



The Applicant Guide: Achieving Fellowship (FCLO[®])

Overview

Becoming a Fellow of CLO100 (FCLO[®]) signifies that you are not just a practitioner of L&D, but an architect of business transformation and a steward of the profession.

To qualify, you must also have at least **5 years of experience** leading a learning function (For example, Head of L&D, Director, or CLO) and be able to provide documented evidence of commercial impact.

This guide will help you prepare a submission that reflects the systemic impact required for this grade.

Section 1: The Case Study

Minimum 1000 Words

Your case study should focus on a Major Strategic Business Transformation where your leadership was a primary driver. We are looking for narrative clarity across three specific areas:

How to structure your submission:

1. **The Strategic Catalyst:** What was the critical business challenge that required a transformation? Why was transformation non-negotiable? (e.g., stagnant market share, a complex merger, or a fundamental shift in the industry landscape). Avoid focusing on a “training need.” Focus on the **business need**.
2. **The Architect’s Role:** How did you design and lead the strategy that functioned as a primary driver for this business change? How did you navigate the organisation, secure C-Suite buy-in, and lead the change across functions?
3. **The Impact:** How did this result contribute to the broader financial or operational health of the business? We are looking for “hard” results that moved the dial for the organisation, for example, £Xm saved in operational efficiency, a 20% increase in market share, a fundamental shift in the company’s P&L, or a verified increase in productivity metrics.

Please upload your case study to the portal when prompted. Note: There is a 10mb limit. If your case study document exceeds 10mb you may wish to upload a word document with a link to an externally hosted folder.

If you need assistance, please email the team at hello@clo100.co.uk

Section 2: Supporting Documentation (Separate Document)

Fellowship requires proof of impact. Please upload a separate document (PDF, Excel, or redacted Board Report) that validates the results claimed in your case study.

Examples of strong evidence include:

- A 12-month Strategic Roadmap.
- An ROI Board Report or Executive Summary (with sensitive data redacted if needed).
- A Performance Data Dashboard (anonymised if necessary).
- A Stakeholder Alignment/Communication Plan.

Note: All data is handled with the highest level of confidentiality by the Advisory Board. However, we suggest redacting any sensitive data if you feel uncomfortable sharing this.

Please upload your supporting evidence to the portal when prompted. Note: There is a 10mb limit. If your supporting evidence exceeds 10mb you may wish to upload a word document with a link to an externally hosted folder.

Section 3: Video submission

Please record a short video (Maximum 5 minutes), succinctly bringing to life your case study.

Tip: To keep your video succinct, imagine you are presenting to your board of directors.

Please add a link to your video in the portal when prompted.

Section 4: The Executive Endorsement (Separate Document)

FCLO applicants must provide an endorsement (maximum 200 words) from a business leader or line manager.

The endorsement should confirm:

1. Your role in leading the strategic intervention described in your case study.
2. The perceived value and impact of your leadership on the business's performance.
3. Your standing as a strategic partner to the senior leadership team.
4. Your strategic influence and the value you delivered to the business.

Please upload your supporting evidence to the portal when prompted.

Section 5: Commitment to the Profession (‘Giving Back’)

A Fellow is recognised for their contribution to the wider industry. Please demonstrate how you support the advancement of L&D through at least two of the following:

- **Mentorship:** Developing the next generation of L&D leaders.
- **Knowledge Sharing:** Publishing research, articles, or white papers.
- **Public Advocacy:** Speaking at key industry events or hosting webinars.
- **Community Building:** Judging industry awards or serving on professional boards.

Please upload your evidence of industry contribution to the portal when prompted.

Assessment Criteria: What the Assessment Board is looking for

Our assessors will review your FCLO application against the CLO100 Strategic Standard:

- **Transformation Catalyst (The ‘Why’):** Did the applicant clearly articulate the critical business challenge or external threat that necessitated a major transformation? Was the focus on business-critical survival or growth, rather than just a “training need”?
- **Architectural Mastery (The ‘How’):** Did the applicant demonstrate an ability to design a comprehensive strategy that navigated complex organisational politics, secured C-Suite buy-in, and drove change across multiple functions?
- **Systemic Proof (The Results):** Does the applicant provide credible, “hard” data proving that their leadership moved the dial for the organisation? Is there a clear, analytical bridge between their strategic leadership and the fundamental shift in business performance?
- **Professional Stewardship (The Legacy):** Has the applicant demonstrated a consistent commitment to “giving back” to the L&D profession? Does their contribution extend beyond their own organisation to actively develop the industry, its leaders, or its body of knowledge?

The Professional Conversation

Once your written submission is reviewed, you will be invited to a “Professional Conversation” with a member of the CLO100 team or Advisory Board.

- **The Format:** A 30-minute discussion. There is no need for a presentation.
- **The Focus:** We will explore your vision for the future of the L&D industry and discuss your personal leadership legacy.

Final Checklist before Submission

- ☐ **In-house Role:** Do you currently hold an in-house L&D leadership position?
 - ☐ **Experience:** Do you have at least 5 years' experience leading the learning function?
 - ☐ **Case Study:** Have you prepared your case study (minimum 1000 words) addressing The Need, The Solution, and The Result?
 - ☐ **Evidence:** Do you have supporting documentation ready to upload in a separate file?
 - ☐ **Video:** Have you recorded a short (maximum 3 minute) video to bring your case study to life?
 - ☐ **Endorsement:** Do you have a stakeholder endorsement ready to upload in a separate file?
 - ☐ **Contribution:** Evidence of Industry Contribution (e.g., links, testimonials, or slides)
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The Review Process

Our peer-led assessment board evaluates your submission against our FCLO scorecard. Our external moderator, Charles Jennings, then reviews each application outcome to ensure consistency and impartiality.

Please allow 7-10 business days for your application to be reviewed.

If successful, you are granted the right to use your CLO100 designated letters (post-nominals), signalling your status as an elite practitioner. You will also receive a physical certificate and a membership digital badge with your post-nominals FCLO[®] displayed.

Should your application be unsuccessful, you will automatically be reviewed against the MCLO[®] criteria and notified of the outcome. Should you wish to reapply for FCLO there will be a small reapplication fee.

If you have any questions about the process, please contact the team at: hello@clo100.co.uk

