



# Certified Credit Union Training Professional

Everyone Benefits From Training Done Right!

## Why Should I Become Certified?

CCUTP certification proves your worth as a trainer. You will gain the ability to develop compelling training. Build and validate the skills you need to become a respected trainer. Your CCUTP credential provides your employer with tangible proof you can create training that results in learning. As a CCUTP, you will dramatically impact learning retention throughout the company.

## Is Certification Right for Me?

CCUTP certification is for you if you aspire to excel as a trainer and are dedicated to setting yourself apart. The most valuable aspect of becoming certified is the actual knowledge and competencies you'll acquire as you navigate the carefully crafted certification process.

## What You're About to Discover



Your CCUTP certification is built around the A-E Professional Development Model™. A step-by-step approach to building better training that results in learning. You will learn how to use this model through workshops, assignments, and a knowledge exam. Ultimately, you'll be able to facilitate learning and create engaging material to maximize retention.

The A-E Professional Development Model™ is developed by Honey Shelton. Honey is a graduate of the School of Credit Union Marketing from the University of Colorado. She has a certification in Reality Therapy from the William Glasser Institute as well as certification from the Training and Development Program at Texas A&M. Honey also has over 30 years of experience consulting and presenting at over 600 Credit Unions, credit unions, and banking-related associations across the country.

You'll discover first-hand how you can harness the expertise that has been put in this model to become an outstanding trainer and speaker through the five steps of certification.

# Five Steps to Become a **Certified** Credit Union Training Professional

## Step 1



Train The Trainer Boot Camp is a four-day highly interactive workshop. It is built around the A-E Professional Development Model™. This model is designed to give you the expertise and tools you need to become an outstanding trainer and speaker. The A-E Professional Development Model™ is the model every Certified Credit Union Training Professional uses to create compelling training.

Train the Trainer Boot Camp takes place in Houston, TX and is typically offered in the spring and fall.

the  
Training Institute  
member price

**\$1395**

\$1595 for  
non-members

## Step 2



You will demonstrate your understanding of the A-E Professional Development Model™ through a personalized assignment. You will demonstrate your ability to work with certain parameters. *Who am I designing this for? Can I manage my time effectively? How will my Credit Union benefit from this?*

You will experience first-hand how the A-E Professional Development Model™ improves training for yourself and your trainees with a step-by-step approach. Assess, Build, Create, Deliver, and Evaluate better training.

Candidates typically spend 10-30 hours to complete the A-E Assignment successfully. The assignment is submitted online. No travel is required.

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member price

**\$595**

\$795 for  
non-members

## Step 3



Train the Trainer Advanced Week will stretch your expertise and mastery. You will spend time with Train the Trainer Boot Camp attendees and get hands on training experience. You will learn techniques on conducting webinars, using pre- and post-testing, and building a learner's guide. You will act as a mentor, lead a team, manage an exercise and teach a topic to a real audience. Our training professionals will guide you and give you personal feedback on your presentation style, visual design, and content.

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## Step 4

The certification exam will test what you on what have learned during Train the Trainer Boot Camp, your A-E Professional Development Assignment, and Train the Trainer Advanced Week. The 100 question exam also tests your knowledge of Peer Assisted Learning, your insights in visual design, and your ability to create a leader's guide.

You can take the exam from your home or office. No travel is required. The exam is typically completed in 90 minutes.

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## Step 5

You will submit a real-life work product (a training program you authored and facilitated) that demonstrates your knowledge of the A-E Professional Development Model™ and illustrates how you put this knowledge into action. Your work project must include a leader's guide designed around best practices you learned during Train the Trainer Advanced Week. You will receive personalized feedback on your work product by a panel of experts in the field of training and development.

Candidates typically spend 20-50 hours developing or modifying a work product that incorporates the A-E Professional Development Model™. You will submit your work product online. No travel is required.

There is no cost associated with  
the work product submission

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Become a Member Today and Pay less

If you are a member of The Training Institute, you receive a \$800 discount and become a Certified Bank Training Professional for \$3980.

\_\_\_\_\_ Members also receive \_\_\_\_\_

A 15% discount on eligible products in InterAction Training's online store.  
Including all webinars and training manuals.

Free access to the Training Institute's quarterly webinars covering topics such as customer service, professionalism, organization, time management, and people management.

*You can become an individual member for \$139 (1 year), \$229 (2 years), or \$279 (3-years). Your entire organization can enjoy membership benefits via our \$500 2-year corporate membership.*

*Learn more about membership at [www.thetraininginstitute.com](http://www.thetraininginstitute.com)*

# **Certified** Credit Union Training Professional

The People That Ensure Your Success



## **Honey Shelton**

Honey is a graduate of the School of Credit Union Marketing from the University of Colorado. She has a certification in Reality Therapy from the William Glasser Institute as well as certification from the Training and Development Program at Texas A&M. Honey has over 30 years of experience consulting and presenting. She created the A-E Professional Development Model™ to facilitate training and maximize training effectiveness.



## **Janice Branch, CBTP**

Janice has been a Senior Training Consultant for InterAction Training for over 20 years. She's a Certified Bank Training Professional (CBTP) and seasoned presenter that has all the right stuff to wow you. Janice is experienced in managing, designing, coordinating and presenting training programs. She is an expert in helping those who feel anxious in front of an audience.



## **Maarten Cappaert**

Maarten is our Director of Operations, Marketing and IT. He has a degree in Mechanical Engineering and Front-End Web Development. He also received an Excellence Award for consistently demonstrating leadership skills and the ability and willingness to help others. Maarten has been recognized for showing exemplary critical thinking and conceptual and analytical design. He is uniquely positioned to help you with technical aspects and visual quality of your materials.



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