



# THE LPI

# GLOBAL PARTNER PROGRAMME

2020-2021 Programme Year





# An opportunity for growth

**Edmund Monk, CEO**

Since 1995, the Learning and Performance Institute has been a trailblazer for organisations and professionals employed in the workplace learning (L&D) industry. Always innovating, always supportive, and continually expanding our global footprint, we exist to help L&D work better - empowering individuals and companies with the tools, information and connections they need to improve workplace learning. Utilising a data-driven approach, and supported by a comprehensive portfolio of products and services including membership, certification, accreditation, events, awards, online communities, consulting and research, we have helped thousands of organisations to raise their profile, unlock new business, reduce time to value, and improve performance.

Central to this success is our **global partner network**. As we expand our horizons, our strong relationships with trusted industry, solution and specialised implementation partners is a key component that unlocks our mutual customers' potential. With an empowered and agile force of international business partners, working together, we help customers drive measurable performance improvement through the synergy of digital technologies and skilled people.

Together, we help organisations build skilled, engaged and connected teams of learning professionals, committed to a culture of self-improvement and performance outcomes. We help learning departments demonstrate business value to internal stakeholders, learning providers differentiate themselves in the market, and learning professionals build skills, experience and marketability.

Our motto is "Involve. Inform. Inspire" - a guiding principle that underlines everything we do, and the ethos that brings people and technology together to improve performance.

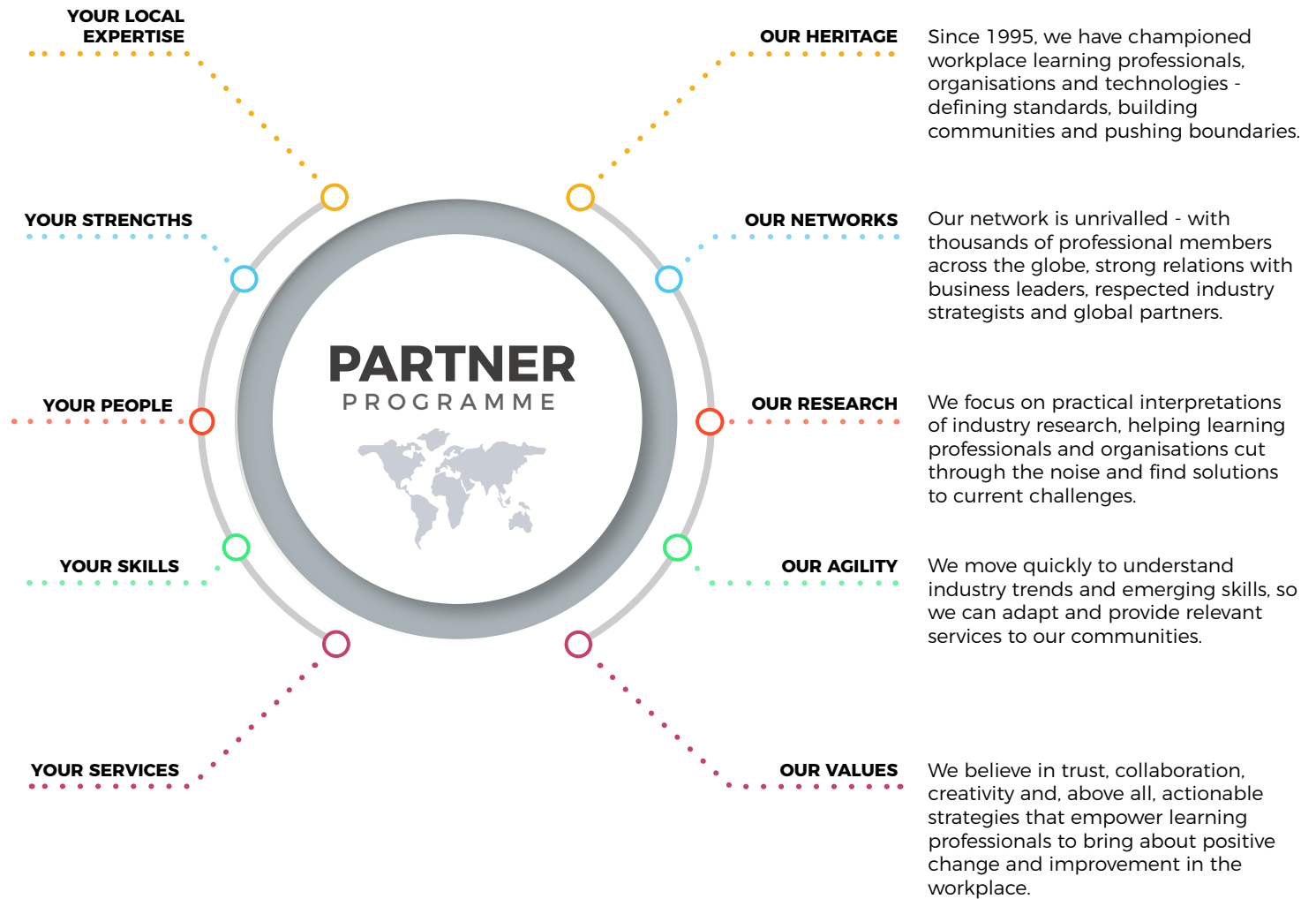


## Why partner?

Partnering with the LPI, the only global body solely dedicated to workplace learning, gives you access to a community that embraces opportunities, thrives on innovation and serves thousands of learning professionals and organisations across the world. For us, partnerships are about solving problems together to drive performance and efficacy in workplace learning, to raise the profile and build the skills of learning professionals, and to empower, engage and connect our networks to create long-term positive impact in our industry.

By leveraging the LPI's highly respected brand, networks, research and knowledge of the L&D industry, you will strengthen your competitive advantage with the addition of new tools and resources to serve your customers.

Combining your business strengths with the LPI's strengths will open a wealth of new opportunities to serve the growing global L&D market.



## LPI Global Footprint

The LPI has members, certification holders, training centres, events, and partners across the world.



# Our portfolio

The LPI offers a world-leading portfolio of products and services, designed to create a highly-engaged workplace learning culture within organisations, where the development of essential skills and capability, and the demonstration of learning impact, are the keys to improved performance.



## Certifications

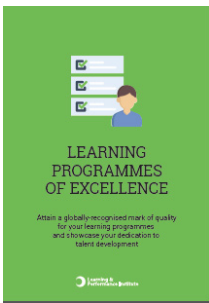
Supporting the career growth of learning professionals is a fundamental part of our mission. The LPI's certification programme offers individuals world-leading paths to competencies in critical skills such as **virtual classroom/live-online learning, classroom training, and performance consulting**. Our COLF (Certified Online Learning Facilitator) programme is a de-facto standard, being the first of its kind in the industry and having been adopted by over 10,000 learning professionals, whilst TPMA is one of only a handful of certifications accepted by Microsoft as a prerequisite towards MCT.



## Accreditation

The LPI only works with organisations that are committed to demonstrating professionalism and impact for the individuals and organisations they serve. LPI Accreditation is the foundation for this strategic partnership. Beginning with a comprehensive assessment of a company's business model against an industry standard framework, and progressing towards a long-term partnership that develops the strategy and capability of its business, accreditation is the foundation of our commitment to raising the standards and importance of workplace learning.

# Our portfolio



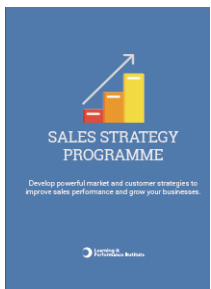
## Learning Programmes of Excellence

The LPI recognises the importance of quality, up-to-date, relevant and effective learning programmes that attract and retain talent. Using a consultant-led benchmarking and validation process, we help organisations showcase the calibre of their learning programmes to internal stakeholders and demonstrate their commitment to talent development.



## Memberships

As the only global body dedicated solely to workplace learning, membership of the LPI signifies an individual's commitment to professionalism in our industry, and recognises their skills, experience and personal brand. For corporate teams, membership fosters a culture of self-improvement and empowerment.



## Business Support Services

Organisations that lack the skills, time or resources to implement their learning strategies can take advantage of the LPI's Business Support Services. From event management, to marketing, to sales upskilling, the LPI can assist.



## The Learning Awards

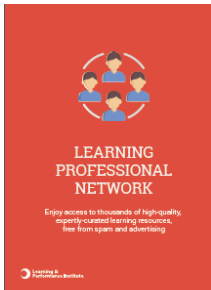
Hosted at the 5-star London Hilton on Park Lane, the Learning Awards is a celebration like no other – and represents the pinnacle of achievement for individuals and organisations in the workplace learning sector. Attracting hundreds of entries from across the globe, judging both in-person and via online conference, and live-streaming the ceremony to thousands of viewers, the Learning Awards is truly a global event.



## LEARNING LIVE / LEARNING LIVE Networks

A unique programme of activities designed to inspire and invigorate learning leaders. With a showcase conference and exhibition in London, supplemented by focused satellite events and online services, LEARNING LIVE is dedicated to finding practical solutions to today's L&D challenges.

# Our portfolio



## Learning Professional Network

Access to content has replaced retained knowledge as power for the modern learning professional. The LPI supports this by using industry experts to curate relevant, quality content across a wide spectrum of topics and offering this content freely - without advertising - to the learning community via its web platform, the Learning Professional Network.



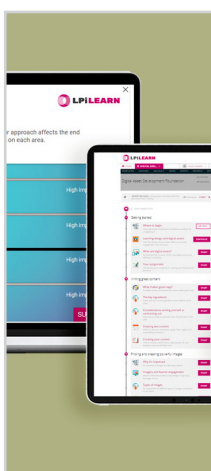
## The LPI Capability Map

The LPI Capability Map describes, assesses and analyses the critical skills needed for success in modern learning and development. The Map is designed to be a common language of L&D skills, and is used for a range of purposes, including personal development, team assessment and development, strategic planning and talent mapping..



## Performance Through Learning

A transformational programme that invigorates organisational approaches to learning. Performance Through Learning identifies and tackles a key learning challenges, builds knowledge and industry connections, energizes talent development strategies, and nudges the whole organisation towards greater performance.



## LPiLEARN

LPiLEARN brings together the deep insights and analytics of the Capability Map, with expert content builders from LPI-accredited Learning Providers, to create a powerhouse platform for the learning professional. Delivering carefully crafted learning programmes - specifically targeted to bridge the skills gaps identified in the Capability Map - LPiLEARN gives the modern learning professional a highly relevant and focused path to performance improvement. For learning departments, LPiLEARN provides an indispensable resource for the facilitation of team building, role transition, succession planning and more.

Our joint path to success





# How we partner

## Business Partners

LPI Business partners are authorised to market, sell and, where appropriate, deliver the LPI's comprehensive portfolio of learning solutions to their customer base, while selling their own consulting and integration services. Business partners are also eligible for rewards for identifying leads and helping LPI sales teams close deals.

## Technology Partners

As a Technology Partner, you will be able to combine your own intellectual property with LPI products and services, giving your technology exposure across our entire network of customers and members. Technology partners benefit from increased marketing exposure, expanded user bases, and greater sales visibility.

## Media Partners

LPI media partners enjoy exclusive access to LPI surveys, research, videos, white papers, interviews, events and other activities that can be promoted via their platforms. We also work with media partners to create, co-author, share and distribute content to our networks to amplify reach.

## Capability Map Ambassadors

A unique type of partnership that gives your organisation access to the LPI Capability Map and its data, allowing you to build research, publications and solutions using the insights acquired from the tool.

# Our badging initiative

Partners can differentiate their business and market and sell their skill sets through the LPI Partner Programme's badging initiative. Our badging initiative is designed around tiers and competencies, to illustrate the depth of a partner's business with LPI and the extent of its LPI-based skill set.



# Partner onboarding process



## Pre-qualification

You begin the process by telling us about your organisation and the reasons you wish to enter into partnership with the LPI. We will review your information before progressing to the next stage, and we may schedule a call or meeting with you if needed.

## Assessment

The LPI will work with you to identify your company's target markets, assess your experience and resources, agility and readiness, and your motivation to partner. During this time, we may extend invitations for your representatives to attend LPI events such as the Learning Awards and LEARNING LIVE, to experience first-hand the potential of an LPI partnership. You will also begin your Performance Through Learning journey, which will lead to accreditation.

## Agreement

Once you have achieved accreditation and we have a good understanding of our partnership model, we will put a formal Partnership Agreement in place. Once signed, we will announce the partnership through our marketing channels to build awareness in target markets.

## Upskilling

The LPI will work with you to provide a training plan, so your sales and marketing representatives are fully enabled to fulfil the partnership arrangement as agreed,. During this time, we will provide resources, connections, complimentary memberships of LPI networks, research data and marketing support to ensure you have all the information you need.

## Support

Support is on-going throughout the duration of the partnership agreement.

# Partner upskilling and training



The LPI encourages all its partners to build their skills, stay current and strengthen customer relationships. To achieve this, we offer paths to competencies and specialisations, which are designed to differentiate you from the competition. All partners begin this journey by first completing the 'Performance Through Learning' programme which leads to accreditation.

## Performance Through Learning

Partners must undertake the LPI 'Performance Through Learning' programme to achieve accreditation. This provides the foundation and authority to then sell (or deliver) accreditation services and consultancy to external customers in their marketplace.

## Sales Academy

Partners who are authorised resellers will be upskilled through the LPI Sales Academy to adopt the LPI's sales engagement model, which provides a clear process that facilitates better transparency, consistency and predictability for you throughout the sales engagement. This process keeps you aligned with our sales organisation and professional services.

## Learning Programmes of Excellence

Partners may undergo the LPI's Learning Programme of Excellence assessment for an independent validation of the quality and efficacy of their learning programmes. They may also sell and potentially deliver the same service to external customers in their marketplace.

## Certification

Partners and their employees are encouraged to undertake LPI certification programmes so that they may have a solid understanding of how to sell (and potentially deliver) these programmes to their customers. Refer to page 5 for available certifications.

## Events Hosting

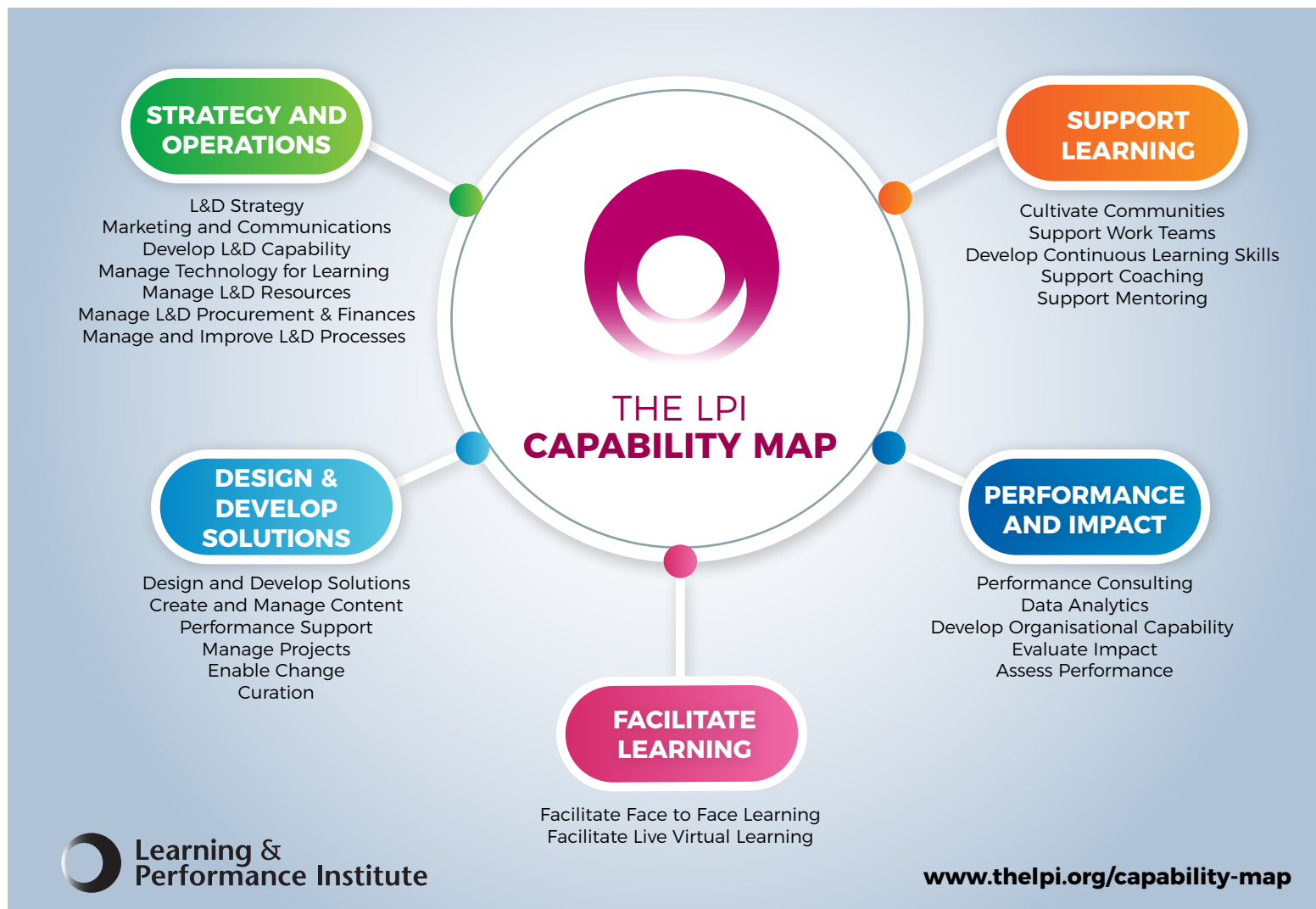
Partners are encouraged to design and host learning events in their geographical markets, using the LPI's format and/or branding. To maximise success, the LPI can provide collateral, topics, speakers and guidance to support your events team.

Partners will be encouraged to market, adopt and use the LPI Capability Map to build datasets for their customers and to undergo training to be able to interpret the results and sell consultancy services based on the tool's findings.

The LPI Capability Map offers three modes of access, the latter two being paid-for services that can be offered as part of a partner's portfolio.

- Individual self-assessment of skills
- Team/department assessment with reports of current skills
- Team/department assessment with reports on skills gaps, role mapping and strategic analysis to facilitate succession planning

Additionally, partners may be selected to supply resources and learning programmes for the Digital Learning Academy, for the purpose of addressing specific skills gaps identified in the LPI Capability Map.



# Partner benefits

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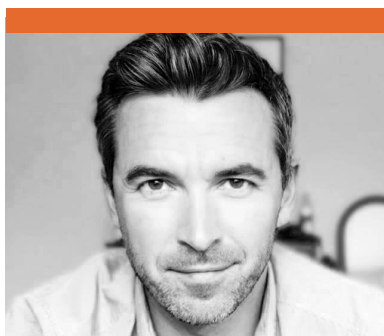
- Access to the annual Partner Conference, where you will learn about opportunities to maximise your partnership investment, network with other partners, meet key LPI personnel, and explore new avenues for business growth.
- Access to the LPI partner team as dedicated points of contact for decisions, support and advice.
- Access to relevant marketing and co-marketing programmes and tools.
- An expanded portfolio of solutions and resources to help you better serve your customers and address a wide variety of workplace L&D needs.
- Complimentary membership of the LPI for selected employees.

Introductions to LPI key contacts and connections: industry thought-leaders, practitioners, speakers and researchers.

- Preferential access to LPI online resources, networks, events and product information
- Representation on the LPI Partner Portal website, showcasing our mutual business relationship. We will display your company logo, address, contact details, website, partner badge and a summary of your partnership model.
- RFP and proposal templates: partners are provided personalised RFP/sales proposal assistance and templates that can be requested through your partner manager.
- Partner badges: You are encouraged to promote your LPI Partner badges on your website, in advertisements, customer communications and other marketing materials.
- Joint business development: Partners and the LPI can jointly develop and bring to market repeatable, innovative solutions. There is a defined framework that includes sales, delivery and marketing support for qualified and approved initiatives to ensure success and align to the go-to-market strategy of each initiative.
- Partner communications: the LPI communicates regularly with partners and their employees about news, products, solutions and resources through various communications channels, including newsletters, executive updates, webinars and online conferences.

# Your partner team

Our team of industry specialists will work with you to develop a mutually beneficial and long-term relationship that drives commercial opportunities for both your organisation and the LPI. Together we will deliver transformational learning solutions, uncover new business opportunities and help our existing customers reach new heights.



**Edmund Monk**  
CEO



**Kelly Davis**  
Director Global Sales & Marketing



**Olga Manzano**  
Global Partner Manager



Together, we provide practical solutions for business performance improvement through effective learning. Our unique focus is on learning *efficacy*; the demonstrable impact of learning on individual and organisational performance.



**Michael Strawbridge**  
Global Head of Content,  
Networks & Member Services



**Pauline Saunders**  
Head of Events



**Giles Hearn**  
Head of Marketing

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