



# STRATEGIC WORKFORCE PLANNING

CERTIFIED, PRACTISING,  
STRATEGIC WORKFORCE PLANNER  
(CP-SWP)  
PROGRAM

INFORMATION PACK



**THE  
WORKFORCE PLANNING  
INSTITUTE**

## ABOUT US

As the professional body for strategic workforce planning globally, the Workforce Planning Institute exists to grow, support and connect the strategic workforce planning community through communication of 'good practice', industry stewardship, acknowledgement of innovation and sector leadership, and providing a global platform for workforce planners to gather, communicate and share knowledge, learning and experience.

## ABOUT THE CREDENTIAL

The Certified Practising Strategic Workforce Planner (CP-SWP) post nominal is the globally recognised acknowledgement of competent, experienced, committed professionals in the field of strategic workforce planning. It acknowledges various pathways, pre-existing qualifications and different experience levels to identify practitioners and leaders in the space who qualify for a recognised post nominal. It serves as the pinnacle of qualification recognition within the sector and is awarded by the Institute's Global Certification Committee comprised of a number of the world's most experienced SWP leaders.



## ABOUT THE PROGRAM

The Certified Practising Strategic Workforce Planner (CP-SWP) program was designed by Alicia Roach, Adam Gibson and Nick Kennedy who serve both as the program's founding members, and as those who will provide final oversight of practitioners acknowledged as 'certified practising strategic workforce planners'. Adam, Alicia and Nick comprise the WPI's Global Certification Committee (GCC).

The Workforce Planning Institute is responsible for certifying practitioners however does not require its own training program to be completed for certification. The Institute acknowledges and embraces other institutions and professional bodies around the world with an offering in post graduate and executive SWP education and provides pathway options for applicants depending on their pre-existing qualifications. Practitioners with, and without, formal SWP qualifications may enter the program. Those without acknowledged qualifications will need to demonstrate significant practical application through employment and role verification, and will need to complete a bridging course from one of The Institute's known short course providers.


It is important to note that certain bridging requirements may still be required for qualified practitioners emerging from one of our acknowledged education programs however these practitioners can expect an expedited process having already been formally assessed by an established and acknowledged education institution or professional body.

Program length will vary depending on the recommended pathway for each applicant and can be influenced by factors including bridging requirements and timing of bridging courses, re-direction to a formal education program, length of probity process and participant volume. Estimates will be provided upon application review.

 +61 1300 178 369

 [www.workforceplanninginstitute.com](http://www.workforceplanninginstitute.com)

 [info@workforceplanninginstitute.com](mailto:info@workforceplanninginstitute.com)

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## ASSESSMENT CRITERIA

Applicants are required to accumulate a range of points over 4 out of 5 assessment categories. Applicants seeking recognition for 'Leader' status will need to demonstrate a capstone project as part of their assessment.

	<b>Education/ Qualifications</b>	<b>Experience/ Delivery</b>	<b>Capstone Project</b>	<b>Commitment to the Profession</b>	<b>Assessment Interview</b>
<b>Accredited Practitioner</b>	<p>Successful completion one of the WPI's acknowledged, long courses.</p> <p>OR</p> <p>Undergo detailed employment and experience review and validation process and complete bridging course requirements.</p>	<p>Significant experience operating in the strategic workforce planning discipline. Recent employment in strategic workforce planning or closely related discipline including workforce strategy, people analytics, future of work.</p> <p>Focus given to the work done as opposed to the job title.</p>	N/A	<p>Demonstrated commitment to the profession and clear plan to stay connected.</p>	<p>Review and validation of all applicable assessment criteria.</p>
<b>Leader</b>	<p>Successful completion one of the WPI's acknowledged, long courses.</p> <p>OR</p> <p>Undergo detailed employment and experience review and validation process and complete bridging course requirements and demonstrate a capstone project.</p>	<p>Demonstrated experience leading a strategic workforce planning discipline over a reasonable time period. Recent employment as a leader of a strategic workforce planning or closely related discipline including workforce strategy, people analytics, future of work.</p> <p>Focus given to the work done as opposed to the job title.</p>	<p>Strategic workforce plan or significant part thereof for a significant section of the workforce. Demonstrated alignment to an established approach or methodology.</p> <p>Run either specifically for CP-SWP assessment or have been run commercially in the last 24 months.</p>	<p>Demonstrated commitment to the profession and clear plan to stay connected.</p> <p>Demonstrated commitment to aiding and supporting the SWP profession.</p>	<p>Review and validation of all applicable assessment criteria.</p>



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## WHAT TO EXPECT

Applicants will follow two possible pathways depending on their demonstrated qualifications upon entry into the program. Those emerging from one of The Workforce Planning Institute's acknowledged education programs will undertake the qualified pathway whereas other applicants will take the non-qualified pathway. Non-qualified pathway participants will receive the same level of acknowledgement if successful however can expect a more rigorous probity and interview process than qualified pathway participants.

### Application

Professional members (M-WPI) of The Institute can apply to the program without financial obligation. The Workforce Planning Institute will review all applications initially and provide advice over the applicable pathway, likely timing and estimated costs associated with certification. The Institute will provide feedback to applicants who are unlikely to progress as part of an initial review process. The Institute will not progress applications to the point where fees apply if the applicant does not stand a realistic chance of achieving certification.

Initial enquiries will include a cv as a minimum, any pathway specific supporting documentation deemed relevant to the application, and a letter of application addressing the applicant's commitment to the profession.

### Pathway Identification

The Institute will identify the relevant pathway for the applicant and provide the associated internal costs (charged by the institute) and an estimate of any external costs (charged by third party providers of identified bridging courses and/or identified coaches). The applicant will be invited to formally apply at which point the appropriate course fees will be applicable.

## Non Qualified Pathway Only

### Probity Checking

The Institute will conduct a comprehensive reference check and employment verification to understand the applicants relevant career history in detail. Checks will focus around involvement in, and ultimate accountability for, SWP related activities. Strong focus will be placed on the individuals direct execution of SWP related activity as well as ultimate accountability for relevant outcomes.

At this point, should our assessor deem there has not been sufficient practical SWP application demonstrated, the applicant may be re-directed down the qualified pathway.

## Qualified and Non-Qualified Pathway

### Bridging Course


Depending on your pathway, you may be required to undertake one of our identified short courses to round out your formal knowledge in the SWP space. The GCC will inform you of your bridging requirements based on your specific circumstances.

The Workforce Planning Institute will optimise your wait time by either identifying courses running in the near future which can be joined or hosting dedicated (closed to the public) bridging courses for clusters of applicants.

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### Assessor Review

Once all probity, education and experience criteria have been satisfied, your assessor will confirm all relevant information has been received and reviewed. You will then be contacted to participate in your interview.

### Assessor Interview

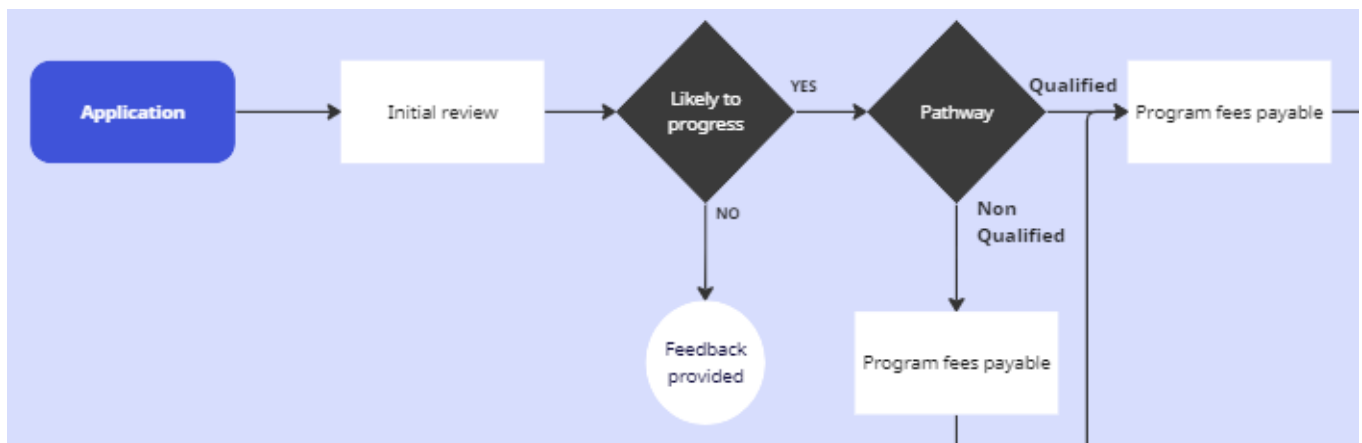
Your assessor will conduct a final interview aimed at validating the relevant criteria has been satisfied. The interview will also serve as an opportunity to assess the applicant's commitment to the profession in line with that particular assessment category. Non-qualified pathway applicant's can expect further discussion around the specific nature of their experience along with a more thorough and comprehensive interview as part of their assessment. Your assessor will then provide a recommendation to the GCC founding members for review.

### GCC Review

The GCC will review all endorsements from assessors before casting final decision to award the CP-SWP post nominal to the applicant. Feedback will be provided to unsuccessful applicants at all relevant points of the process.

## PATHWAYS

The program caters for professionals with recognised qualifications in strategic workforce planning and may provide credit for closely aligned programs. A full list of our recognised pathway programs can viewed via The Institute website. Professionals who have not studied one of our acknowledged programs can have their experience assessed via our non-qualified pathway or can opt to get qualified as part of the process.



### Non-qualified Pathway

The non-qualified pathway relies on assessment of practical application of SWP concepts and principles across the applicant's recent career history. As part of the non-qualified pathway, the applicant's experience and practical application is given a more significant assessment weighting than the qualified pathway.

Non-qualified pathway participants are required to provide referees of direct line managers for the last 5 years (minimum) and, depending on the line manager's ability to provide technical, SWP related insight, The Institute may ask for colleagues and/or subordinates to appropriately validate the applicant's experience and practical application.

The non-qualified pathway is most suitable for experienced practitioners who have not completed one of The Institute's CP-SWP feeder programs.

### Qualified Pathway

Qualified pathway participants must have completed one of The Institute's recognised feeder programs and provide course results and credentials as part of the application process. The qualified pathway does not require experience validation with current and/or prior employers yet will still include an interview and may include a bridging course.

The qualified pathway is most suitable for practitioners who have completed one of The Institute's CP-SWP feeder programs.

### Get-qualified Pathway


A variant of the qualified pathway, the Get-qualified pathway allows applicants to learn as part of the assessment process. The Institute will facilitate the applicants enrolment into one of our CP-SWP feeder programs and provide coaching support as part of the process. External tuition fees and provision for coaching are included in The Institute's program fees for the Get-qualified pathway.



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## PRICING

	Non-qualified	Qualified	Get-qualified
GBP	£2,495	£1,495	£4,395
USD	\$3,245	\$1,945	\$5,745
EU	€2,995	€1,795	€5,295
AUD	\$4,950	\$2,950	\$8,750
Assessment	Included	Included	Included
CIPD Accredited Program	N/A	N/A	Included
Coaching	N/A	N/A	Included
Bridging	Included (as required)	Included (as required)	Included (as required)
CP-SWP Membership	Included for the remainder of current anniversary period	Included for the remainder of current anniversary period	Included for the remainder of current anniversary period

## CONTINUING PROFESSIONAL DEVELOPMENT (CPD)

Once qualified, CP-SWP practitioners are required to maintain ongoing professional development throughout each year by accumulating a minimum number of 100 CPD points each year through various SWP sector engagement activities. The current list of applicable activities and corresponding CPD points is included below:

	Points
Attend SWP Conference (in person)	65
Attend SWP Conference (online)*	25
Attend and present at SWP Conference	75
Join any WPI sanctioned webinar**	15
Display the CP-SWP post nominal	15
Sharing relevant educational content	5
Promotion of CPD applicable events and activities	5
Acknowledgment of achievements of other SWP professionals	5

\*All sessions need to have been viewed

\*\*Includes any live streamed podcast episodes


\*\*\*Allocations and items are subject to change

[Book a meeting to discuss the program with us here](#)

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