



# CENTER FOR COMPETENCY-BASED LEARNING AND DEVELOPMENT

Differentiation with a personal touch

## WHO WE ARE?

The Center for Competency-Based Learning and Development (CBLD Center) was set up in April 2007 as a one-stop resource center providing agencies, organizations and individuals with a complete range of services relating to competency-based learning and development and human capital management. In addition, CBLD Center is a training provider appointed by the Singapore Workforce Development Agency (WDA) for:

(1) the Workforce Skills Qualifications (WSQ) Advanced Certificate in Training & Assessment (ACTA), a national train-the-trainer program to train course developers, trainers and assessors to develop and conduct competency-based training programs and assessments; and (2) Human Resource WSQ Programs which focus on training HR Professionals to develop and implement a competency-based framework within the organization for HR management and development. (3) the Environmental Cleaning WSQ, focusing on the skills development for the Cleaning Industry at the national level. CBLD Center is WDA's appointed Program Partner for WSQ Qualifications in Environmental Cleaning at the Certificate, Higher Certificate & Advanced Certificate levels.

The company is privately owned and managed by Ms Elizabeth Chan, who has more than 15 years of experience helping agencies and organizations in developing and implementing competency frameworks. Together with her team of dedicated professionals, she has grown CBLD Center to be a front runner in the competency-based training and consultancy industry. Since its inception, the company has established itself to be a reputed training and consultancy firm providing high-quality competency-based training programs and consultancy services. It also prides itself in having a pool of highly-qualified and dedicated trainers. In 2010, it has set up two training centers to support the needs of its ever-growing client base.

Till date it has set up a total of 3 WSQ Training Centers and 2 Non-WSQ Training Centers. More training centers will be set up in the coming years as part of the Company's expansion plan. CBLD Center currently employs more than 50 staff, associate trainers and consultants.

## OUR VISION

To be the leader in competency-based learning and development

## OUR MISSION

- Partnering with agencies, organizations and individuals in building workplace capabilities
- Creating opportunities for continuous learning in the areas of competency-based training and assessment
- Promoting competency-based training and assessment

## CRISP VALUE

- **Commitment** – championing the use of competency-based training in the field of learning and development.
- **Respect** – respecting and valuing the people we encounter in the course of our work.
- **Integrity** – maintaining integrity in all our dealings.
- **Sincerity** – staying resolute in our quest to help individuals, organizations and industries build capabilities through learning and development.
- **Passion** – adding value to our clients through constant upgrading of our technical competence and capabilities.

# TRAINING & CONSULTANCY SERVICES

The Center offers a broad base of competency-based training and consultancy services, reaching out to government and industry bodies and agencies, organizations and individuals. These services address the requirements of the Singapore Workforce Skills Qualifications (WSQ) and other non-WSQ competency-based requirements.

## **Consultancy services that address industry needs include:**

- Developing industry competency maps & competency standards;
- Developing standard curricula & assessment plans

## **Consultancy services that address organizational needs include needs to meet the WSQ Framework as well as non-WSQ competency-based requirements as follows:**

- Developing competency framework (for organizational, departmental and/or functional levels)
- Developing competency profiles; for different job roles.
- Developing competency standards to meet organizational needs;
- Developing competency-based training programs, including classrooms, on-the-job and e-learning programs (WSQ and non-WSQ)
- Developing assessment plans; (WSQ and non-WSQ)
- Providing independent assessment services including mystery shopping programs;
- Providing consultancy in setting up WSQ and non-WSQ competency-based training and assessment centers;
- Converting non competency-based training programs to competency-based training programs
- Converting and aligning company's existing training programs to WSQ training programs;
- Providing consultancy and training on the use of WSQ Frameworks for human capital development & management
- Providing audit services of WSQ & non-WSQ training center & training programs
- Providing audit services of adult educators and assessors; and
- Leading and facilitating validation exercises for organizations to provide continuous improvement to their training and assessment programs and build trainers' and assessors' capabilities
- Customizing competency-based training to meet organizations needs

### **Training and consultancy services that address:**

- **Trainers' needs** include developing/coaching and auditing adult educators in conducting WSQ and non-WSQ competency-based training programs. (Both classroom and on-the-job training)
- **Assessors' needs** include developing assessors to conduct competency-based assessments for WSQ and non-WSQ programs through training/coaching.
- **Program developers' needs** include developing individuals to develop WSQ and non-WSQ competency-based training programs (both classroom and on-the-job Training programs) converting non-competency based training programs to competency-based programs and auditing competency-based training programs through training/coaching.
- **Human resource personnel's needs** include developing human resource personnel in developing competency-based human resource systems through training/coaching.



# TRAINING PROGRAMS

- WSQ Advanced Certificate in Training and Assessment, Classroom and On-the-job Training Facilitation Tracks (Version 4) - targeting at WSQ course developers, adult educators and assessors for classroom and on-the-job training
- WSQ Advanced Certificate in Training and Assessment (Version 5)
- Human Resource WSQ Training Programs, targeting at HR professionals
  1. Develop and Implement In-House Competency and Career Pathing Frameworks (composite of 2 competency units)
  2. Define Job Profile (including developing competency-based job descriptions)
  3. Conduct Competency-Based Interviews and Make Hiring Decisions
  4. Develop & Implement Competency-Based Performance Management Programs (composite of 2 competency units)
- Working With English - targeting at foreign workers and individuals with little or no knowledge of the English Language
- Providing Care to the Elderly (home-based and classroom-based) - targeting at individuals who are taking care of the elderly
- WSQ Certificate, Higher Certificate and Advanced Certificate in Environment Cleaning - targeting at cleaning crew, team leaders and supervisors working in the Environmental Cleaning Industry



# DEVELOPING CAPABILITIES

CBLD Center aims to develop capabilities to support the movement towards competency-based learning and development through its public events and activities such as:

- **Community of Practice (COP) Sessions** – to encourage the growth of competency-based course developers, trainers, assessors, and Human Resource practitioners, gatherings are organized for practitioners to share and learn from each other.
- **Industry Exposure** – individuals that complete their training with the Center will be given the opportunity to practise with the Center or its affiliated partners.
- **Consultancy Services** – provide consultancy in the development of competency maps, competency standards, competency-based training and e-learning programs, assessment plans, competency-based human resource systems and strategies, at industry and organizational levels.
- **Resource Center** – provide a venue for organizations and practitioners seeking out subject-matter experts in the area of development, training and assessment.



In 2010, CBLD set up a new Creative Department within the Projects Division to serve as the center's research and development arm in training innovation and technology. Comprised of a team of qualified in-house curriculum developers, educators, interactive media and graphic designers and programmers, CBLD embarked on a bold move to revolutionize its organization's classroom-based programs by redesigning existing curriculum that integrate multimedia interactive learning pedagogies and methodologies to enhance interaction, engagement and collaboration, and hence the overall learning experience for its learners. CBLD brings together the best of its consultants' expertise to ensure that all its learning programs adhere to sound pedagogical principles, achieves WDA's required standards (learning outcomes), and are in line with its clients' unique needs and standard operating procedures and regulations.

By 2012, CBLD's interactive programs began to draw positive attention from an increasing audience that included government agencies and foreign delegations. On multiple occasions, CBLD was invited to showcase its capabilities and began to receive enquiries on its services and products.

The same year, the Creative Department branched out to form a dedicated business unit to better cater to its clients. It expanded its team to include a psychologist and e-learning specialists, and forged partnerships with renowned creative and educational institutions in the USA and UK to strengthen its intellectual capability and product development.

The unit was renamed 'CBLD Learning Technologies' to better reflect its new range of products and services. CBLD Learning Technologies aims to be a one-stop resource center in offering holistic pedagogical-learning solutions through software and hardware technologies.

Through its team of passionate educators and creative developers, CBLD Learning Technologies strives to deliver to its clients, the best in electronic and mobile-learning courseware and innovative training products for conducive and collaborative learning

# LEARNING TECHNOLOGIES

## PRODUCTS

- SMART® Interactive Whiteboards
- SMART® Interactive Projectors
- SMART® Interactive Flat Panel
- SMART® Collaborative Table
- Luidia eBeam® Portable Interactive Whiteboards
- Articulate® Storyline (E-Learning Authoring Software)
- Articulate® Studio Pro
- Articulate® Online Pro
- Articulate® Online (Learning Management Systems)
- IdeaPaint®

## DEVELOPMENT SERVICES

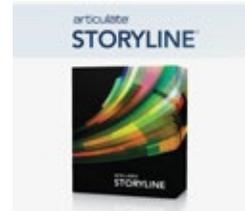
- Development of e-learning & m-learning courseware
- Development of SMART® interactive media learning resources
- Development of other multimedia resources



SMART Board™ 800 series  
interactive whiteboard



SMART Board 6065  
interactive flat panel



# MILESTONES & ACHIEVEMENTS

- 2007** • CBLD Center was established and incorporated
- 2008** • Appointed by the Singapore Workforce Development Agency (WDA) as Approved Training Organization to develop and deliver the Advanced Certificate in Training and Assessment, a national Train-the-Trainer program from Australia (Category B funding by WDA)
- 2009** • Started Community of Practice in Assessment for the training industry
- 2010** • Appointed program partner by WDA to deliver the Advanced Certificate in Training and Assessment (Category A funding by WDA until 2013). CBLD continued to offer the same program as an Approved Training Organization by WDA under Category B funding
  - Appointed program partner by WDA to deliver the Certificate, Higher Certificate and Advanced Certificate in Environmental Cleaning (Category A funding by WDA).
  - Set up the Creative Department within the Projects Division to serve as the Center's research and development arm in training innovation and technology
- 2012** • Appointed by Agency for Integrated Care under the Ministry of Health as Training Provider for the Caregiver's program
  - Appointed by WDA as Approved Training Organization for the Human Resource WSQ Framework
- 2013** • Set up the Competency-Based HR Consultancy Business Unit
  - Appointed re-seller and to market SMART<sup>®</sup> products from Canada and Luidia eBeam<sup>®</sup> from United States
- 2014** • Acquired and owned two office units at AZ@Paya Lebar to house CBLD Headquarters and East Campus Training Center



DEVELOPING INDIVIDUALS  
BUILDING CAPABILITIES  
LEADING INDUSTRIES

DEVELOP  
BUILD  
LEAD





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