

# Performance through learning

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*Raising the standards of professionalism  
within the learning industry*

**Introduction**  
**Welcome to**  
**the Learning**  
**& Performance**  
**Institute**

**The Learning and Performance Institute is: not-for-profit, self-determining, objective, vendor neutral, and determined to raise the standard and value of workplace learning.**

**The Learning and Performance Institute exists to continuously raise standards of professionalism within the learning industry, whilst promoting and measuring the impact of learning on corporate performance.**

***The Institute helps prepare classroom trainers, designers and developers of learning materials, performance experts, support staff, online tutors, training managers and consultants to equip global businesses for success in the new economy.***

## **We Provide**

— sharp knowledge and experience fundamental for developing the performance and capability of today's forward-thinking learning professionals.

## **We Evaluate**

— ability against a core set of learning skills and disciplines, through which we monitor and maintain the status of the industry.

## **We Create**

— coherent and consensual approaches to the profession's development, providing both learning quality and results for the business community.

## **We Empower**

— learning professionals to facilitate measurable performance improvement for their organisation.

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**Through an unrivalled range of membership, certification, accreditation and bespoke consultancy services, we focus on enhancing and recognising the skills and professional status of individuals and organisations engaged in learning activities. We also assess the quality of learning products and services, working with organisations to continually develop their impact on learning performance.**

**With thousands of individual members and hundreds of accredited learning organisations worldwide, the Learning and Performance Institute helps to connect a global network of learning professionals.**

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**Membership  
Accreditation  
Certification  
Consultation**

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# *The Learning & Performance Institute*

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*Supporting Learning & Development professionals since 1995*

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## **WHAT WE DO**

*Developing, sharing and maintaining standards*

*Developing members, recognising achievement*

*Supporting a vibrant, global learning community*

*Sharing knowledge and good practice*

*Representing the learning profession*

## **HOW WE DO IT**

- *Individual certification*
- *Organisational accreditation*
- *A clear, open 'route map' for the profession*
- *Learning provision (online & classroom)*

- *Awards*
- *Mentoring*
- *Focus on performance through learning*
- *Assessment of professionals*

- *Facilitating contact between professionals*
- *Running a high-value online community*
- *Building a local network for professionals*

- *Solid research*
- *L&D resources*
- *Webinars*
- *Conference*
- *Online events*
- *Establishing & sharing good practice*
- *Sharing others' research*

- *Lobbying governments*
- *Working with employers*
- *Working with NGOs*
- *Influencing the influencers*

Accreditation for organisations,  
membership and certification  
for individuals. Become part of a  
new age of learning professionals  
by joining the Learning and  
Performance Institute today.

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[www.learningandperformanceinstitute.com](http://www.learningandperformanceinstitute.com)

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Learn  
Develop  
Achieve  
Perform

## How to A focus on Learning

Corporations today seek a formal business case for any investment.

*What can I do to prove that learning can deliver genuine business value?*

Learning is sometimes still seen as a questionable luxury rather than a business essential.

*How can I gain recognition for learning as a business-enabler?*

The learning community often feels disconnected.

*How can I meet like minded learning professionals and create new opportunities by networking with similar organisations?*

In the new global economy transferable skills are increasingly important.

*How can I develop my own transferable skills and those of staff within my organisation, to increase corporate agility?*

A skilled workforce is vital to achieving business success.

*How can I best help my organisation to equip its teams with the high quality skills that will enable them to meet key business objectives?*

Recent years have seen a shift in the popularity of “soft skills” training.

*Where can I go to measure and benchmark our abilities in this field?*

Professional recognition is important to me and my organisation.

*Who do I turn to for help in developing and raising formal, independent learning standards?*

New technologies bring new learning needs and offer new learning channels.

*How do I keep up with the latest innovations and developments?*

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# Learning

**Global economy**  
**The corporate**  
**performance**  
**challenge**

**Life in the new global economy has not only changed the face and the pace of business it has altered the way the learning community demonstrates its value. Today's smartest learners understand the need to champion their impact on corporate performance; hence they are beginning to recognise the vital role of performance-based learning, benchmarking and external recognition.**

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In this context, the learning professional has become more business focused. Its role is to help develop people and support the learning process but often the end goal is to move organisations forward and help meet wider business objectives.

Consequently, the ultimate goal has changed form. No longer a simple matter of specific skills development, learners today now need to focus on a much loftier goal: that of enabling the organisation's commercial performance.

Learning implementation therefore needs not only to augment the transfer of high quality skills into the marketplace, but also to measure and monitor the impact of transferring those skills.

In this scenario short-term measurement of ROI is no longer enough. Now, more than ever, organisations need to ensure they equip staff with an incremental skill set that delivers demonstrable business value in the long-term.

Qualitative professional standards and processes will support the rising tide of considered workplace learning. Today's learning professionals must combine strategies for their own continual professional development with that of their organisation.

By uniting one with the other, learning will become a true business-enabler and a catalyst for corporate and commercial performance.

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# Performance

**Services**  
**The route to  
learning success**

**The Learning and Performance  
Institute provides a range of expert  
services for learning professionals  
and organisations, including:**

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# Professional membership

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## **Prove your competence**

Membership of the Institute is competency based, aligned to four levels of membership grade. The appropriate membership grade is determined by proving competence in clearly defined learning skills areas and by providing evidence of specific technical expertise. Membership therefore recognises and gives credence to the professionalism and experience of individuals. Professional members are afforded the post nominals MLPI.

## **Grow your skills**

The Institute publishes standards that encompass all aspects of learning, performance and delivery, including best practice templates and guidelines for learning professionals. You will also receive a range of discounts on professional training courses, conferences, exhibitions, books and professional liability and indemnity insurance.

## **Grow your career**

Members benefit from individual career and certification advice. They can consult learning surveys, salary surveys, and other research conducted by the Institute.

## **Learn from shared experiences**

Membership offers opportunities to network with other learning professionals. Our exclusive online network connects members to over 2,500 like minded learning professionals, sharing resources, videos and taking part in discussion groups. The Institute also runs events throughout the year enabling members to meet up and discuss the latest industry topics and hear from industry experts. Events include the annual LEARNING LIVE Conference and Exhibition and the annual Learning Awards.

## **Return on your investment**

Professional membership of the Learning and Performance Institute provides you with a wealth of opportunities to generate a commercial return on your membership investment. Members enjoy discounted access to industry events as well as a range of preferential rates on products and services provided by hundreds of Institute accredited organisations worldwide – simply make clear that you're a Learning and Performance Institute member. Members of the Institute also benefit from the combined purchasing power of a growing body of professionals.

# Accreditation for organisations

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Evaluate and enhance your learning performance. As part of the Institute's vital role in establishing, managing and raising standards in learning, we assess and endorse the processes and assist in developing the abilities of organisations or internal departments engaged in learning activity.

## **Learning provider accreditation**

— is for organisations providing training or engaged in learning activity i.e. training providers, e-learning companies.

## **Learning department accreditation**

— is for internal training/learning departments.

## **Learning technologies accreditation**

— is for organisations that supply, develop or support learning technologies.

## **Technical support centre accreditation**

— is for third party technical support centres and technical support centres within corporates.

## **Learning facilities accreditation**

— is for venues where training can take place.

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# Certification

## *Achieve professional recognition.*

As a pre-requisite to professional membership, the Institute seeks validation of competencies from applicants, either gained directly through its own certifications or other evidence which can be mapped to a competency framework developed by the Institute. Certification and other membership validations are rigorous and based on both achieving and measuring results.

The Institute is instrumental in developing standards, then assessing and recognising competency in specific, defined skills areas. For example, it assesses and awards certification for the following programmes:

- The Trainer Performance Monitoring and Assessment programme (TPMA) is a measurable and objective methodology, against which a trainer's performance across a range of skills can be assessed and certification in learning delivery awarded.
- The Certified Online Learning Facilitator (COLF) certification was launched in 2010 and since then has accredited hundreds of online learning facilitators. The course is vendor neutral and works with learners to develop their online delivery and presentation skills - raising standards of online learning.

# Raising the standards of professional the learning institute

# standards analysis within industry

**Increase the performance of your organisation. The Institute's expert learning consultants unite decades of learning experience and thought leadership to provide organisations with a wealth of consulting services that help to develop and spread best practice and improve learning performance.**

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**Examples of typical consulting assignment modules include:**

- Conducting learning needs analysis
- Building internal learner assessment programmes
- Defining development programmes for learners
- Building portable learning models and processes
- Implementing and monitoring assessment programmes

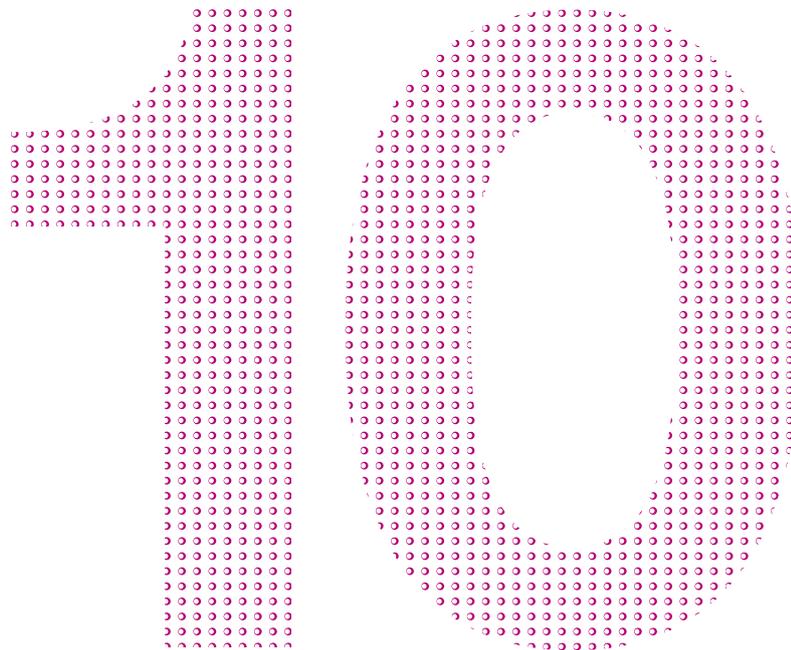
**Examples of specific high-profile consulting projects completed by the Institute include:**

- L&D Strategy Plan – assisting a major organisation in developing its L&D strategy following a major re-organisation of the operation;
- Competency Analysis – defining the skills of excellence for critical roles within the organisation and mapping the knowledge domain to support skills transfer and competence development;
- Learning Technologies Road-Map – analysing the priorities for the organisation and developing the road-map that would ensure effective deployment of learning technologies following concerns over previous experience of e-Learning;
- Value Analysis – providing a framework for determining the value-add provided by the L&D operation over a series of key projects;
- Talent Management – working collaboratively with an organisation to migrate its narrow high-flier based TM program into a full function business process;
- Coaching & Mentoring – facilitating the fast-track development of newly promoted staff and ensuring best practice on critical or high visibility projects;

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# **Increase your performance**

There has rarely been a period in which learning has experienced such change. The Institute works with leading edge organisations to identify and implement many key initiatives that ensure alignment with organisational goals.



**Institute research has identified ten trends in learning today:**

- Integration of learning and work – the new world of learning at work
- Move from ‘push’ to a ‘pull’ – from ‘just in case’ to ‘the point of need’
- Performance oriented approach – prioritising outcomes over delivery
- Drive for shared learning services – efficiency savings and effective deployment
- Deployment of networked content – a rich repository to facilitate working smarter
- Balancing formal and informal learning – playing to the strengths of each
- Innovative use of learning technologies – going beyond ‘push’ elearning
- Support for communities of practice – leveraging the power of collective intelligence
- Focus on effectiveness, and value – showing the business impact of learning
- Talent management – an essential role for the L&D profession

The Institute is committed to helping its members meet the challenges and benefit from the opportunities of these ten key changes in learning at work.

**The Institute focuses on enhancing and recognising the skills and professional status of individuals and organisations engaged in learning activities and working with organisations to continually develop their impact on workplace performance.**

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**The Learning and Performance Institute**

# Keep your skills current

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**The Institute's comprehensive programme of conferences and webinars provides a rich source of industry knowledge and the opportunity to develop specific skills.**

## **Learning Live Conference & Exhibition**

The only work based learning event of its type, targeted specifically at learners and managers looking to grow their knowledge and keep up-to-date with the latest developments in the field. The two day event includes the Learning Live Exhibition, over 20 focus sessions and a gala networking dinner.

## **Learning and Performance Institute Webinars**

Provides added value content to Institute members - from specific topics around the use of social media in learning, to thought leadership sessions. All webinars are live and interactive.

## **The Learning Awards**

The Learning Awards, hosted by the Institute every February, recognise outstanding examples of high standards, best practice, innovation and excellence. They are firmly established as the benchmark for excellence throughout the learning industry. The awards enable you to gain competitive advantage and win the recognition you deserve.

# Three guiding principles drive the Learning & Performance Institute

- One.** \_\_\_\_\_ Continuous performance improvement
- Two.** \_\_\_\_\_ Professional recognition
- Three.** \_\_\_\_\_ An independent view

**One: Continuous performance improvement**

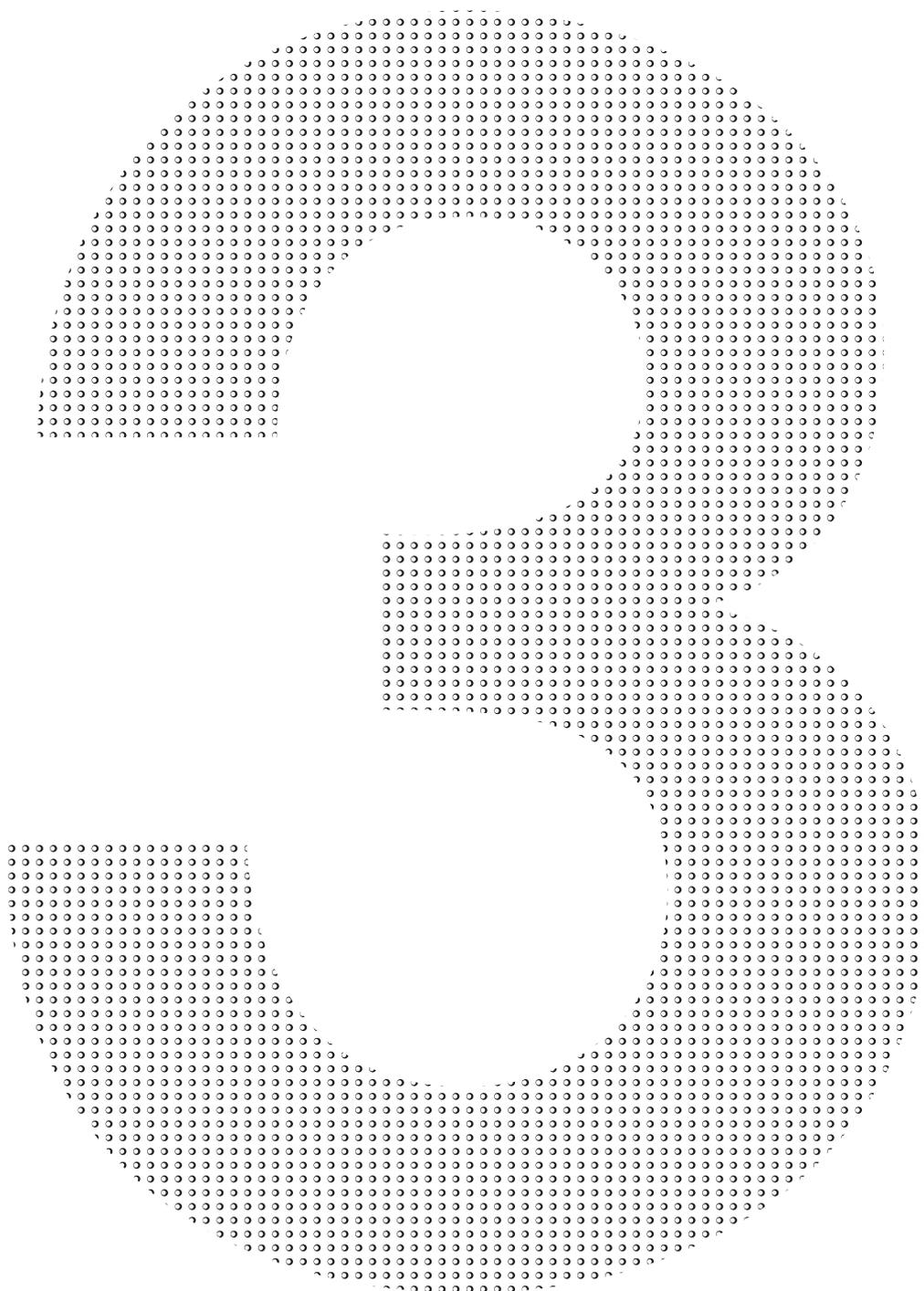
Through extensive knowledge, experience and proven development programmes, the Institute works with organisations and individuals to continually raise the standard and performance of learning; whilst championing the impact of learning on corporate performance.

**Two: Professional recognition**

The Institute's focus is fixed firmly on promoting the prestige and integrity of the learning profession. Institute Certification, Membership and Accreditation not only establishes the quality of individuals, organisations and programmes, but sets our members and accredited organisations on the path to sustained performance improvement.

**Three: An independent view**

The Institute is a self-determining, objective body. Being vendor neutral means we can concentrate unhindered on the development of professional standards. Our impartial viewpoint means we are uniquely positioned to establish and monitor benchmarks of excellence: standards against which we can measure the performance of learning professionals.



**Enhance your learning skills  
and competencies**  
**Measure and benchmark learning  
skills and products**  
**Keep up with the latest innovations  
and developments**  
**Follow quality learning standards**  
**Achieve professional recognition**  
**Facilitate business improvement**

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We are committed to raising standards of professionalism within the learning industry. Join us and share the benefits.

It's easy to come on board, either go to [www.learningandperformanceinstitute.com](http://www.learningandperformanceinstitute.com), or contact us to discuss your requirements.

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**Join the  
Institute**

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**Enrol  
today**

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# Learn Perform