

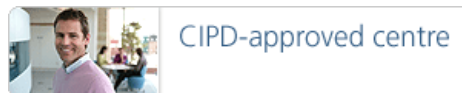


CIPD Certificate in Learning & Development Practice



Spring 2011

Provided by DPG plc the
UK's favourite CIPD training provider



Spring early booking offer:

***Book your Spring place before the end of
November 2010 we are happy to offer you a
FREE £100 shopping voucher of your choice**

*See terms & conditions page 21

Welcome & Introduction

Welcome to DPG on behalf of myself and the team. Our **innovative approach and commitment to excellence** place **DPG plc as the UK's favourite national CIPD training provider**. Highly passionate about learning and development we promise to deliver best in class programmes that are based upon modern facilitation techniques and the latest thinking in this area.

This information pack is designed to give you a clear understanding of the Certificate in Learning & Development Practice (Cert LDP) programme and help you decide that **the programme is right for you** and your career development.

The CIPD Certificate in Learning & Development Practice is **recognised throughout the UK** as the **benchmark qualification for training, learning and development professionals**.

Important info:

The CIPD Certificate in Learning & Development Practice replaced the Certificate in Training Practice in January 2010. DPG plc was the first national centre to gain approval to run this new programme.

Once you have read this information pack, and you're ready to book your place or discuss any aspect of the programme please call **the DPG team on 0161 975 7777**. Here you will receive tailored information and advice about the right way forward for you.

Alternatively: e-mail: <mailto:cipd@dpgplc.co.uk>
Web: <http://www.dpgplc.co.uk>

Sarah McEvoy
CIPD Centre Director
0161 9757777
Sarah.mcevoy@dpgplc.co.uk

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Look at the top 10 benefits you get when you choose DPG

1. **DPG are the UK's favourite CIPD training provider** – the majority of our business comes from recommendation. We are more than happy for you to speak to our facilitators or participants to get a real feel for the programme.
2. **Guaranteed refund if you do not pass** – we are so confident in the quality of our programme that we will refund your fees if you do not pass. All we ask is you attend all the workshops and hand in your assessments on time.
3. **Innovative design & cutting edge content** – our programme is designed with the latest thinking in mind and is based upon modern facilitation techniques. Designed to improve your performance and success our programme guarantees a highly enjoyable and interactive experience.
4. **Real world application** – Designed to enhance your effectiveness as an L&D professional our programme will enable you to apply your learning within the workplace, gaining instant recognition whilst adding real value.
5. **Flexibility to visit any other venue** - if you are unable to make any of your workshop dates. This is a complementary service, offered to all our Cert L&D Practice participants.
6. **Unique case study approach** – we pride ourselves on being different from the rest. We've created a case study organisation that reflects the practical nature of our programmes, enables you to benchmark your organisation against and/or to base your assessments around if you're not working. Our case study organisation is alive and kicking and has its own website that really brings it to life. All the resources you'll need for your programme are available to download from this website, helping you to study smartly at a time that suits you.
7. **No hidden costs** – our price includes a comprehensive suite of materials (noted as excellent in CIPD feedback reports) including 2 core textbooks, lunch and refreshments at our venues, personal facilitator support and our unrivalled guarantee of success.
8. **Nationwide coverage** - with 13 centres across the UK held in top class venues. These venues provide you with lunch and refreshments at all events.
9. **Your own personal facilitator** is available to support you face to face at workshops or by telephone and e-mail, throughout the programme. This dedicated support increases your chances of success.

10. **A unique online resource centre** containing all the learning resources you need to support your study.

NO other provider offers you all these benefits and fees if you do not pass.



to refund your

DPG's Nationwide Venues

DPG is a national provider of CIPD programmes and uses high quality venues across the UK that are convenient, accessible and offer a first class service.

[Glasgow - Go Group Training Centre](#)

[Leeds – De Vere Oulton Hall](#)

[Warrington – De Vere Daresbury Park](#)

[Nottingham – Village Nottingham](#)

[Birmingham – Sapphire Training Centre](#)

[Milton Keynes – De Vere Harben](#)

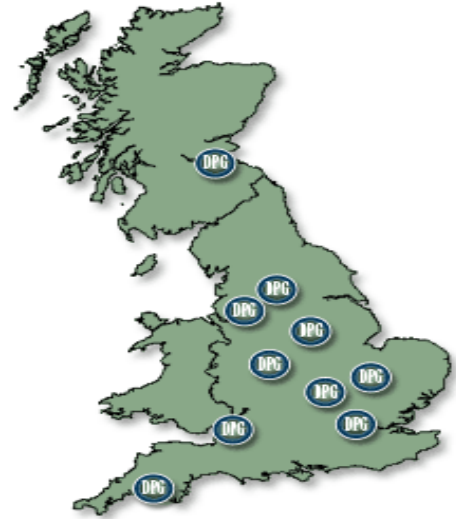
[Bristol – Engineers House](#)

[London – Euston – De Vere Portland Place](#)

[London – Kensington – Thistle Hyde Park](#)

[Cambridge – De Vere University Arms](#)

[Edinburgh – Malmaison](#)



**In Company Programmes Also Available
for Groups of 6 or more...recent clients include**



Feedback about DPG?

Participant feedback

"The course has met my expectations both with content and the quality of the facilitator. **I am learning a great deal and thoroughly enjoying the process.**"
Adele Greensall.

"The course included really good exercises and tips throughout the sessions that I am using already, and learning from. **The workshops were a pleasure to attend.** I am extremely impressed with the level of organisation shown with the venue, our facilitator and the workshop content; it is certainly developing me."
Julia Licorish, Mid Devon District Council.

"**I think the course content is excellent on the whole, and as a newcomer to training is providing a massive help.** The range of methods used to deliver the material is also helpful."
Stuart Applewhite, Lease Direct Finance.

"**I have already passed on my enthusiasm to peers and colleagues regarding this course and would not hesitate to recommend the CLDP Programme. Many thanks for a great experience.** Excellent links to resources outside of the programme, giving great signposts to relevant CIPD website information to reduce website 'Trawl Time'. Immediately usable information, **what we have learned has altered my working process and been of benefit** to projects I'm involved with in my organisation."
Aaron Garner, Munters Ltd.

"**The programme content is always delivered fully, and easy to understand.**"
Clare Walsh, CD Walsh Consultancy & Training.

"It is a fully comprehensive learning experience. I think the blended approach works really well and that the workshop timings (one per month) are about right. **The standard of facilitation and feedback has been consistently high.**"
Tonya MaCari, Go Fast Forward.

"**The workshops are very well run; the facilitator is clearly a very experienced practitioner. 10/10 for workshop design and delivery, really enjoyable.**"
Bristol participant.

Participant feedback about the programme facilitators

"The facilitator was extremely supportive even before she met me! She always responds to queries and is very positive and encouraging."

"My facilitator is inspiring, patient, fun, approachable and always there to provide support out of workshop dates. I have learnt a lot from his style of delivering L&D events."

"The facilitator has been excellent. **He has provided an atmosphere that is comfortable and gives you the confidence to contribute.** He has been very supportive and allows the group time to explore areas of interest. **I feel he has real credibility and is happy to share his knowledge."**

"My facilitator was always welcoming and motivating, making the course fun but also ensures essential points are delivered and understood".

"I do not usually like to give 100% positive marks on feedback questionnaires, however in this case the facilitator fully deserves the credit. **He is an excellent facilitator and exemplar of an L&D Professional."**

Background to the Certificate in Learning & Development Practice

The programme is available from DPG plc in two ways

1. Open, public programmes where you will have the opportunity to learn and network with other like minded participants from a wide variety of organisations.
2. Delivered within your organisation. If you have 6 or more participants wanting to become professionally qualified at the same time DPG can tailor a programme to suit your needs running over any period from 6 to 18 months.

Whichever route you choose, the programme provides you with a means of becoming **professionally qualified** with the CIPD Certificate in Learning & Development Practice.

The way we deliver the programme is predominantly skills based, rather than wholly academic. This allows you to easily transfer the learning from the programme straight back into your day-to-day role.

Overview of the Programme Workshop Schedule

To successfully complete the Certificate in Learning & Development Practice you must attend all 9 workshop events. **Workshop days** run from **9am to 5pm**, with your facilitator being available before and after the events if you need to discuss anything on a one-to-one basis.

At DPG we keep the **group sizes** down to a **maximum of 12**, this ensures everyone gets the support and attention they need to be successful.

To pass the Certificate in Learning & Development Practice you must

- Complete the DPG programme which meets the Chartered Institute of Personnel and Development (CIPD) professional standards
- Successfully pass all pieces of assessment and submit all of your participant packs
- Complete a record of your continuous professional development (CPD)
- Attend all 9 workshop events

Programme Overview

The Certificate in L&D Practice consists of the following units

1. Understanding organisations and the role of L&D
2. Developing yourself as an effective L&D practitioner
3. Recording, analysing and using L&D information
4. Supporting change in organisations
5. Coaching for Performance
6. Preparing & designing L&D activities
7. Delivering L&D activities
8. Evaluating L&D activities

Certificate in L&D Practice Unit overviews

1. Understanding organisations and the role of human resources:

This unit provides an introduction to the role of learning and development (L&D) operations within an organisation and environmental context. By the end of this unit you will have developed your understanding of how HR and L&D activities support an organisation's strategy and assist the achievement of business objectives and how these are shaped by internal and external factors.

1. Developing yourself as an effective practitioner:

The CIPD has developed a map of the [HR profession \(HRPM\)](#) that describes the knowledge, skills and behaviours required by human resource and development professionals. This unit is designed to enable you to develop a sound understanding of the knowledge, skills and behaviour required of a professional practitioner, whether your role is generalist or specialist in nature e.g. in Learning and Development. This unit will enable you to develop a personal development plan, following a self-assessment of learning and development needs that meets your personal and professional requirements.

3. Supporting change in organisations:

This unit covers the main factors that need to be considered in the change process and will enable you to understand why organisations need to change with reference to key internal and external factors. Change concepts and different ways of managing change will be introduced. People also respond to change in different

ways and this manifests itself in a variety of ways. This aspect will be given particular attention along with the implications for the human resources function. Throughout this unit you will develop a better understanding of the change process and enhance your ability to support your organisation and employees.

4. Developing coaching skills for the workplace:

This unit is intended to provide you with an introduction to the theoretical aspects of coaching and an opportunity to develop coaching techniques where appropriate, for example in the capacity of a line manager. The unit is also appropriate for individuals who support learning and development (L&D) professionals who have responsibility for developing a coaching culture/strategy within their organisations.

5. Preparing & Designing L&D Activities:

This unit provides you with the knowledge and skills needed to prepare and design effective learning and development activities. Undertaking this unit will enable you to understand how a learning needs analysis informs the design process. It will also address other factors that influence the design of learning and development. The unit includes some of the key educational theories and concepts that underpin the design process, for example adult learning principles; the learning cycle; and barriers to learning. An appraisal of the resource requirements to support learning is also included in the unit.

6. Delivering L&D Activities:

This core unit will provide you with the knowledge and skills required to deliver planned learning and development (L&D) activities, for example one-to-one, small group and large group sessions. The need for learning and development arises for diverse reasons, including both individual self-assessment and organisational assessment. A learning and development needs analysis may identify organisational challenges or problems affecting employees, for example major organisational change; the introduction of new operations or systems and/or the maintenance of existing operations or systems. The identification of learning and development needs may also arise during an induction process.

This unit will review adult learning principles and the learning cycle, but the main focus will be on the importance of creating and maintaining a positive learning environment and the knowledge and skills required for the actual delivery of an activity or session.

7. Evaluating L&D Activities:

Evaluation of learning and development is a key component of the learning process. This unit provides an introduction to the principles, purposes and scope of evaluation within a learning and development context. The unit also includes the concept of return on investment (ROI) and ways of assessing ROI within a learning and development and organisational context. Undertaking this unit will enable you to develop your understanding of different models of evaluation – you will learn how to use different evaluation methods with an understanding of the relative merits of each approach.

Your Commitment

To successfully complete the Certificate in Learning and Development Practice you need to commit to some personal learning time. In addition to attending the 9 workshops you need to complete open learning through our participant packs and submit and pass 8 unit assessments. Please see the Programme Outline on the next page that indicates how the workshops, participant packs and assessments link together.

How much time do I need to commit to my programme?

You need to commit a minimum of 6-8 self-study hours per week. How you do this is entirely up to you. The beauty with flexible learning is that you decide where and when you complete your self-study. 6-8 hours is just an estimate, some people may find that they want to commit to more time than this. You may find it useful to plan this time in advance so you know you are able to commit to the self-study required to be successful.

Your Programme in Outline

Date	Workshop	Open learning	Assessment	CIPD Unit
Pre-programme	Welcome Pack	Introduction Activities including Learning Contract		Developing yourself as an Effective L&D Practitioner
Month 0	Welcome ⁺ . Introduction to your Programme (plus, the L&D Role and Developing Yourself)	Developing yourself as an Effective L&D Practitioner	HR Map Note Short report CPD Plan and Record	Developing yourself as an Effective L&D Practitioner
Month 1	Supporting Change	Supporting Change within Organisations	Newsletter article Internal briefing	Supporting Change within Organisations
Month 2	Coaching for Performance	Coaching for Performance	Skills' demonstration Template report	Developing Coaching Skills for the Workplace
Month 3	Brain Friendly Learning	Brain Friendly Learning	Posters of learning styles learning methods review	Preparing and Designing Learning and Development Activities
Month 4	Today's Design	Today's Design	Posters of learning styles learning methods review Design an L&D event	Preparing and Designing Learning and Development Activities
		Recording and Analysing L&D Information	Speech Report into training	
Month 5	Assessing Training and Development	Assessing Training and Development	Book chapter Assess an L&D event	Delivering Learning and Development Activities
Month 6	Facilitation Techniques plus Succeeding with Different Participants	Delivering Learning and Development Activities	Design and deliver an L&D event	Delivering Learning and Development Activities
Month 7	Demonstrating Value	Demonstrating Value	Jargon Buster of terms Evaluation presentation Evaluate an L&D event	Evaluating Learning And Development Activities
Month 8	Skills Demonstrations and Celebrate your Success	Delivering Learning and Development Activities	Skills' demonstration	Delivering Learning and Development Activities
		Understanding Organisations and the role of L&D	4-page info sheet Short report	
Month 8 plus one week	None		CPD Record Reflection on skills' development	

CIPD Membership

CIPD membership changed on 1 July 2010. CIPD Membership now recognises the impact that HR and L&D professionals are making in the workplace and is based on what HR and L&D professionals know, do and deliver.

There are now three professional membership levels:

Associate, Chartered Member and Chartered Fellow.

The DPG Certificate in Learning & Development Practice has been approved by CIPD as meeting the knowledge criteria for CIPD Associate membership. To gain the professional level of Associate membership you also need to show the CIPD evidence of your practice in the workplace.

More information about the CIPD's new membership structure can be found at <http://www.cipd.co.uk/Membership/transformingmembership/default>

CIPD membership benefits (Full details of CIPD membership benefits can be found at <http://www.cipd.co.uk/Membership/benefits>)

The CIPD is Europe's largest human resource and development professional body. Globally recognised the CIPD now has over 135,000 members. Tasked with supporting those who are responsible for the people management and development of others the CIPD's objective is to drive sustained performance within organisations; building both future fit leaders and organisations.

There are many benefits to becoming and remaining a member of the CIPD e.g.

Discounts

- Professional indemnity insurance
- Save 10% on books, training courses, conferences
- Exclusive discounts on business/leisure products and services

Access to professional resources

- Books, publications and toolkits
- Company profiles
- Member-only website resources
- Online journals and magazines

- People Management magazine
- Survey, reports and research

Career development

- CIPD's HR profession Map
- Access to HR & L&D jobs
- CIPD qualifications
- CPD tools

Keeping up to date

- Email alerts/newsletters
- Employment Law resources
- People Management

Networking opportunities

- CIPD branches
- Communities
- Conferences/exhibitions
- Podcasts

CIPD Membership Fees

Membership fees differ depending on the time of year when you join. You have to be a member of CIPD to study for the Cert LDP. For up to date details about membership fees please go to <http://www.cipd.co.uk/membership/membershipfees>

CIPD contact details:

CIPD, 151 The Broadway, London, SW18 1JQ

Phone 020 8612 6200, Fax 020 8612 6201, Web: <http://www.cipd.co.uk>

For enquiries about membership and studying CIPD qualifications

0208 612 6208

For Membership renewals

0208 612 6242

How to Book Your Place

Now you have decided **you want to become professionally qualified** and that the **Certificate in Learning & Development Practice delivered by DPG is right for you** follow this step by step guide to ensure your place is secured ASAP.

Step 1 – Choose a date & location

The programme is running every Autumn & Spring, locations and venues typically include:

Birmingham	28 th Feb	Sapphire Training Centre
Warrington	7 th March	De Vere Daresbury Park
London Oxford Circus	9 th March	De Vere Portland Place
London Kensington	14 th March	Thistle Hyde Park
Bristol	16 th March	Engineers House
Nottingham	21 st March	Village Nottingham
Edinburgh	28 th March	Malmaison
Glasgow	28 th March	Go Training Centre
Cambridge	28 th March	De Vere University Arms
Leeds	31 st March	De Vere Oulton Hall
Milton Keynes	1 st April	De Vere Harben

Step 2 – Let us know your choice

You can either call us direct on **0161 975 7777**, complete the booking form at the back of this pack and fax it back to us on 0161 975 7575 or drop an email to cipd@dpGPLC.co.uk. Whichever way you chose to make your booking you can be assured of a prompt and friendly response. We do recommend that you book your place now because **places are limited** and they do sell out fast.

Step 3 – Make payment

Once you've booked your place we will send you an invoice for the full cost of the programme (£2490 + VAT).

Step 4 – You'll receive your welcome pack

Around **two weeks before your programme starts you receive a welcome pack** from us. This pack will confirm the dates, venue and gives you the contact details for your facilitator. There is a small amount of **pre-programme preparation** that we ask you to complete so you are **fully ready to start your programme**.

Certificate in Learning & Development Spring 2011 Booking Form

Programme	Start Dates	Price (plus VAT)	Places
Birmingham	28 th February	£2490	
Warrington	7 th March	£2490	
London Oxford Circus	9 th March	£2490	
London Kensington	14 th March	£2490	
Bristol	16 th March	£2490	
Nottingham	21 st March	£2490	
Cambridge	28 th March	£2490	
Glasgow	28 th March	£2490	
Edinburgh	28 th March	£2490	
Leeds	31 st March	£2490	
Milton Keynes	1 st April	£2490	

Delegate Name: _____ Email: _____

Telephone: _____

Invoice Address: _____

Delegate Managers Name: _____ Email: _____

Tel: _____

Registration forms and invoice will be sent within 7 days of receipt

**Email to cipd@dpgplc.co.uk
Fax to DPG on 0161 975 7575**

Questions & Answers

Guaranteed refund if you do not Pass

Q. What's the catch with this guarantee?

A. None. You just need to attend all your workshops and submit your assignments on time.

Completion of the Cert LDP Programme

Q. What does this programme lead to?

A. Attainment of a level 3 CIPD Certificate in L&D Practice - an internationally recognised qualification.

Q. What can I do once I have completed this qualification?

A. Your options are wide ranging e.g. CIPD Level 5 L&D Diploma with DPG, Coaching, Assessor or further CIPD qualifications.

The Cert LDP Programme

Q Why is your programme 8 months and other providers take longer?

A. Because our programme uses a blended approach of workshops and open learning, we are able to reduce the length of the programme without impacting on your work and home life.

Q. What happens if I can't make one of the events?

A. Don't worry, we offer flexibility across the programmes so you can visit another venue for the event you are unable to make. Please refer to our Terms and Conditions page and look at our flexible workshop attendance policy to find out how to organise this.

Q. What happens if I become ill and can't complete the programme?

A. Don't worry you have the option to defer to another programme, as long as you complete within 2 years. If you are unable to complete within the 2 year period, we can accredit you for what you have completed.

Q. Do I have to complete an exam for this qualification?

A. No.

Cost & Payment

Q. How much does the Cert LDP programme cost?

A. £2490 plus VAT.

Q. My organisation won't pay for my programme – is there any funding available?

The Direct Gov helpline may be able to provide some advice – you can visit them online at <http://www.direct.gov.uk/>

Q. Do you have any payment plans for self funding participants?

A. Yes. You can pay by a deposit and interest free instalments. Email cipd@dpgplc.co.uk for more information.

Q. Are there any hidden costs?

A. No. The programme fees include materials, moderation/certification fees, and lunch at the venue.

CIPD

Q. Do you have to be a member of CIPD to study for the Cert LDP?

A. Yes – please see our section on CIPD Membership for further information.

Terms of Business

Address

All correspondence should be addressed to DPG plc, The Ellesmere, 93 Walkden Road, Manchester, M28 7BQ.

Registration

All registrations for the Certificate in Learning & Development Practice programme must be made on the official registration form. This becomes a binding contract when the participant signs it. The person who completes the registration form is considered to be the participant. Where a company or organisation is also named, they are also jointly and severally liable with the person who completes the form.

Charges and Payment

Sponsoring Employers

On receiving the registration form, an invoice for the full programme fees will be issued by DPG plc to be paid within 28 days.

Self Funding Participants

For self funding participants only, upon prior agreement with DPG plc payment may be made by deposit and interest free instalments.

Cancellation

If a booking is cancelled, the following fees apply:

More than 3 months before the start of the programme – 10% of fees.

2 – 3 months before the start of the programme – 25% of fees

1 – 2 months before the start of the programme – 50% of fees

Less than 1 month before the start of the programme – 100% of fees

The prices quoted are correct at the date of publication. DPG plc reserves the right to adjust these prices. The company reserves the right to increase or decrease the charges at its absolute discretion.

DPG plc reserves the right to re-allocate the programme place to another person if fees are not paid on time. If you defer to a later programme there will be an administration charge equal to half the cancellation fee. If you withdraw from the programme and are paying in instalments the full amount is due immediately.

Cancellation of Programme by DPG plc

DPG plc reserves the right to alter or cancel a programme/published dates at any time without liability. In these circumstances, you will be offered an alternative programme, a credit note or a full refund.

Withdrawal from the programme

If you decide to withdraw from the programme for any reason there is a charge of £495 + VAT to rejoin the next programme at the same point you withdrew.

DPG Flexible Workshop Attendance Policy

Should there be any difficulty in attending scheduled workshop events you must notify the CIPD Project Manager (Jane Stanley on jane.stanley@dpgplc.co.uk) to make arrangements to attend one of our other UK wide workshop events.

This CIPD's award policy requires you to attend 100% of the programme's workshops. We recognise that at times, it may be difficult to attend a planned workshop event in your programme. If this occurs we will look to offer you alternative dates/locations and you can change to a different workshop event without charge. All we ask is you request the move at least 7 days before your scheduled workshop date.

If you need to move workshops within 7 days of your scheduled workshop event date you can still do so. However we do make a small admin charge of £25. This is to cover our costs for cancelling your place with your original venue at short notice. You will be asked to pay the £25 fee by debit or credit card at the time of workshop change.

Changes

DPG plc reserves the right to change the programme scheduled, trainers, dates and venues at any time. DPG plc reserves the right to alter any of the content of the programme without prior notice.

Guaranteed Pass Conditions

As a delegate on the DPG Certificate in Learning & Development Practice programme, DPG plc guarantees you will pass the qualification within the CIPD's two-year time limit. If you do not meet the CIPD's standards within this timeframe DPG will refund your course fee (excluding CIPD membership fees) in full.

In order to qualify for a refund you must meet the following two conditions:

1. You must attend every workshop (not necessarily at the same venue)
2. You must submit all your written assignments on or before the date agreed with your tutor.

If you do not to attend every workshop or submit any assignment late then DPG will continue to support, coach and mentor you, but do not guarantee you will pass.

Spring Early Booking offer

* Terms & Conditions - Applies to brand new bookings only made before 30th November 2010. £100 voucher sent to you upon receipt of full payment for the programme. Offer can not be used in conjunction with any other offer or incentive. Not available to DPG employees or family members.