



Certified
Workforce
Development
Professional

Invest
in Your Future

Competency
Self-Assessment

Certified Workforce Development Professional

The *Certified Workforce Development Professional (CWDP)* credential is awarded by The National Association of Workforce Development Professionals (NAWDP). NAWDP is a professional association for individuals working in employment and training and related programs. NAWDP's nearly 4,000 members represent a broad cross section of workforce development, both geographically and by segments of the system.

What is a Workforce Development Professional?

Workforce Development Professionals serve job seekers and employers. They provide academic and skills training, as well as career assistance to help job seekers identify and secure employment. They serve local employers by matching skilled applicants with the human capital needs of the employer, provide outplacement services during layoffs, and facilitate onsite training.

Workforce Development Professionals work in a variety of settings including community colleges, community-based organizations, career centers, job corps centers, staffing agencies, the military, the private sector, and juvenile justice and corrections environments.

Why the Certified Workforce Development Professional (CWDP)?

In today's competitive marketplace, workforce professionals need to set themselves apart to successfully compete for new opportunities. The CWDP is:

- An independent evaluation of your competencies
- A Nationally-recognized and portable credential
- Used by employers to assure customers, funders and the public of quality assurance

Self-Assessment Directions

1. Read each competency element completely
2. Rank yourself on a scale of 1-4 (for most competent, 1 least competent)
3. Indicate whether you have received specific training on each element
4. Indicate whether you believe that you need more training on each element.

Once you have completed this self-assessment, identify any elements from which you have rated yourself less than a 2, have not received any specific training, or indicated that you needed more training. Obtain the additional professional development **before** applying for the certification.

Do you supervise staff?

Have your staff take the self-assessment. Combine the results to identify where you should focus your professional development budget.

Are you working with partners?

Have all of the partners take this self-assessment and then pool your professional development resources to improve the skills of your local system. They may have access to different resources than you have and it is a great way to learn from each other.

SELF ASSESSMENT TOOL

1. BUSINESS AND ECONOMIC DEVELOPMENT INTELLIGENCE	1-4 Rating	I have training on this element	I need more training on this
Fosters interagency relationships in local/state government.			
Maintains continuous awareness of the political climate, community planning, and existing business/industry base and how they impact initiatives.			
Speaks the language of business and the marketplace.			
Understands recruitment and retention of workers.			
Understands the role of workforce development in economic development.			

2. CAREER DEVELOPMENT PRINCIPLES	1-4 Rating	I have training on this element	I need more training on this
Administers and interprets a variety of assessment tools.			
Delivers and applies knowledge of modern job search strategies.			
Develops training plans that address employer needs and job-seeker capabilities.			
Identifies the kinds of information individuals need, including assessment, to make realistic career decisions, and where that information can be found.			
Knows what skills are needed to search for, obtain, retain, and change employment.			
Listens to customer concerns and protects customer confidentiality.			
Makes appropriate referrals.			
Provides customer with career exploration and job development skills.			
Understands modern recruitment and retention strategies.			
Understands the process by which individuals build skills, advance, and change employment.			
Understands the process by which individuals identify goals, as well as prepare for, search for, and retain employment.			

3. COLLABORATION AND PROBLEM SOLVING	1-4 Rating	I have training on this element	I need more training on this
Defines problems clearly and concisely.			
Engages customers, colleagues, agencies, and partner associates in a positive, professional manner.			
Is knowledgeable about the range of services in the community, and develops and maintains relationships with partners to deliver a comprehensive array of services to customers.			
Leverages resources from both internal and external customers.			
Possesses analytical and observation skills that coupled with knowledge and information can lead to effective problem solving assistance.			
Seeks additional resources when needed for problem resolution.			
Understands the basic principles of teamwork and actively participates in team activities.			
Uses communication skills and teamwork to maximize opportunities.			
Values the development of professional networks.			

4. CUSTOMER SERVICE METHODOLOGY	1-4 Rating	I have training on this element	I need more training on this
Identifies customer needs and expectations to create positive customer satisfaction.			
Places appropriate emphasis on “excellence” and “speed of response” in work performance.			
Positions workforce development programs as a primary community partner in the service area.			
Understands the essential elements of a helping relationship, including rapport, trust, and mutual respect.			
Understands who the principal customers of the workforce development system are and treats all with respect.			

5. DIVERSITY IN WORKFORCE DEVELOPMENT	1-4 Rating	I have training on this element	I need more training on this
Adapts materials and services to address diverse needs of customers.			
Creates an environment that enables all individuals to contribute to their fullest potential.			
Identifies and implements innovative methods for delivering services to diverse or special populations.			
Understands the special employment needs of diverse groups.			

6. LABOR MARKET INFORMATION AND INTELLIGENCE	1-4 Rating	I have training on this element	I need more training on this
Accesses, analyzes, and uses local, state, and national electronic and non-electronic labor market information delivery systems and databases.			
Identifies information individuals need, including assessment, in order to make realistic career decisions, and where that information can be found.			
Provides updated labor market information to employers, job seekers, and staff to develop opportunities.			
Understands basic computer technology used in workforce development.			
Understands the types of labor market information available and the uses of such information.			

7. PRINCIPLES OF COMMUNICATION	1-4 Rating	I have training on this element	I need more training on this
Asks questions for clarification.			
Communicates with internal and external customers.			
Demonstrates strong teamwork skills.			
Demonstrates the skill, ability, and willingness to conduct employment-related workshops.			
Speaks to single individuals or large groups in order to teach, inform, or persuade.			
Seeks input/feedback from employers and job seekers.			
Understands the language used by business and employers.			
Values and demonstrates public relations skills and marketing skills.			
Writes case notes, memos, reports, and other correspondence using appropriate grammar, spelling, and punctuation.			

8. PROGRAM IMPLEMENTATION PRINCIPLES & STRATEGIES	1-4 Rating	I have training on this element	I need more training on this
Accepts suggestions for performance improvement from consultants and supervisors.			
Anticipates and prepares for organizational change.			
Applies principles of caseload management.			
Demonstrates innovation and creativity in implementing needs assessment, program design, operation, and problem solving.			
Develops, packages, and delivers customer solutions.			
Establishes and communicates a shared vision, values, strategic goals, priorities, parameters, and accountability standards for the organization.			
Plays a variety of task and relationship roles.			
Understands how career programs are designed to use appropriate service strategies to meet program goals.			
Understands the importance of accountability and record maintenance.			
Uses indicators and established instruments to evaluate and document program performance and outcomes.			

9. WORKFORCE DEVELOPMENT STRUCTURE, POLICIES AND PROGRAMS	1-4 Rating	I have training on this element	I need more training on this
Demonstrates knowledge of federal, state, and local workforce development programs, funding guidelines, and workforce development codes.			
Interprets current laws and structure to deliver appropriate services, and understands how their own work impacts the system's goals.			
Relates public workforce development policy, initiatives, and funding sources with the current system.			
Understands who the principal customers of the workforce development system are.			