



# CIPD Certificate in Learning & Development Practice



## Autumn 2010

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



# Welcome & Introduction

Welcome to DPG on behalf of myself and the wider 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 and learning and development professionals**.

## Important info:

**The CIPD Certificate in Learning & Development Practice replaced the old 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 free of charge 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>

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CIPD Programme Manager  
0161 9757777  
[Sarah.mcevoy@dpgplc.co.uk](mailto: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. **Only 9 workshop days spread over 8 months** - allowing you to fit your work and personal commitments around your study, minimising your time out of the office. All the workshop events are 9am to 5pm, so there are no evening or weekend sessions to interfere with your home life either.
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.

[Aberdeen – Training Rooms](#)

[Edinburgh – King James Thistle](#)

[Glasgow - Go Group Training Centre](#)

[Leeds - Bewley's Hotel](#)

[Warrington - Room Four Business Venue](#)

[Nottingham - Thistle Hotel](#)

[Birmingham - Sapphire Meeting Facilities](#)

[Milton Keynes – Ramada Encore Hotel](#)

[Bristol – Engineers House](#)

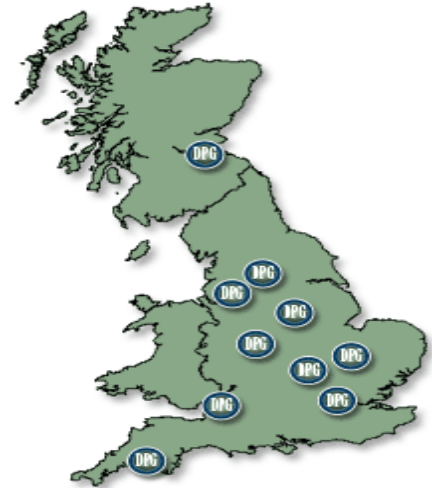
[London – Euston – Thistle Hotel](#)

[London – Kensington – Thistle Hotel](#)

[Cambridge – Quy Mill](#)

[Newcastle – Thistle Hotel](#)

[Plymouth – Copthorne Hotel](#)



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



## Feedback about DPG?

### Participant feedback

“Thank you very much to everyone who is involved in the process of **compiling and running this incredible and invaluable Programme**. I would **recommend it to anyone** who is keen to learn the fundamental tools required to become a competent trainer. My **tutor was both a mentor and a friend** and helped me to really enjoy the programme and **reach my full potential**”.

**Olivier Etienne, Nottingham County Council, 2009**

“Completing the **programme with DPG** was one of the best moves I've made with regard to **personal development**. Many Thanks”.

**Andrew Brazier, Schering-Plough.**

“**I have really enjoyed the last 8 months - it has provided a great basis for my new career and I have developed a new love for learning new skills and knowledge** - which has spilled into other areas. **I have been very impressed with the whole course** - everything about it has been put together in such a way to keep us developing our knowledge, skills and abilities to analyse our own levels of learning.

**All of the DPG arrangements, paperwork and administration have also been high quality, and I have no hesitation in recommending DPG's Course to others (and indeed I already have).**

On a final note I have found your tuition, encouragement, challenge, and mentoring to be excellent, and I will very much miss attending the monthly training sessions”.

**Dewi Hughes, Silverlock Training Ltd.**

“**I work with colleagues who are using a different provider they started in Feb 08 and will complete in Dec. I started in Mar 09 with DPG, and completed it on Oct 09! Not only that but with a much better result.** The ongoing regular support and expertise to deliver this course make it really easy to get back into study”.

**Faye Leighton, MOD.**

“**This is a brilliant course! The content is very relevant and up to date with different learning practises and I felt I learnt a lot that I could now take into my workplace to help develop our department.** I really enjoyed the fact that I could interact with peers working in training sectors in a wide variety of different industries. This made the content of the course just as useful as the course content itself.

**Emma Dicken, Lavendon Access Services.**

**"I particularly liked the fact that the course is focussed on business needs and not a purely academic approach.** This ensured that I learned skills and knowledge I could apply directly to my role, and which I'm confident will help to move our L&D function and the company forward".

**Branwen Jones, Millward Brown.**

"The course supplied me with good knowledge on what training is and how it should be designed. **It was very useful and it provided me with the confidence, the skills and the knowledge needed to become professional in what I do".**

**Daniela Bultoc, University of Northampton.**

## **Participant feedback about the programme facilitators**

"An **excellent facilitator.** Knowledgeable, supportive, challenging and a great person to learn from."

"My facilitator was always approachable, explained things clearly and provided full support on projects. I have been on many internal & external courses and my tutor is **the best facilitator I have ever worked with.**"

"**The facilitator was fantastic** and energised the sessions making them enjoyable whilst applying theory – very knowledgeable."

"**An excellent, first rate facilitator.** I learnt a lot from him, he has a very engaging style and would like to thank him for his continued support."

"**My facilitator was always available to help out....**really refreshing to have someone who supports you day and night!"

# 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
- 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/HR 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 Programme in Outline

Date	Workshop	Open Learning	Assessment	CIPD Unit
Welcome	Welcome Pack	Introduction Activities		Developing yourself as an Effective Practitioner
Month 1	Welcome to your Programme (plus, the HR Role and Developing Yourself)	Understanding Organisations and the Role of Human Resources	Template report Exercise Template report CPD Plan	Understanding Organisations and the Role of Human Resources
		Developing yourself as an Effective Human Resources Practitioner		Developing yourself as an Effective Human Resources Practitioner
Month 2	Supporting Change	Supporting Change within Organisations	Produce a presentation	Supporting Change within Organisations
Month 3	Coaching for Performance	Coaching for Performance	Skills demonstrations Workplace evidence Template report	Developing Coaching Skills for the Workplace
Month 4	Brain Friendly Learning	Brain Friendly Learning	Exercise Activity report Practice note	Preparing and Designing Learning and Development Activities
Month 4	Today's Successful Training Design	Today's Successful Training Design	Produce a design document	Preparing and Designing Learning and Development Activities
Month 5	Assessing Training and Development	Assessing Training and Development	Produce a design document	Delivering Learning and Development Activities
Month 6	Facilitation Techniques plus Succeeding with Different Participants	Delivering Learning and Development Activities	Skills demonstration Exercise	Delivering Learning and Development Activities
Month 7	Demonstrating Value	Demonstrating Value	Produce a handout Reflective note Memo to senior manager	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
Throughout	Throughout	Working with HR Information	Activity pack	Recording analysing and using HR Information

## CIPD Membership

As a participant on any CIPD accredited programme you must become a member of the CIPD. We make it easy for you to become a member by issuing you with a 'Key Number' a couple of weeks before you start your programme. When we generate your 'Key Number' you will then automatically receive an email from the CIPD that gives you clear instruction on how to activate your membership via their website.

**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
- Special interest forums
- Podcasts

**CIPD Membership Fees**

Membership fees differ depending on the time of year when you join. 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:

<b>Aberdeen</b>	<b>Training Rooms</b>
<b>Edinburgh</b>	<b>Edinburgh Thistle</b>
<b>Glasgow</b>	<b>Go Training Centre</b>
<b>Leeds</b>	<b>Bewleys Hotel, Leeds</b>
<b>Warrington</b>	<b>Room Four Training Centre, Warrington</b>
<b>Nottingham</b>	<b>Thistle Hotel East Midlands Airport</b>
<b>Birmingham</b>	<b>Sapphire Training Centre, Coleshill</b>
<b>Milton Keynes</b>	<b>Ramada Encore Hotel, Milton Keynes</b>
<b>Bristol</b>	<b>Engineers House, Clifton</b>
<b>London</b>	<b>Thistle Hotel Euston, London</b>
<b>London</b>	<b>Thistle Hotel Kensington Gardens, London</b>
<b>Cambridge</b>	<b>Quy Mill</b>

### 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](mailto: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 Autumn 2010 Booking Form

Programme	Start Dates	Price (plus VAT)	Places
London Kensington	30 Sept 2010	£2490	
Edinburgh	21 Oct 2010	£2490	
Glasgow	22 Oct 2010	£2490	
Nottingham	28 Sept 2010	£2490	
Birmingham	21 Sept 2010	£2490	
Milton Keynes	07 Oct 2010	£2490	
Bristol	13 Oct 2010	£2490	
Leeds	12 Oct 2010	£2490	
London Euston 1	14 Sept 2010	£2490	FULL
London Euston 2	4 <sup>th</sup> Oct 2010	£2490	
Cambridge	07 Oct 2010	£2490	
Warrington 1	13 Oct 2010	£2490	FULL
Warrington 2	25 <sup>th</sup> Oct 2010	£2490	
Newcastle	19 Oct 2010	£2490	
Aberdeen	25 <sup>th</sup> Oct 2010	£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](mailto: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 training qualification.

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

A. Your options are wide ranging e.g. 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.

#### 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.

**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.

### 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.