Managing Learning Programs Certificate
Boost your ability as a manager of the learning function.

Discover how to have a meaningful impact on the overall strategy of your organization.
Access self-assessments, small group case study discussions, best-practice reviews, and feedback on specific challenges. You’ll also have access to rich content on the core disciplines of managing the talent development function.

This comprehensive certificate course will prepare you to provide leadership in developing your organization’s people to execute organizational strategy. It is aligned with the managing learning programs area of expertise in the ATD Competency Model, which serves as the foundation for ATD Certification Institute’s APTD and CPLP certifications.

Linking to the Organization
Managing Systems and Processes
Managing Key Relationships
Managing Strategy and Direction

Our Managing Learning Programs Course Model: Linking to the Organization

Managing Strategy and Direction
- Analyze results to make sure the learning function has a strategy to support the organization strategy.
- Create a vision and mission for your learning function.

Managing Systems and Processes
- Examine the role of learning manager in project planning and managing requests.
- Keep current with technology.
- Develop marketing strategy relevant to the learning function.

Managing Key Relationships
- Manage effectively the learning staff by engaging learning partners, setting expectations, developing staff, and modeling appropriate behavior.
- Identify strategies to influence key people in your organization to support learning initiatives.
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Derived From ATD Research, Backed by Our Competency Model

ATD’s Managing Learning Programs Certificate follows the key knowledge and actions that talent development professionals must have when managing learning, as defined by research.

Acquire the critical leadership skills necessary to manage learning programs and the people who develop them. Discover how to run the learning function like a business and execute organizational strategy from an ATD facilitator who has experience running a learning function and get feedback on the specific challenges you face as a learning manager.

In this program, you will:
- Get empowered to partner with business leaders and advocate for learning as a catalyst for performance improvement.
- Develop a long-range road map for learning initiatives to implement the vision, understand what drives business, and show how talent development can best add value.
- Run talent development like a business. Convert strategies into real-world action plans, develop budgets, and understand staffing and resource deployment.

After this program, you will be able to:
- Understand the current and evolving role of the learning manager in challenging environments.
- Establish a vision by creating a compelling picture of how the learning function improves business performance and enables execution of organizational strategy, and partner with business leaders to advocate improving performance through learning.
- Establish strategies; develop long-range learning, development, and human performance initiatives to implement the vision; and understand what drives business and how the learning function can best add value.
- Understand the best practices in needs assessment methodologies and learning needs identification, adult learning theory, learning design theory, learning technologies, learning information systems, and marketplace resources.
- Run the learning function like a business by converting strategies into action plans reconciled with real-life constraints, develop and monitor budgets, and understand staffing and resource deployment.

Related Learning Offerings

ATD Certificate in Strategic Leadership
Develop your leadership currency.

ATD Master Performance Consultant™ Program

Improving Human Performance Certificate
Enhance performance with a systematic and results-based approach, driven by business results.

Integrated Talent Management Certificate
Match your talent strategy to your organizational objectives.

Measuring Return on Investment Certificate
Connect your learning investment to the business bottom line.
### COURSE OVERVIEW

#### Setting the Stage
- Welcome to the Program
- Where Am I on Day One? Survey

#### Module 1: Linking to the Organization
- Environment, Industry, and Organization
- General Electric, CIA, American Diabetes Association, Genco, and P.V. Cargo Carriers Activity
- Measures
- Scanning

#### Module 2: Managing Strategy and Direction
- Vision and Mission
- Business Model
- Business Model Advantages/Disadvantages Activity
- Fortune 100 Case Study
- Financial Model
- Strategic Plan
- Developing Your Plan Activity
- Business Plan
- Budget
- Governance
- Steps to Action Activity
- Self Study: Learning Technologies
  - Types of Learning Technologies
  - Learning Modality Selection Worksheet
  - Purpose of Learning Technologies
  - Types of Learning Information Systems
  - Homework Summary and Resources
COURSE OVERVIEW

Module 3: Managing Systems and Processes
- Project Management
- Case Study: Training Project
- The Learning Project Life Cycle
- Project Definition Checklist
- ADDIE Activity
- Evaluation
- Evaluation Case Study
- Keeping Programs Fresh Activity
- Learning Solution Assessment Tool
- Evaluating Linkage to Business Needs Activity
- Vendor Management
- What Gets Outsourced Activity
- Vendor Selection Process Activity
- Technology
- Staffing Needs Activity
- Measures
- Learning Manager’s Role in Measuring Quality Activity
- Choosing a Marketing Strategy and Developing Materials Activity
- Marketing the Learning Function

Module 4: Managing Key Relationships
- Who Do You Manage and Influence Activity
- Framework for Leadership
- New Leadership Requirements
- Clients and Stakeholders
- How Can You Use This Concept Activity
- Staff
- Other Training Departments
- Subject Matter Experts
- Human Resources (HR) and Legal
- The CEO and Other Executives
- Module Summary and Resources
- Wrapping Up
  » Stepping Into Action
  » Strategy Worksheet
  » Where Am I on Day Three? Survey
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Additional Tools and Resources:

- ADDIE
- Leaving ADDIE for SAM
- Needs Assessment
- The Value of HPI and Needs Assessment
- Human Performance Improvement (HPI)
- The Needs Assessment Process
- Learning Design and Adult Learning Theories
- Applying Learning Theory Principles
- Selecting Instructional Strategies and Delivery Systems
- Design Document
- Course Development
- The Course Development Process
- Learning Function Strategic Plan—SAMPLE
- Learning Function Annual Business Plan—SAMPLE

What Participants Are Saying

“This program gave me more insight into the roles of the people I support. I was able to speak their language using terms in the project management lexicon, which increased my credibility with the project managers I work with—both attendees of my programs and SMEs I collaborate with.”

—Crystal Downey
Managing Learning Programs Certificate Participant

REGISTER
# RESOURCE SAMPLE

## Learning Solution Assessment Tool

**Directions for using the tool:**

1. List the solution name or course identification number.
2. Rate each finding in terms of business impact (BI), instructional soundness (IS), and appropriateness of delivery method (DM).
   - a. Assign the solution a -1 if it has a negative impact.
   - b. Assign the solution a value between 1 and 5 based on the level of business impact, instructional soundness, and appropriateness of delivery method (5 being the greatest impact).
3. Decide if the solution should be discontinued, updated, or modified, or if the delivery method should be changed.
4. Estimate and record the total cost of ownership for the solution.

<table>
<thead>
<tr>
<th>Solution Name</th>
<th>BI</th>
<th>IS</th>
<th>DM</th>
<th>Discontinue</th>
<th>Modify</th>
<th>Change Delivery</th>
<th>Est. Cost of Ownership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example: Customer Service Excellence</td>
<td>4</td>
<td>2</td>
<td>4</td>
<td>No</td>
<td>Yes—need to develop more relevant practice</td>
<td>No</td>
<td>$30,000</td>
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</tbody>
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Why Choose ATD As Your Professional Development Resource?

Over the last 75 years, our mission has been to empower talent development professionals with the knowledge and skills they need to be successful and remain competitive. We accomplish this by providing learning that sticks and leads to measurable results in your on-the-job performance.

What You Can Expect From an ATD Course
✓ Research- and competency-based learning with applied adult learning principles
✓ Hands-on practical activities
✓ An engaging environment that builds confidence and makes learning personally relevant
✓ Actionable take-home materials to ensure real application back at work

95+ Course Topics
900+ Organizations Have Trained With Us

120+ Countries With an ATD Presence
100,000+ Professionals Have Learned With ATD Education

Ready to Get Started?

Register by Phone or Get a Consultation
Not sure what to take? Call a professional development specialist to help you enroll. They can give you course recommendations based on your learning goals and your role.

Call: 855.404.2783
Visit: www.td.org/learningpath

Register Online
• Visit www.td.org/managinglearningprograms.cert.
• Choose your preferred dates and times.
• Click Enroll.
• Follow the cart and checkout prompts.

Register a Team/On-Site Training
Interested in bringing a course to your company as an on-site learning event?

Call: 888.816.7813
Email: enterprise@td.org

We Are Here to Help You and Your Team Learn, Grow, and Improve!