CPLP Employer Award

Al Nahdi Medical Company
Jeddah, Saudi Arabia

Al Nahdi Medical Company opened in 1986 with two pharmacy outlets in the city of Jeddah, Saudi Arabia. It has grown substantially and the company is now the largest pharmaceutical chain in the Middle East and North Africa, representing numerous global medical firms. The company currently operates a network of more than 1,000 pharmacies in the Saudi Arabia, becoming a national and regional leader in the sales and distribution of medicine, accessories, and medical equipment.

One of the organization’s core values is excellence and high efficiency in every endeavor, and that included developing its workforce. The Nahdi Talent Academy is considered a competitive advantage by the organization. In addition to developing its own workforce, the Academy aims to encourage and motivate the national workforce to pursue accredited professional certifications in different fields. Because the Certified Professional in Learning and Performance (CPLP) certification is the only credential covering the entire talent development profession, talent development professionals working at the Academy are strongly encouraged to obtain the CPLP.

To help L&D team members pursue the CPLP, the organization purchased the ATD Learning System so that preparation and study materials are present in the workplace. The company also reimburses the cost of obtaining the certification

Currently there are two CPLP credential holders on staff and three more are in the process of obtaining the CPLP. L&D team members know that obtaining the CPLP can lead to promotion within the organization.

CPLP holders act as coaches for the company’s CPLP candidates. In 2017 the Academy plans to develop a virtual training that will have CPLP holders share knowledge from the ATD Learning System with all L&D team members. A video in Arabic is also being created to help a broader audience of Arabic CPLP candidates.

