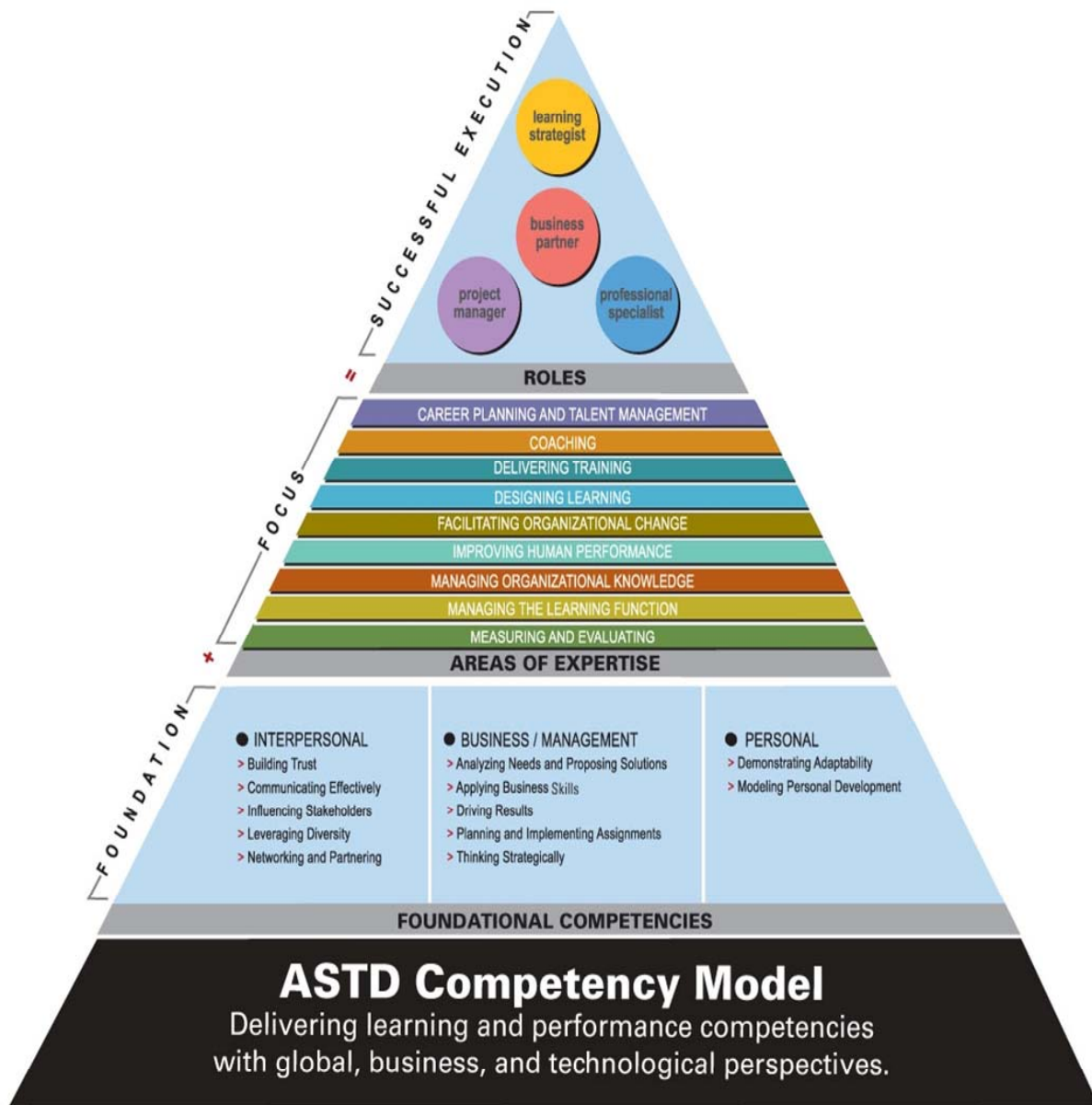


THE NATIONAL ASTD COMPETENCY MODEL



WHAT IS THE COMPETENCY MODEL?

It identifies the roles, areas of expertise, and foundational competencies for professionals in the learning profession. It is the basis for the National ASTD Certification Institute's Professional Certification Program.

WHAT ARE THE COMPONENTS OF THE COMPETENCY MODEL?

The 4 "Roles" are groupings of targeted competencies. An individual's job may encompass one or more roles (aka: "hats" one might have to wear).

The 9 "Areas of Expertise" (AOEs) which are the specialized knowledge/skills an individual needs to perform in a learning and performance role. An individual may need expertise in one or more areas, depending on the learning situation.

The 3 "Foundational Competencies" comprise the Competency Model which defines behaviors for learning and performance professionals.

WHAT ARE THE 4 “ROLES”?

1. Learning Strategist
2. Business Partner
3. Project Manager
4. Professional Specialist

WHAT ARE THE 9 “AREAS OF EXPERTISE”?

1. Career Planning and Talent Management
2. Coaching
3. Delivering Training
4. Designing Learning
5. Facilitating Organizational Change
6. Improving Human Performance
7. Managing the Learning Function
8. Managing Organizational Knowledge
9. Measuring and Evaluating

WHAT ARE THE 3 “FOUNDATIONAL COMPETENCIES”?

1. Interpersonal: how well you work with, manage, and influence people, policy, and change
2. Business and Management: How well you analyze situations, make decisions, and implement solutions
3. Personal: How well you adapt to change and make personal decisions to enhance your career

WHAT IS THE ASTD COMPETENCY MODEL DESIGNED TO ACCOMPLISH?

The Competency Model provides a roadmap to Workplace and Learning Professionals (WLP) of the knowledge and skills needed to be successful in their field. This roadmap is impacted by industry trends, so it is updated every two years to maintain a current roadmap for WLP professionals to follow.

HOW DOES THE ASTD COMPETENCY MODEL AFFECT THE SEWI-ASTD CHAPTER?

The Competency Model provides guidance to our Chapter as to the educational offerings our members will find most relevant and beneficial to their careers. That allows our Chapter to match our offerings to our members' professional needs.

HOW DOES THE ASTD COMPETENCY MODEL AFFECT YOU AS A SEWI-ASTD CHAPTER MEMBER?

As you review the Competency Model, look for areas of expertise you would like to expand and grow, then take advantage of the programs offered by our Chapter related to those competencies.

The national ASTD website also offers an online career path tool called the “ASTD Career Navigator” to let you select a job profile in the Learning Profession and assess your current proficiency levels against the target levels for that job profile. It also identifies career development resources to help close any proficiency-level gaps.