



# ASPEL

Association for Professional & Executive Learning

## Certification for Learning Professionals



# Certification for Learning Professionals

## About ASPEL

ASPEL is the first executive development association to be designed from the outset to appeal to a global membership base, providing resources for trainers, networking meetings and matchmaking between solution seekers and solution providers.

As part of ASPEL's mission, it offers a certification process that provides objective evaluation of individual capabilities, thus helping clients to distinguish between potential providers.

## Who can apply for the ASPEL Certification?

The Certification is designed for any professional who is involved in Executive Learning, including:

- Organizational learning officers and practitioners
- People transferring to the area from other organisational roles
- Faculty working in Business Schools, Executive Development Centres, or Learning companies
- Independent consultants and experts

In addition to academic qualifications, the Certification takes into account experience and expertise, making it applicable to anyone working in a learning function, whatever their background.

## Benefits of Certification

For the Learning Professional, the benefits of Certification include:

- acknowledgement of your achievements in the field
- a quality kite-mark that can be added to your websites, stationary and business cards
- differentiating yourself from other providers
- a thorough analysis of strengths and potential areas for personal development



## Key features of ASPEL Certification:

- The certification process is **conducted online** throughout, reducing both time and cost. It is purely evidence-based, so you don't have to undertake any formal training programme to obtain the certification
- The Portfolio of Evidence is evaluated by a panel of **three assessors**, selected to ensure that their background, language and culture closely match your own
- It is **modular** in format, thus allowing you to progress incrementally through the various stages at your own pace and in your personal areas of interest

Certification is awarded in one of four learning / developmental areas:

- **Individual** (including coaching, mentoring and tutoring)
- **Group** (including training, facilitation and programme design)
- **Organization** (including strategy, organizational development, change management)
- **Online** (including eLearning, virtual worlds, online simulations)

and may be awarded at one of four levels of achievement:

- **Quality Entrant**
- **Practitioner**
- **Master Practitioner**
- **Expert**



# The Certification Framework

## Which Certification is right for you?

In the highly competitive world of learning provision, it is important for you to decide which path best suits your experience and vision.

As the industry becomes ever more professional, clients (whether internal or external) are seeking specialists and experts who can support the design, development and implementation of learning projects, whether at individual, group, organizational or (inter)national levels.

With ASPEL Certification, you select which specialism best reflects your expertise and interests. Or indeed you may wish to undertake more than one Certification process to demonstrate not only your depth of experience but also the breadth of expertise you can offer.

Certificate in:	Quality Entrant	Practitioner	Master Practitioner	Expert
<b>Individual Development</b>	Coaches peers and colleagues	Coaches at middle management or professional levels	Coaches at senior levels; contributes to the wider community	Is a top expert in the field of coaching; contributes to the (inter)national community
<b>Group Development</b>	Competent in skills training within a defined topic area	Has a proven knowledge base which s/he applies effectively across a range of areas	Develops new products or services; contributes to the wider community	Is a top expert in the field of training and development; contributes to the (inter)national community
<b>Organizational Development</b>	Conducts defined projects effectively	Designs and implements OD projects	Initiates new OD projects; contributes to the wider community	Is a top expert in the field of training and development; contributes to the (inter)national community
<b>Online Learning</b>	Supports the development and implementation of online products and services	Designs and develops online solutions in response to specified needs	Develops new products or services; contributes to the wider community	Is a top expert in the field of online learning; contributes to the (inter)national community

# The Evaluation Framework

## The Portfolio of Evidence

Certification is based on a portfolio of evidence. Points are awarded for various criteria, including:

- Academic qualifications obtained
- Membership of professional associations
- Continued Professional Development
- Experience in the sector
- Client feedback
- Customer / participant feedback

The Certification is awarded on submission of evidence relating to the four sections below.

### **Certification-Specific Tasks:**

To qualify, the applicant must

1. Complete a Self-Assessment Report (SAR)
2. Present a video of a professional task, such as a class or coaching session. If required, alternative formats can be arranged.

### **Academic Background:**

To qualify, the applicant must provide evidence of their academic achievements. These include degrees, diplomas and other certificates obtained.

In addition, publications such as books and articles also contribute to this section.

### **Experience:**

To qualify, a minimum of two client references and two customer references will be required. The Assessors will contact referees and obtain the required evidence to evaluate the applicant's level of expertise.

### **Projects Managed:**

In this section, applicants present evidence of the learning projects they have designed and delivered, including for example, Leadership Development Programmes, Corporate Coaching Strategies, E-Learning Programmes and so on.

# The Process of Certification

The process consists of the following steps:

1. Email us at: [certification@aspel.org](mailto:certification@aspel.org) and we will send you an application form
2. Complete the Certification Application Form and email it back to: [certification@aspel.org](mailto:certification@aspel.org)
3. We will arrange a time to speak personally with you to ensure that you have all the information you require to successfully achieve the standard you are aiming for in the appropriate development area.
4. Once your application is accepted, the ASPEL Certification Board appoints three assessors to evaluate the portfolio
5. You submit your portfolio of evidence to the ASPEL Certification Board.
6. The portfolio is distributed to the assessors, who contact referees, allocate points and independently arrive at a conclusion regarding the Certification Level to be awarded
7. The auditors compare their results and arrive at a joint decision which is then reported to the Certification Board.
8. On successful completion, the Certification Board awards the Certification
9. The ASPEL Secretariat informs you of the Award and the comments arising.

