

**Fact Sheet**

# **The Brinkerhoff Certification for High Performance Learning Journeys® (Online)**

## **A New Approach to Instructional Design**

*Powered by*

**PROMOTE®**

*Facilitated by*

**The  
Learning  
Gym**



**Brinkerhoff Certification  
High Performance Learning Journeys**

## → Learn how to design High Performance Learning Journeys® in this innovative online program.

More than ever, organizations rely on the support of training to execute strategy and change. At the same time, most training is too event based and does not engage learners in a meaningful and effective performance improvement process. This program will give you the tools to design training programs that create new behaviors and lasting results.

The Brinkerhoff Certification for High Performance Learning Journeys® is an instructional design program with a difference. Built on over four decades of research by thought leader [Professor Robert Brinkerhoff](#), this certification will equip you with a model and complete toolbox to help you consistently design training initiatives that deliver performance improvement and business impact for your and your clients' organizations.



### The Three-Part Certification Process

Brinkerhoff Certification for High Performance Learning Journeys® has three levels of certification to accommodate the needs of different Learning & Development professionals. Read on to find out what level(s) will work best for you; Champion, Architect or Practitioner



# → Champion Certification

The Champion program is the foundational certification level. It has been designed to have relevance and appeal for all learning and development professionals – from instructional designers and course leaders to training procurement officers and heads of L&D.

The certification sets out the key methods and principles for designing High Performance Learning Journeys and provides a rich and comprehensive toolbox to help you design journeys with a focus on performance.



## How it works

The Champion program is cohort-based and spans approximately 6 weeks including 2 x 3 hours of instructor led live on-line training and 6 hours of self-paced assignments on the [Promote®](#) platform (approx. 1 hour per week).



## Benefits of Attending

- ✓ Complete HPLJ toolbox to help you:
  - Identify strategic opportunities for employing HPLJ designs.
  - Present a compelling case for HPLJ methodology
  - Design learning journeys that strengthen participant learning and performance results
  - Assess your own and others training designs
  - Choose appropriate strategies to manage performance barriers
- ✓ Practice and feedback based on an immersive and realistic case study
- ✓ Membership to the Brinkerhoff Certified Only LinkedIn group
- ✓ Access to a continuously improved library of effective HPLJ tools and resources.

# → Architect Certification

The Architect program is the second level of certification. This level of certification is aimed squarely at instructional designers and those that are intimately involved in training design\*.

At this level of certification, you will be working on your own High Performance Learning Journey; either an existing program you wish to improve or a completely new program you are in the process of developing.



## How it works

This program is entirely self-paced\*\*. The backbone of the program comprises 3 x 45 min personal coaching sessions with a qualified expert from the Brinkerhoff Certification team. Between coaching sessions, you will complete self-paced assignments supported by helpful videos and job aids that will guide you step-by-step to creating your very own certified High Performance Learning Journey design.



## Benefits of Attending

- ✓ Additional tools and templates to help you design your High Performance Learning Journeys.
- ✓ Individual coaching and qualified feedback from our Brinkerhoff Certification team of experts.
- ✓ A certified High Performance Learning Journey design ready for implementation



\*completion of Champion level is a pre-requisite to enrolling for the Architect program

\*\*estimated duration is 8 weeks based on the participant being able to allocate 1 to 2 hrs per week.

# ➔ Practitioner Certification

Practitioner is the last and highest level of certification. This program is designed for those that wish to deepen and broaden their High Performance Learning Journey skills by implementing the learning journey designed at the Architect level.

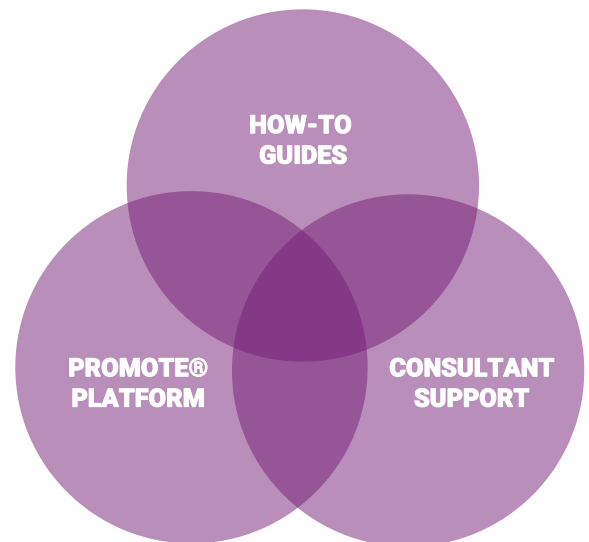
To complete your Practitioner certification, you will submit your Practitioner Report detailing how you have executed, followed up and adjusted your High Performance Learning Journey to ensure performance barriers were identified and managed and performance improvements have been reached.



## How it works

As part of the Practitioner program you will be entitled to build and deliver your High Performance Learning Journey design using the Promote® platform\*.

You will be guided through the building and execution process by helpful 'how-to' guides and have access to 5 hours of expert consultant support that you will be able to divide up and use as you wish.



## Benefits of Attending

- ✓ No strings attached opportunity to test the Promote® Platform
- ✓ 'Just in time' expert support and coaching from the Brinkerhoff Certification Team
- ✓ Your own 'proof of concept' case study that you can use for presenting to your business stakeholders and clients.

*\*Completion of the Practitioner phase using learning journey technology other than Promote® is possible but must be agreed in advance.*

*\*The Practitioner program only includes the Promote platform for one cohort of up to 50 participants for one program design. Continued use of the Promote platform would require a license agreement.*

*\*Existing Promote licensees are entitled to a 50% discount on the Practitioner program.*

## ➔ What participants are saying about the Brinkerhoff Certification

BEI conducted an impact study of the Brinkerhoff Certification for High Performance Learning Journeys to find out how people are using their learning to help their organizations and their clients' organizations get more impact from training. 96 graduates with more than 1,000 years of combined experience in learning and development took part in the study.



### HPLJ provides new insights

# 76%

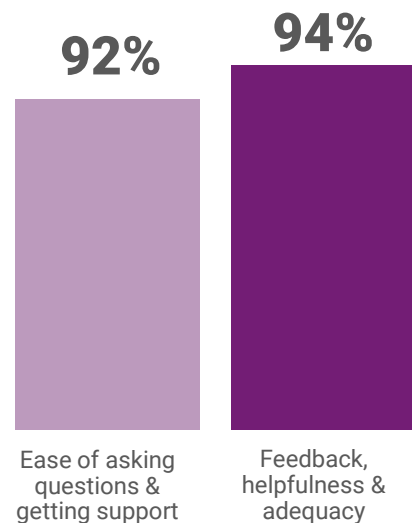
76% of the respondents gained new insights that they are already using in their professional practice

### Highly recommended

# 95%

95% of the respondents recommend the HPLJ certification program

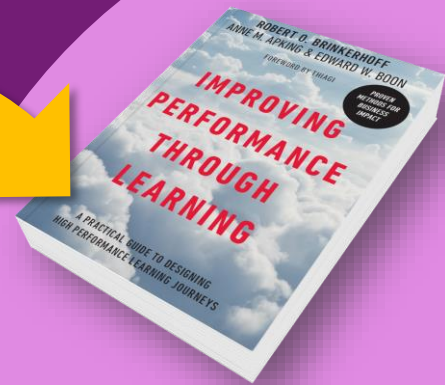
### Participants get great support and feedback



*“It gave me a structured way of working with tools, definitions and models based on experience and research”*



Learn more about  
High Performance Learning Journeys  
in the book  
[Improving Performance Through Learning](#)



## About The Learning Gym (TLG)

TLG is a prominent Asia Pacific partner (accredited) to facilitate the Brinkerhoff Certification for High Performance Learning Journeys

Much like a gym tends to cater to a versatile audience and differing needs, The Learning Gym does the same by offering a variety of formats and types of tools to suit the needs of learning professionals. We offer a one-stop shop to address your learning and education requirements. We provide a space for you to exchange new ideas, learn from proven methodologies and tools and from each other. We facilitate this by offering the most relevant tools, curating best learning practices, and coaching learning professionals. The end objective is for you to be able to flex, tone and build your learning muscles!

To find out more, please contact us:

[info@thelearninggym.co](mailto:info@thelearninggym.co)