



## ADD TO CART...

January is a **BUSY** shopping month but not in the *traditional* retail sense.

The beginning of a new year often inspires a time of reflection, particularly about our careers.

*What are we currently doing?*

*What is the next step?*

*Are we ready?*

*What do we need to get there?*

The answer to this last question is often to seek certification to improve our skills and marketability.

**But where do you start as you begin shopping around for a certificate program?**

The Learning & Development community has no “deity” or governing body presiding over it that validates the work necessary to earn a certificate. Therefore it’s up to you to do due diligence to ensure you’re getting a certification that’s both respected in our industry and one that’s right for you.

Based on our experience of certifying *thousands* of L&D professionals over more than 40 years, we’d like to offer a few things for you to consider when searching for a certification provider.

**First, find out *how long* the organization has been in business and how reputable and respected they are in the L&D community.**

Ask colleagues for their experiences and recommendations.

**Second, know the difference between obtaining a certificate and becoming certified.**

A *certificate* usually implies that you attend a workshop and receive a certificate of attendance or completion. *Certification* should entail the completion of some type of performance project to demonstrate you have met the competencies for certification.

Always choose a provider that has a performance-based project that you complete and get feedback on as part of the certification requirements. It will hold much more weight in the L&D community and give you validation that you have acquired the skills and knowledge to up your game!

**Third, don't overpay.**

Shop around to see what you get for your money. Note, there are providers that require you to get (and pay for) recertification in order to maintain your certification.

Now, don't get us wrong, we support life-long learning! That said, adult learning principles have not changed much over the last 40+ years we've been in business. They've only been clarified and supported by research.

It's our observation that the biggest thing that has changed in L&D foundational skills over time is the application of emerging technology and media. For example, when transferring facilitation skills from the classroom to a virtual learning environment, the basic concepts and skills of facilitation do not change, only how we adapt to the technology. So keep up on the technology but don't pay for things that aren't necessary.

**Lastly, ask yourself if certification is right for you.**

Proper certification takes time and money to complete. If your organization or industry does not value it, it's often just as useful to take some additional practical workshops or seminars that target specific skill building in areas of need for your unique situation.

**The Training Clinic** is proud to offer many of our certifications through our public/open workshops. Here is what we have to offer in 2020 - click on the title for more information:

- ***Certified Instructional Systems Designer***
- ***Certified Performance Consultant***
- ***Certified Total Trainer***
- ***Certified Technical Training Specialist***

In addition to the above, we offer the following additional certifications on an in-house basis only, ie. we come to you and train a group of learners:

- ***Certified Training Facilitator***
- ***Certified Training Manager***
- ***Certified Training Coordinator***

So, before you push the PAYMENT button, make sure you do your homework!

Happy New Year!

**Team M&M**  
**Melissa Smith & Maria Chilcote**

## What's Next?

We've got a **great 2020 line up** crafted just for you! Here's a sample of what's coming up soon - just click on the title for more information:

Jan. 22nd: *Welcome to Your New Job as Trainer - Now What?* One -hour Virtual Mini

Feb. 5th: *Maintaining Your Sanity as a Department of One!* One -hour Virtual Mini

Feb.19th: *Writing Realistic Instructional Objectives* One -hour Virtual Mini

March 4th: *Be a Marketing Maven!* One -hour Virtual Mini

April 4th: *Facilitate Training for Results!* One-day public/open workshop

April 5th: *Take Your Training from Snore to Score!* One-day public/open workshop

Click [HERE](#) to check out our entire **Virtual Mini** line-up or [HERE](#) for all of our **Public/Open Train the Trainer Workshops**.

***We look forward to working with you!***

## Virtual Office Hours

Please join us during our **monthly office hours** to share ideas, highlight successes, seek advice or just hang out with kindred spirits!

All virtual office hours are held at 1 pm ET/ 10 am PT and are hosted by Team M&M!

Here's our schedule for the first half of 2020:

*January 24th  
February 21st  
March 20th  
April 24th*

Click [HERE](#) to join us!



## The Training Clinic

We're all on this journey together!

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