Analysis of Certified Performance Technologist Possibilities

The process of recognizing a Certified Performance Technologist is done through a systematic review of an applicant's experience in the field of performance improvement or other related field such as instructional design, organizational development, or human resource management. Designation as a Certified Performance Technologist is based on four distinct principles, which includes a minimum of three years experience in the field, a commitment to a governing Code of Ethics, documentation of work on multiple projects that includes adherence to the 10 Performance Standards, and attestation by client or supervisors of satisfactory completion of past projects and performance. These four distinct principles when combined together help to define an applicant as a true Certified Performance Technologist.

After completing the requirements and attaining certification, Performance Technologists are placed in a distinct category alongside other professionals within the field. Acceptance as Certified Performance Technologist establishes a bond among other certified members which is based on skills of performance and standards. These skills when practiced together compose a shared language among members and indicate that a person has achieved a certain level of excellence within the field. Not only are other Certified Performance Technologist’s aware of the skill set that certified members have to offer as a result being certified, but clients and supervisors if properly educated are also aware of a member’s dedication to the field of Performance Technology and meeting their particular needs through solution based results.

Clients and supervisors, when educated about what it means to be a Certified Performance Technologist are more likely to accept suggestions and implement ideas because the Performance Technologists experience has been proofed. This is because they know that a Certified Performance Technologist’s recommendations are based on a demonstrated adherence to an established and rigorous set of standards and principles. These standards and principles help to add value and validate practitioners when it comes to performance issues and concerns of a particular client or supervisor. Clients and supervisors alike will be more inclined to accept and implement suggestions regarding performance because they do not have to worry about haphazard solutions being thrown together. Their worry is displaced because the Certified Performance Technologist has already been validated as a professional in the field by way of an established credentialing and review process. This relieves the pressure of close supervision and micromanagement that is often required when someone lacks credentials or is unlicensed in a particular field. Certification is basically insurance that states all efforts will be based on results and value.

A Certified Performance Technologist is distinguished from non-certified technologist because their work has been proofed and is aligned to the 10 Performance Standards. Certification allows technologist to be more engaged in and focused on the client without the pressures of trying to convince them that they are proficient and have the qualifications needed to achieve a desired result. Therefore, this makes Certified Performance Technologists more competitive in the marketplace because employers and clients do not have to worry as much about the practices, proficiency, and integrity of the employed individual.
Being a Certified Performance Technologist does make a difference I believe for those who are primarily employed by clients on a contractual basis. As a contracted Performance Technologist, having certification could mean the difference between landing the contract and not landing contract. This is because client’s and potential client’s want to ensure that they are getting the most value for their money, while at the same time employing someone that is guided by an established set of core standards. However, a Performance Technologist who is employed on a salary basis may not need to have certification if they are already employed and a positive proven track record has already been established among clients and supervisors. New hires on the other hand and Performance Technologist starting with a zero client base may need certification if only to boost their qualifications and credibility in the eyes of a future employers and potential clients. Employers and clients, however may not be aware that such a certification exist, therefore Performance Technologist may be left to explain the certification process and the positive impacts that hiring a Certified Performance Technologist has over hiring one who is not certified. Understanding the certification process, being able to explain why certification is important, and how the 10 Performance Standards and Code of Ethics will benefit potential clients and supervisors is a must by Certified Performance Technologist. This is because if not properly explained potential clients and supervisors may become indifferent about the certification. Therefore, I believe that at this point in time becoming certified seems to be more beneficial to a Performance Technologist who is not yet established with an employer or does not have a well established client base. In the years to come, however I feel that the focus will shift to include everyone in the field as more and more employers and clients are educated about certification and the potential impact that hiring a Certified Performance Technologist will have on their business.

Currently, in my occupational fields, certification would not make much of a difference; other than having a series of letters after my name. If I was certified at this point in time, I would probably find myself explaining what the abbreviations mean, instead of what I have to offer. As time ticks forward and more Performance Technologist, employers, and clients are introduced to the certification, I believe it will have more of an impact, but it may never achieve the same status as PHD, DDS, or RN. However, as more and more employers reshape their Human Resources and Training Departments, the acronym CPT will become better known in those circles, thus achieving a higher status among other certified post-graduate professionals and organizations. As a manager, administrator, or faculty member in particular department at Southern Illinois University Edwardsville, I think that achieving certification is necessary and would have a positive impact on students enrolled within the department. However, I am just not sure though what certification would be more beneficial and take precedence. That is would Certified Performance Technologist be in lieu of PHD, on the same level as, or placed in a higher category because it is in addition to what others have achieved. Academic professors and instructors can never stop growing professionally because if they do than the student population my form a lesser opinion of the individual professor, the department, or the university. Having properly trained and accredited professors and instructor’s helps to demonstrate that they understand, are guided by, and teaching the latest information being used in a particular career field. Professors and instructors, who lack certification, probably currently meet all of the requirements needed to obtain the actual certificate, therefore all most would have to do is submit the required documents and the appropriate registration fee.
Certification as a Performance Technologist is both similar and different than other fields such as is the case with becoming a Certified Public Accountant. They are similar in that they both have a certification process for eligible candidates who meet a certain criteria. The similar criteria consist of adhering to certain performance standards and upholding a Code of Ethics. There are other similarities, such as filing requirements and fees. As far as differences, the most notable between becoming a Certified Performance Technologist and a Certified Public Accountant is that Certified Public Accountant’s are required to be a:

“Recent college graduate who is in the workforce and who has not yet passed the CPA Exam. CPA Candidates may remain in this category for up to five years following graduation, and or completing graduate school to fulfill the 150 hour requirement (if applicable). Upon meeting the eligibility requirements to sit for the CPA exam, members must sit for the CPA exam at least once each year to remain in this membership category.”

The American Institute of Certified Public Accountants

Whereas, a Certified Performance Technologist candidate is not required to sit for a test, nor must they complete a degree requirement, but rather their actual works or products are critiqued by internal/external clients or supervisors who attest to the description and quality of the work that you have done in the field. These internal/external clients or supervisor attest to the fact that a Performance Technologist works are guided by the 10 Performance Standards, the Code of Ethics, as well as fit the profile as outlined in a work identification form. Performance Technologist must submit two works that meet the first 4 Performance Standards and they must submit four additional work examples that when reviewed adequately meet and demonstrate Performance Standards 6 to 10. As far as recertification, Certified Performance Technologist’s must recertify every three years and the process is much different than a Certified Public Accountant’s. Certified Performance Technologist recertification is based on rereading the Code of Ethics, completing administrative requirements, paying recertification fees, and accumulating 40 points of continuing education/professional development during each certification period. The education/professional development portion is a stringent requirement which consist of completing various activities. Activities can include

“participation in conferences, workshops, and chapter events sponsored by ISPI or other related professional organizations, commercially provided workshops, and degree-granting institutions when the subject relates to one or more of the Standards of Performance Technology”.

International Society for Performance Improvement

Each of the above noted activities are assigned a point value by the International Society for Performance Improvement and based on hours that each is activity is performed by a certified member. A breakdown of contract hours and point values are provided below for review:
<table>
<thead>
<tr>
<th>Contact Hours</th>
<th>Points</th>
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<tbody>
<tr>
<td>1 hour</td>
<td>1 point</td>
</tr>
<tr>
<td>3 hours or a half-day program</td>
<td>3 points</td>
</tr>
<tr>
<td>6 hours or a full-day program</td>
<td>6 points</td>
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A maximum of 12 points can be given for attending any individual conference, university/college course, or training program.

After briefly comparing the certification for both Certified Public Accountant and Certified Performance Technologist, I feel becoming a Certified Performance Technologist should be left to those individuals in the field who choose to become certified. Requiring certification as a Performance Technologist may stifle creativity because technologist would be forced to confine their works to meet membership criteria. A technologist’s works seem to be more tangible than that of a Certified Public Accountant’s, therefore it cannot be neatly confined to just classroom instruction and sitting for an exam. Certification requirements are currently open ended, based on past performance, and proofed using actual work. If anyone is to be required to attain certification than it should be restricted to academic professors; only as a way to solidify academic values and standards among students in a performance type degree programs.

At this point in time, I would not pursue Certified Performance Technologist status for the simple fact that I am still trying to shape myself within the field and have yet to develop any projects worthy of critical review by clients or supervisors. I believe that I am currently working toward being able to one day have more to offer potential clients or supervisors. I feel that every graduate level course I take provides me with the a little more knowledge needed to be successful in this field. As I learn new things, such as the certification process, and adapt them to existing projects within the program, my products will become more elaborate, better developed, and aligned with the 10 Performance Standards. Meaning someday, I will feel confident that I can produce significant results in the field and meet all of the required criteria to obtain certification as a Performance Technologist.

At this moment, in order for me to move towards Certified Performance Technologist status, I would have to continue to develop current projects that I am working on in the Instructional Design and Learning Theory Graduate Program at Southern Illinois University Edwardsville, as well as seek out other potential projects that would enhance my abilities as a technologist. Future potential projects will most likely be in the form of improving instruction as a Public Educator and as a Company Commander in the United States Army. As far as insuring future technologist within the program graduate as a Certified Performance Technologist, the current academic program may need re-aligned a little taking into account the 10 Standards of Performance Technology required to achieve certification. Student designers would have to continue to develop a working portfolio as they are currently required to do, but maybe also be required to complete a design project as an intern working under someone who has already achieved certification and is working in the local area. The internship may start off focusing on the first 4 Performance Standards during the first few courses in the graduate program and then developed into the more systematic process as outlined in the last 6 Performance Standards. If
the standards are incorporated into courses throughout ones studies, then they may begin to see
the benefits of certification and how it affects their future as a Performance Technologist. The 10
Performance Standards will also act as a guide when selecting, completing, and submitting
portfolio projects while attending the university and continue on after graduation.

Certification as a Performance Technologist is a performance improvement strategy
because as stated before it is clearly defined by a set of standards that other technologist have
adapted and adhere to throughout the field. I believe that certification should not be a
requirement at Southern Illinois University Edwardsville at this time because the process as
stated earlier may stifle student creativity. This is because their portfolio projects may become so
aligned to the certification standards that it becomes a rigid process where they feel confined or
compelled to achieve certification. Instructional Design and Learning Theory curriculum can
overtime be slowly aligned with the certification process without students even realizing it. This
would be the most beneficial way to proceed because student creativity would not be stifled by
the certification requirements and by the time they graduate the program they would have meet
the majority of requirements required for certification as a Performance Technologist.
Certification as a Performance Technologist should be used as a multiplier for those who choose
to seek it, thus making it more personal and fulfilling when achieved and earned outside of the
academic environment.

Executive Summary:

My recommendation, after briefly reviewing several resources and the certification
process for becoming a Certified Performance Technologist, is that it should be an individual
choice and not forced on a technologist. Professional growth such as earning Certified
Performance Technologist status should be embraced and encouraged by every technologist
when the time is right. It should not be forced on technologist because someone else feels that
another needs to be certified in the field in order to belong.

I do however, approve of the certification process and think that is a very comprehensive
in the way it takes into account actual work of a technologist. The attestation by client or
supervisors of satisfactory completion of past projects and performance is a great measurement
standard. This standard allows technologist to select their best work and then have it judged by
those that the actual work has help or achieved a desired result for. Overall, the certification
process is very well organized and seems to set a high standard; higher than other certifications
such as a CPA. Therefore, I would recommend at this time that certification not be required, but
rather just used as a guide and when the time is right than a technologist can move forward and
gain certification. If an implementation requirement of achieving certification does occur at the
university than I would proceed as outlined in the last paragraph of this research analysis.
Implementation if required within the program should proceed slowly by first introducing the 10
Performance Standards as part of the student portfolio design process early on and then continue
to build projects aligned with the standards over the course of the program that can be submitted
and used after graduation in the attestation part of the certification process.
Works Cited


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