and Performance Certification (CPLP®) is an internationally recognised qualification providing you with the tools to be the best in your field. The certification evidences your real world, practical expertise and knowledge that can be readily applied to the current work environment. CPLP® gives you the capability, credibility and confidence to be a high performing contributor in your organisation, and is administered and awarded by ASTD.

The CPLP® qualification is a three-part assessment that includes:

- 1. Experience:** At least three years of industry-related work experience
- 2. Knowledge:** A multiple-choice knowledge exam
- 3. Performance:** A work product ('work sample') submission

To prepare for this assessment, you will complete a period of self study and may choose to supplement your learning by attending one or more of the face to face workshops outlined below.

**Coaching Skills for Trainers:** 2 days, delivered face-to-face in London, £899

**Consulting Skills for Trainers:** 2 days, delivered face-to-face in London, £899

**Designing Learning:** 3 days, delivered face-to-face in London, £1,299

**Managing the L&D Function:** 3 days, delivered face-to-face in London, £1,299

**Measuring & Evaluating Learning:** 3 days, delivered face-to-face in London, £1,299

**Career Planning & Talent Management:** Delivered through distance learning, in-house or on request (price dependent on delivery method)

**Facilitating Organisational Change:** Delivered through distance learning, in-house or on request (price dependent on delivery method)

**Human Performance Improvement in the Workplace:** Delivered through distance learning, in-house or on request (price dependent on delivery method)

**Managing Organisational Knowledge:** Delivered through distance learning, in-house or on request (price dependent on delivery method)

**Cost** £105 Reed Learning can offer exclusive discounts on ASTD membership. Contact us for more details.

**Contact** For more information on ASTD membership call 020 7520 5101 or email [astd.uk@reedlearning.co.uk](mailto:astd.uk@reedlearning.co.uk)

MEMBERSHIP  
COSTS JUST £105  
PER YEAR

The ASTD modules listed above will be delivered in conjunction with Reed Learning's existing portfolio of L&D programmes, offering integrated progression routes for anyone involved in L&D management and delivery. Visit [www.reedlearning.com/astd](http://www.reedlearning.com/astd) for the latest on these qualifications and accreditations.

## Level 4 Certificate in L&D Design and Evaluation

Design engaging learning solutions that deliver measurable results

LEVEL 3 QUALIFICATION  
ALSO AVAILABLE  
REEDLEARNING.CO.UK/  
LEVEL3LEARNING



### Who is it for?

The Certificate in L&D Design and Evaluation is essential for anyone involved in the design, development and delivery of training programmes. It's ideal for trainers, consultants and instructional designers with responsibility for creating learning interventions.

### What is it about?

L&D professionals are under increasing pressure to demonstrate the return on investment of their training. The Certificate provides you with the complete toolkit for creating innovative and results-driven training. It covers every aspect of learning and development, from analysis, design and development all the way through to implementation and evaluation. The programme will share a variety of best practice techniques, processes and frameworks to ensure that the learning you produce is engaging, measurable and aligned to business goals.

The courses feature practical case studies that can be applied to your current role and organisation: whether you design training programmes internally for your staff or as a freelance consultant for a client.

On completion of the Certificate, candidates can choose to progress to either the Level 5 Certificate in Coaching and Consulting or the Level 5 Diploma in Workplace Learning.

### Pre-course work

You are required to complete some pre-course work before attending each training event. This is designed to enhance and support your learning throughout the qualification.

### Structure

The Level 4 Certificate is comprised of two three-day modules:

- Designing Learning
- Measuring and Evaluating Learning

These modules can be booked flexibly and attended at times to suit you. Both modules and assessments must be completed to receive the certificate.

### Assessment

The Level 4 Certificate requires candidates to complete three assessments as per the diagram to the right. The assessments are based where possible on discussion of real learning solutions which the candidates have been involved in. Candidates are encouraged (though not required) to examine the same learning solution for both the Designing Learning and Measuring and Evaluating Learning assessments.

### Schedule

Modules can be taken in any order, however we strongly recommend that you leave at least six weeks between course dates to ensure you are able to focus on one assessment at a time.

### Recommended route

Designing Learning  
(3 days, p6) **AND**

Measuring and Evaluating  
Learning (3 days, p7) **AND**

**One of the following three  
ASTD courses:**

Coaching Skills for L&D  
Professionals (2 days, p9) **OR**

Consulting Skills for L&D  
Professionals (2 days, p8) **OR**

Managing the Learning  
and Development Function  
(3 days, p10)



**Complete three assessments**



Receive Level 4 Certificate  
in Designing and  
Evaluating Learning **OR**  
continue to Diploma



**Attend the two remaining  
ASTD courses listed above**



**Complete two assessments**



Receive Level 5 Diploma  
in Workplace Learning

**Duration & cost** 8-9 days, £2,999 + VAT



Awarded by the American Society  
for Training and Development

Accredited by EDI



## Level 5 Certificate in Coaching and Consulting & Level 5 Diploma in Workplace Learning

Ground-breaking qualifications designed exclusively for experienced L&D practitioners and managers

### Who is it for?

These Level 5 programmes are aimed at senior L&D professionals such as trainers, learning & development managers, consultants and learning designers, who require a broad range of skills and techniques to make a measurable impact on their organisation.

### What is it about?

L&D professionals are constantly challenged to demonstrate results and improve performance within their organisations. These Level 5 programmes have been created following an extensive research project to find what's necessary to drive these results. After consultation with industry experts, clients, partners, sector skills councils and the community we established which skills were essential to L&D professionals and created these programmes to provide them.

The qualifications are the first of their kind in the UK. They offer candidates an opportunity to specialise in key areas of L&D practice and management: Design, Evaluation, Coaching, Consulting and Strategy. Each of these topics explores solutions for enhancing learning transfer, increasing workplace performance, delivering measurable results, aligning L&D with the strategic imperatives of the business, achieving buy-in from the board, integrating learning technologies and much more.

The programmes feature practical case studies that can be applied to your current role, whether you work for an internal L&D function or as a freelance consultant.

The workshops are interactive and thought-provoking, featuring cutting-edge techniques and models drawn from ASTD and Reed Learning's global reach and extensive experience within the L&D industry.

**Duration & cost**    **Diploma:** 13 days, £4,500 + VAT  
**Certificate:** 4 days, £1,999 + VAT



Awarded by the American Society  
for Training and Development

Accredited by EDI



### Structure

#### Certificate

The Level 5 certificate is comprised of two two-day modules:

- Consulting Skills for L&D Professionals
- Coaching Skills for L&D Professionals

These modules can be booked flexibly and attended at times to suit you. Both modules and assessments must be completed to receive the certificate.

#### Diploma

The Level 5 diploma requires you to complete all five modules. Again, these can be attended flexibly, though we recommend attending the certificate modules first.

#### Assessment

You will be assessed on every module you attend. The type of assessment depends on the module, but all are closely linked to practical challenges and situations faced in your role.

#### Schedule

Please note that modules on both the certificate and diploma can be taken in any order, however we strongly recommend that candidates leave at least six weeks between course dates to ensure they are able to focus on one assessment at a time.

### Recommended route

Coaching Skills for  
L&D professionals  
(2 days, p8)



Consulting Skills for  
L&D professionals  
(2 days, p9)



**Complete two assessments**



Receive Level 5 Certificate in  
Coaching and Consulting or  
continue to Diploma



Designing Learning (3 days, p6)



Measuring and Evaluating  
Learning (3 days, p7)



Managing the Learning  
and Development Function  
(3 days, p10)



**Complete three assessments**



Receive Level 5 Diploma in  
Workplace Learning

## Designing Learning

Create engaging learning that makes a powerful impact

Meet the  
trainer:

### Ben Waldman



**Ben is part of our training faculty and regularly delivers this course. He has a passion for helping others improve their skills, and has previous experience as a training manager responsible for over 2,000 employees nationwide.**

Ben is well-versed in overcoming the barriers that stop individuals developing and has provided commercial L&D consultancy at director level for many organisations. For the last ten years he has worked as a trainer, facilitator, coach and consultant, designing and delivering an array of management, leadership and L&D programmes. Ben takes pride in making every training programme he designs completely in-tune with the learning needs of his clients and delegates.

#### Who is it for?

This programme is for trainers, learning and development consultants, learning designers and anyone involved in design, development and delivery of learning interventions.

#### What is it about?

This hands-on workshop covers the entire analysis, design, and development processes with many examples and practice exercises.

#### What will I get out of it?

This course provides participants with the opportunity to learn from their peers as they engage in group activities that model stages of the design process. A case study is followed throughout the course, with accompanying video evidence, and a CD is also provided of all of the checklists and templates for you to use back on the job.

#### Course overview

- Consider and apply a number of techniques to gather information on learning needs
- Apply the ADDIE and HPI models
- Identify and document business goals and measures
- Prepare for and conduct interviews, surveys, and analyse work products and procedures
- Consider evaluation methodologies available and create a plan
- Recommend and document the most appropriate interventions
- Select instructional methods that promote human psychological learning processes
- Analyse a job task down to its individual steps and required knowledge
- Write complete learning objectives
- Create course and lesson outlines
- Produce a Design Document that presents a complete training plan
- Follow guidelines for creating a Participant Guide, Facilitator Guide, and supporting materials
- Apply guidelines to the use of visuals, text, and audio
- Apply guidelines to the development of lesson task training materials
- Develop valid tests and test items
- Prepare for training implementation, including testing and rollout
- Pilot and market the programme

**Duration & cost** 3 days, £1,299 + VAT

**Code** TRD



Forms part of our Learning & Performance Academy programmes in partnership with the American Society for Training and Development and accredited by EDI



## Measuring and Evaluating Learning

Make sure learning has lasting results

Meet the  
trainer:

**Martin  
Kearns**



Martin is part of our training faculty and regularly delivers this course. Martin has over 30 years' experience in the financial services industry and has been involved in learning and development for a similar period.

Martin specialises in developing people's skills in business, financial, and risk management. He also provides presentation, negotiation and influencing skills training and has expertise in the creation and nurturing of profitable business relationships.

### Who is it for?

This programme is for anyone who is involved in or has responsibility for the delivery of learning and development interventions in organisations – trainers, L&D consultants or advisers, HR managers with responsibility for training, and Organisational Development (OD) Specialists.

### What is it about?

Learning and Development professionals are constantly challenged to prove the return on investments made into staff and organisational development. But what are the most effective ways of measuring the efficiency and evaluating the impact of learning or training interventions?

This course aims to give all learning and development professionals a set of the most up to date models of evaluation, a solid framework and techniques to apply these in the field, and key ways to collect and analyse data to support the business case for investment.

### What will I get out of it?

A practical and progressive course for learning professionals, this three day event presents a comprehensive overview of training evaluation, and all participants leave with an evaluation strategy plan. All of the fundamental issues in evaluation are covered, as well as the key elements of each level of evaluation.

### Course overview

- Identify client performance intent and expectations
- Identify the need for increased measurement, evaluation, and ROI/impact consideration
- Identify and describe the primary models of evaluation
- Develop a detailed evaluation plan
- Identify and implement appropriate tests
- Identify and analyse intangible measures
- Conduct basic data analysis, including ROI and impact consideration
- Communicate data to a variety of stakeholders
- Build support and a credible business case for increased evaluation
- Develop detailed evaluation plans
- Update internal policy/practice on evaluation
- Select appropriate data collection methods
- Manage data collection and data integration
- Analyse and interpret data
- Improve the effectiveness of learning and development programs
- Expand the implementation of successful programs and redesign or discontinue ineffective programs
- Make better decisions about learning and development funding and implementation
- Build productive relationships with clients and executives

**Duration & cost** 3 days, £1,299 + VAT

**Code** TRM



Forms part of our Learning & Performance Academy programmes in partnership with the American Society for Training and Development and accredited by EDI



## Coaching Skills for L&D Professionals

Essential techniques for powerful coaching interventions

Meet the  
trainer:

**Martin  
Walton**



Martin is part of our training faculty and regularly delivers this course. Martin is a coaching expert who has twenty years of Learning and Development experience. He has extensive facilitation experience with multinational clients, and is an accredited member of the European Coaching Institute and Chartered Management Institute.

Martin's expertise makes him well-equipped to deliver our Coaching Skills for L&D Professionals course. He mixes comprehensive knowledge of coaching theory with a positive, outgoing delivery style that empowers delegates to provide highly effective coaching sessions.

### Who is it for?

This programme is for trainers, L&D Consultants and those involved in the design and delivery of training to either internal or external clients.

### What is it about?

Trainers and learning & development professionals need to draw on an increasingly complex armoury of skills. If your work requires you to coach individuals, groups, teams or indeed entire organisations, a solid model and infrastructure for planning the coaching intervention is essential.

This course aims to deliver the practical techniques you need, not only to coach your clients more effectively, but also to measure and track their progress, proving the value of your coaching intervention.

### What will I get out of it?

This is a highly participative course, where you will learn from one another as well as the tutor. By the end of the workshop, you will be able to go back to your workplace and immediately start using your coaching toolkit.

In this course you will learn a five-step model for coaching to use with individuals, teams, or an entire organisation. You will have the opportunity to practice coaching competencies through role plays, group exercises, and case studies.

### Course overview

- Identify personal strengths and areas for improvement on a coaching assessment inventory
- Practice the five key coaching competencies within the workplace learning professional coaching model
- Establish coaching agreements with clients and identify how goals link to enhanced business performance
- Promote an open, flexible, and confident coaching relationship
- Apply coaching ethics and standards appropriately in all coaching situations
- Demonstrate active listening, ask powerful questions, and use effective dialogue to provide maximum benefit to clients
- Integrate and evaluate multiple sources of data that help clients achieve agreed-upon results
- Design actions and opportunities for ongoing learning
- Set a coaching action plan
- Document, measure, and track the client's progress toward their coaching goals
- Develop an effective coaching plan with clients
- Plan, implement, and manage an integrated coaching program
- Build an entire coaching infrastructure at the individual, team, or organisational level

**Duration & cost** 2 days, £899 + VAT

**Code** TRC



Forms part of our Learning & Performance Academy programmes in partnership with the American Society for Training and Development and accredited by EDI



## Consulting Skills for L&D Professionals

Deliver expert L&D consultancy to any client

Meet the  
trainer:

**Jo  
Gordon**



Jo Gordon is part of our training faculty and regularly delivers our Learning & Development programmes. She is a highly experienced manager, mentor and coach with over twenty years' experience. Jo has designed, managed and delivered highly successful training for clients including Airbus UK, the Food Standards Agency and the Olympic Delivery Authority.

Jo's engaging, inspirational delivery style and passion for coaching help her get the most from every delegate attending her courses. Her experience means that she is able to give expert guidance on all the aspects of training consultancy, so every delegate will leave with the skills to assess and deliver exactly what their stakeholders need.

### Who is it for?

This programme is for trainers, or anyone who is involved in or has responsibility for the delivery of learning and development interventions in organisations.

### What is it about?

Whether you consider yourself a consultant or not, chances are that you use consulting skills. If you are involved in training, learning, and performance, you are likely to be increasingly drawn into a more consultative role. Consultancy could take the form of a project closely related to training, such as designing a customised programme. Or it could be a project, such as developing and implementing a leadership succession plan for your organisation.

### What will I get out of it?

This course will provide you with an overview of ASTD's '5-D' model for consulting to address these types of project, from the time you are contacted through to the final stages.

Collaborating in small groups, you will:

- Follow a case study from start to finish
- Apply skills to consulting scenarios
- Solve problems
- Role-play meetings
- Try out checklists
- Make decisions just as consultants do every day

The programme will also help you identify your areas of strength and need, and allow time for you to create a personal development plan to become a better consultant

### Course overview

- Put into practice techniques and tools to consult with a client
- Introduce practical ideas to manage consulting projects
- Evaluate skills and identify developmental needs
- State the various consultancy roles a Learning and Performance professional plays
- Identify whether a client is ready and decide whether to proceed
- Build client relationships and reach an agreement on expectations
- Develop effective questioning techniques
- Identify the advantages and disadvantages of various methods to collect and analyse data
- Plan data feedback and delivery
- Address resistance and other difficult client behaviours
- Deal effectively with sensitive information
- Use teams effectively to design and implement solutions
- Establish targets and strategies for fulfilling the project requirements
- Identify strategies and tactics to solve a variety of common consultancy issues
- Evaluate the success of a consultancy project and create a plan for using lessons learned
- End a contract appropriately

**Duration & cost** 2 days, 899 + VAT

**Code** TRCN



Forms part of our Learning & Performance Academy programmes in partnership with the American Society for Training and Development and accredited by EDI



## Managing the Learning and Development Function

Link learning and development to the bottom line

Meet the  
trainer:

### Neville Pritchard



Neville is a people development specialist and a thought leader in the world of learning, and as such is a key member of our training Faculty that regularly delivers this course. He has nearly 25 years' experience as a coach, trainer, practitioner and senior manager in learning and development. His experience includes heading Barclays University, Learning Director at Barclays Bank and Head of Group Training and Management Development at Abbey National. Neville was also the UK President of ASTD between 2001 and 2004, and has been personally accredited by ASTD to deliver their Certificate Programmes.

During his career, Neville has conceived award-winning approaches and programmes in organisational learning and is a frequent international speaker on learning strategy. His success is built on a performance-driven and results-oriented approach to learning, and he inspires others to adopt a similar approach. Through interactive activities, discussions and analysis he provides insights on best practices in the field and helps delegates implement them in their own organisations.

#### Who is it for?

This programme is for Training / L&D Managers responsible for delivering best practice approaches to learning which meet business objectives and generate organisational success.

#### What is it about?

As a learning leader, you face challenges such as understanding the organisation, managing learning solutions, and organising and administering the learning function. This workshop is designed to prepare you for these challenges and set you up for success in your role.

#### What will I get out of it?

Through interactive activities and discussions, you will gain insight on best practice in the field and begin to form your own plan for managing the learning function at your company. This interactive workshop includes self-assessments, small-group case study discussions, best-practice reviews, and feedback on specific challenges participants face.

#### Course overview

- Realise the current and evolving role of the learning manager
- Establish a vision of how the learning function improves business performance and enables execution of organisational strategy
- Develop long-range learning, development and human performance initiatives
- Understand what drives business and how the learning function can best add value
- Ensure the utilisation of best practices in all areas of Learning & Development
- Lead and manage the learning function like a business
- Identify the learning project life cycle and the learning manager's role in each phase
- Illustrate how a learning manager can build effective relationships with internal clients
- Ensure quality throughout the course development process
- Consider and apply three business models for the learning function
- Apply the key components of the learning business plan
- Ensure that learning activity is efficient, effective and makes a sustained impact
- Evaluate the current solutions of the learning function
- Consider what processes are outsourced by the learning function, determine and manage what to outsource
- Enable the learning function to partner with human resources on key initiatives and to face joint challenges
- Ensure legal considerations relating to L&D are incorporated to protect their companies from risk
- Evaluate emerging technologies

**Duration & cost** 3 days, £1,299 + VAT

**Code** LDM3



Forms part of our Learning & Performance Academy programmes in partnership with the American Society for Training and Development and accredited by EDI



#### Dull but important

When booking your course or qualification please quote this code:

**ASTDLAU11**

**REED**  
LEARNING  
●●●

# To enrol call us on 0800 170 7777

## Why choose Reed Learning?

**We are the UK's leading business training company – with 40% more business, management and personal development programmes than any of our competitors.**

From the design of our courses to the choice of trainer on the day and the delegate support afterwards, everything we do is focused on delivering results. Our courses are assessed, managed and measured to ensure they have the best possible impact. The quality of our programmes is accredited by the ISO and the Matrix Standard, and we use an independent academic board to make sure every element of our training is relevant and academically rigorous.

We're Learning & Development experts, committed to driving real results. Call us if you'd like to find out more – we'd love to hear from you.

**Reliable** 99.5% of our delegates would recommend us to a friend or colleague.

**Professional** Over 30 years' experience coupled with seamless administration & a no quibble refund if you are not completely satisfied.

**Friendly** The most generous loyalty discounts in the industry, and you can attend your course again with our FREE refreshers.

**Innovative** The first training company to offer bite-size MP3 modules and pioneers in developing qualifications in partnership with leading academic institutions.

**Green** Our CarbonNeutral® status and Sustainable Cities Award 2007 are testament to our commitment to minimising the impact our business has on the environment.

**Quality** We're constantly reviewing the courses we run, and our Academic Board is tasked with challenging any and all of our processes relating to learning delivery (visit [www.reedlearning.co.uk/quality](http://www.reedlearning.co.uk/quality)).

## Qualification FAQ's

**Q How long will it take to complete the qualifications?**

**A** We recommend around twelve to eighteen months. However, it is also possible to gain a fast-track award. You have up to two years to complete all the courses.

**Q What does my qualification lead to?**

**A** All our L&D qualifications are nationally-recognised. They give employers real evidence of your skills and abilities as a L&D professional. They will also provide a stepping stone to some of Reed Learning's more specialist qualifications in areas like project management or CPLP.

**Q What happens if I am unable to attend one of the scheduled training days?**

**A** If for any reason you are unable to attend one of the training days please let us know as soon as possible. We will then register you for the next scheduled date. Some fees may apply – please see our terms & conditions online for further details.

**Q Who else from my work needs to be involved?**

**A** We encourage all candidates to actively discuss their learning with their line managers or supervisors. It's important to set a personal development plan and objectives to help you use your learning back at work.

**Q How many other delegates will be attending the training days?**

**A** To ensure you get a high degree of personal attention a maximum of fourteen delegates are permitted to attend any one training course. Generally there will be six to eight attendees.

**Q Will I have to take an exam?**

**A** There are no exams in our L&D qualifications. However you will need to complete a series of assessments. These are open-book assessments with set deadlines which you'll complete in your spare time. You'll need to pass all assessments to receive the qualification, but there will be full help and guidance available. If you have any questions about the assessment process please call us on **0800 170 7777**.

