



**CERTIFICATION INSTITUTE**  
Association for  
Talent Development

# APTD OR CPLP?

*THAT IS THE QUESTION!*

**JENNIFER NAUGHTON, MA, SPHR**  
**HOLLY BATTS, MA, CAE, PMP**

**MAY 11, 2017**

# Desired Outcomes

- By the end of the session, you'll be able to answer:
  - What is a certification program?
  - What are the benefits of a certification program?
  - What are the basic requirements of APTD and CPLP?
  - What's unique about each?

And, decide which program is right for you!

CONTEXT

MATTERS

# What's the difference ?

	Certificate	Certification
Eligibility	Usually no eligibility requirements	Industry standards mandate some kind of eligibility requirements
How Achieved	Sometimes awarded at the end of a specific class or course to recognize completion	Awarded after passing an assessment to recognize competence
Recertification	Usually no upkeep needed; once you earn a certificate, you're done	Continuing professional development is required to maintain the certification
Examples	ATD Masters & Certificate Programs; university-awarded certificates	APTD, CPLP, PMP, SPHR

# Why is certification from ATD CI different ?



## The ATD Competency Model



- Answers the question: what do people need to know and do for success in various talent development roles?
- Defines the content that is tested on the CPLP certification exams

\*ATD CI = The ATD Certification Institute

APTD<sup>TM</sup>

ASSOCIATE PROFESSIONAL  
IN TALENT DEVELOPMENT

---

**atd** CERTIFICATION INSTITUTE



# Fostering Growth



- **Early career Talent Development (TD) professionals** want to formalize and recognize their role with a certification.
- A growing number of professionals are “**accidental trainers**” who want to deepen their skills.
- In the Spring 2016 ATD Skills Survey, the biggest gap between skills needed and skills possessed was in **Learning Technologies**.
- Having a **Global Mindset** combines an openness to different cultures and enables TD professionals to see common patterns and appreciate differences.

# APTD Competencies & Weightings

## Exam Weightings

Instructional Design 37%  
 Training Delivery 37%  
 Learning Technologies 26%

Some questions on  
 Evaluating Learning Impact &  
 Global Mindset will be included  
 on the exam.



© 2014 by Association for Talent Development (ATD, formerly known as ASTD). All Rights Reserved. For use by permission only.

◆ Primary AOE      ◆ Secondary AOE



# APTD Eligibility Requirements

## Option 1

3 years of experience in TD or other related discipline

## Option 2

2 years of experience in TD or other related disciplines and successful completion of 1 year of industry-relevant education or the equivalent





# How do my talent development (TD) experiences measure up?

## Work Eligibility Requirement

### **Option 1**

3 years of experience in TD or other related discipline

## Example

### **Option 1**

3 years of full-time experience in talent development

At least 50% of time spent on talent development activities

# How does my education stack up?

## Option 2

2 years of experience in TD or other related disciplines and successful completion of 1 year of industry-relevant education or the equivalent

## Option 2 Examples

1 year of college courses in instructional design, training, learning technologies

An ATD Master Trainer or Master Instructional Designer





# APTD Test-Out Options

**test-out** (verb): to prove competency in an area in order to be exempt from qualifying sections of an exam



Candidates successfully completing an ATD Master Instructional Designer or an ATD Master Trainer certificate may test out of that section of the APTD Exam

# As an example...


With a current ATD Master Trainer Certificate, an APTD candidate can take the APTD exam and be tested on only

- Instructional Design
- Learning Technologies

Some questions on Evaluating Learning Impact and Global Mindset will be included on the exam.



# APTD Global Appeal

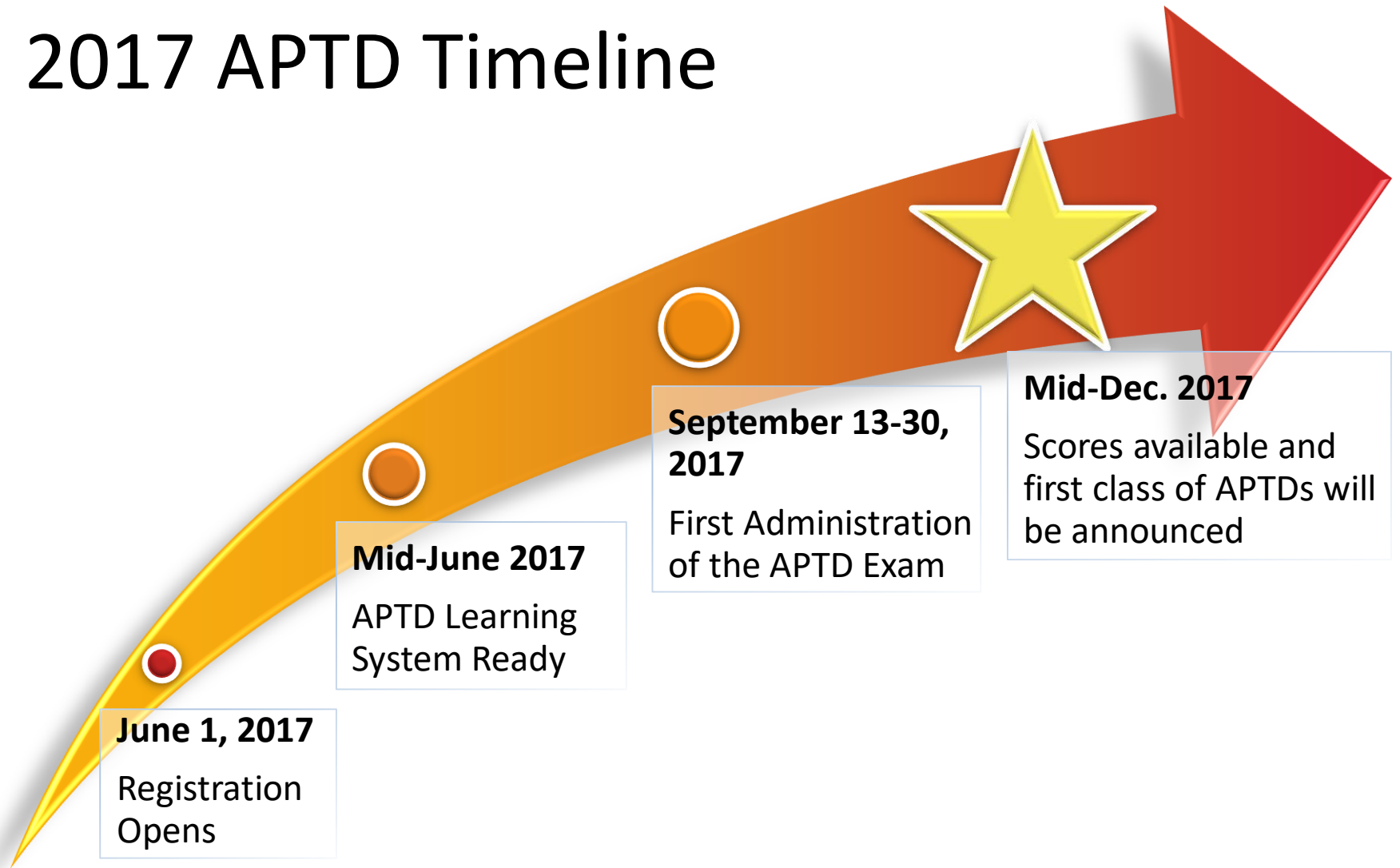
- 
- A hand holding a smartphone displaying a list of bullet points. The background is a grid of diverse human faces, representing global diversity. The text on the phone screen is as follows:
- Global Mindset themes on exam
  - 500+ Test Centers Worldwide - including China, Middle East, India
  - Translation into other languages based on market demand

# APTD Prep Options

- An APTD version of the online Learning System will be available in June for exam study
- Later in 2017...
  - A asynchronous, on demand course will be available
  - A study guide will be included for groups
  - ATD Chapters can sponsor a study group
  - Join study groups locally or online using social media



# 2017 APTD Timeline



APTD applications will open in late 2017 for 2018 administrations; 2018 dates TBA



# Benefits of Earning the APTD

- Differentiate Yourself
- Validate Your Knowledge and Skills
- From ATD Masters Certificate to Certified Professional
- Use as a Stepping Stone to the CPLP
- Expand Your Professional Network
- Commit to Lifelong Learning



# Preliminary Pricing Based on First Delivery\*

\$600.00 member/nonmember  
*Includes APTD Exam and APTD  
Learning System*

*\*No transfers or refunds for candidates registering  
for 2017 administration; limited seating available;  
2018 price increase*



## For More Information

- Check out [td.org/new-aptd](https://td.org/new-aptd). Sign up to be the first to receive APTD updates.
- Ask questions via [aptdcertification@td.org](mailto:aptdcertification@td.org)
- APTD Candidate Handbook available at the website



CPLP<sup>®</sup> 

CERTIFIED PROFESSIONAL IN  
LEARNING & PERFORMANCE

---

**atd** CERTIFICATION INSTITUTE

# Why do it?



- Communicates Credibility
- Helps You Get Hired and Promoted
- Gets You Recognized as an Elite Player
- Broadens Your Knowledge & Skills
- Requires You to Stay Current
- Deepens Your Elite Professional Network

# Employer Demand

A sample of employers who have posted CPLP Preferred jobs on ATD's Job Bank and Monster.com



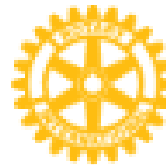
Booz | Allen | Hamilton



Bristol-Myers Squibb



Rotary



atd

Genentech



WACHOVIA



Microsoft

BAE SYSTEMS

ارامكو السعودية  
Saudi Aramco



Nationwide®  
On Your Side

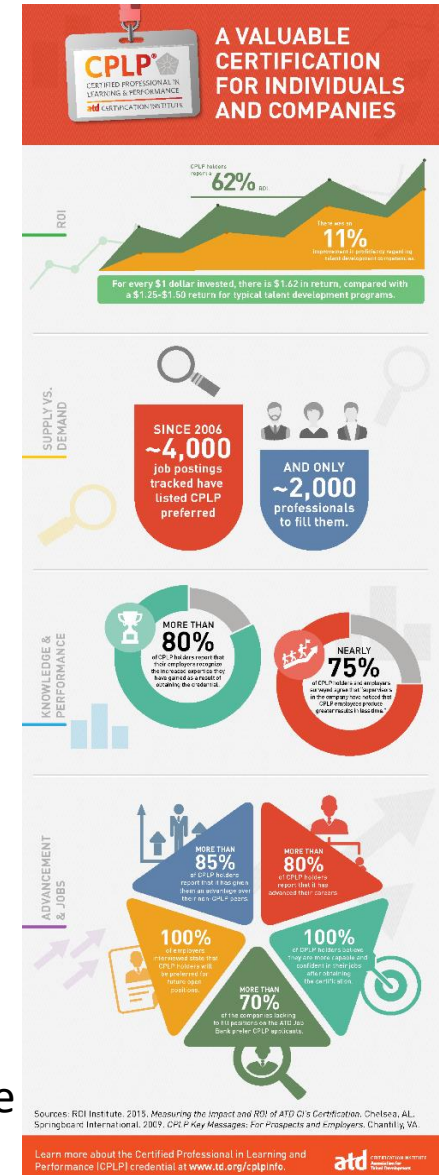
AON

# CPLP Return on Investment

Findings show that the CPLP is valuable to both individuals and organizations:

- Contributes to an 11% improvement in the proficiency of the talent development function
- CPLPs report gains in job confidence, work quality, and program effectiveness.
- For every \$1 dollar invested, there is a \$1.62 return. Comparable programs have a 25-50% rate of return.

Source: Independent research was conducted by The ROI Institute to determine the return on investment.



# CPLP Requirements

- [www.td.org/Certification/Get-Started/CPLP-Checklist](http://www.td.org/Certification/Get-Started/CPLP-Checklist)

Three sets of requirements:

- #1--Meet the eligibility requirements
- #2--Pass the knowledge exam
- #3--Pass the skills application exam



# CPLP Requirements

## CPLP Eligibility Requirements

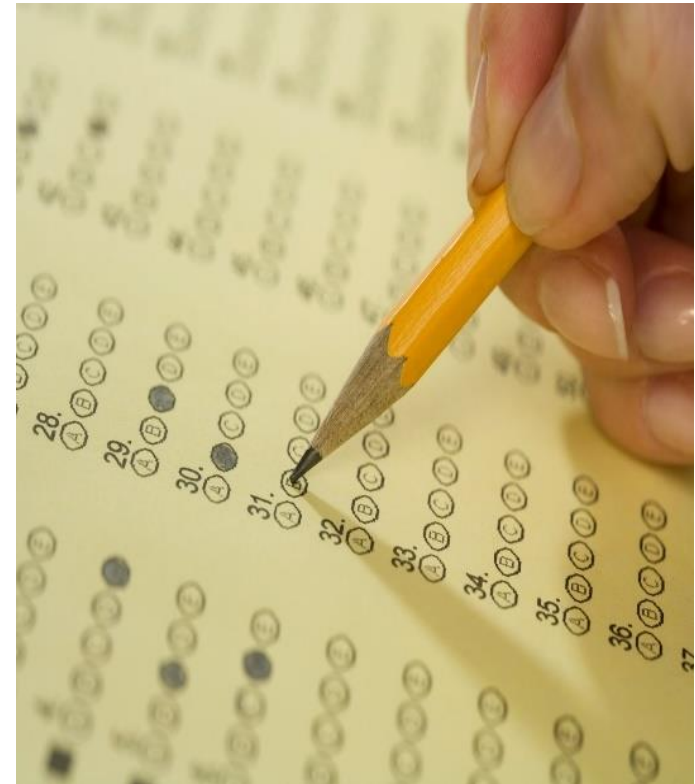
- Minimum of five years industry-related work experience or the equivalent
  - Five years full-time work experience in the talent development field; OR
  - Four years full-time work experience in the talent development field plus one year of related education or equivalent
- Note the successful completion of a qualifying ATD Master Series program counts as one year of education



# CPLP Requirements

## CPLP Knowledge Exam

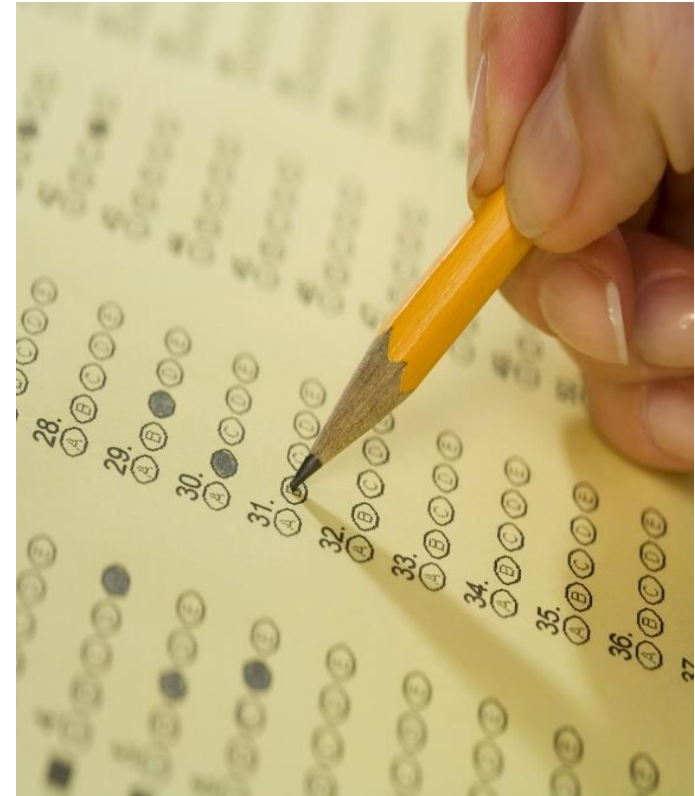
- Measures knowledge
- 150 multiple-choice items
- 10 areas of expertise
- 1 foundational competency, global mindset
- 3 hours at a testing center



# CPLP Requirements

## CPLP Skills Application Exam

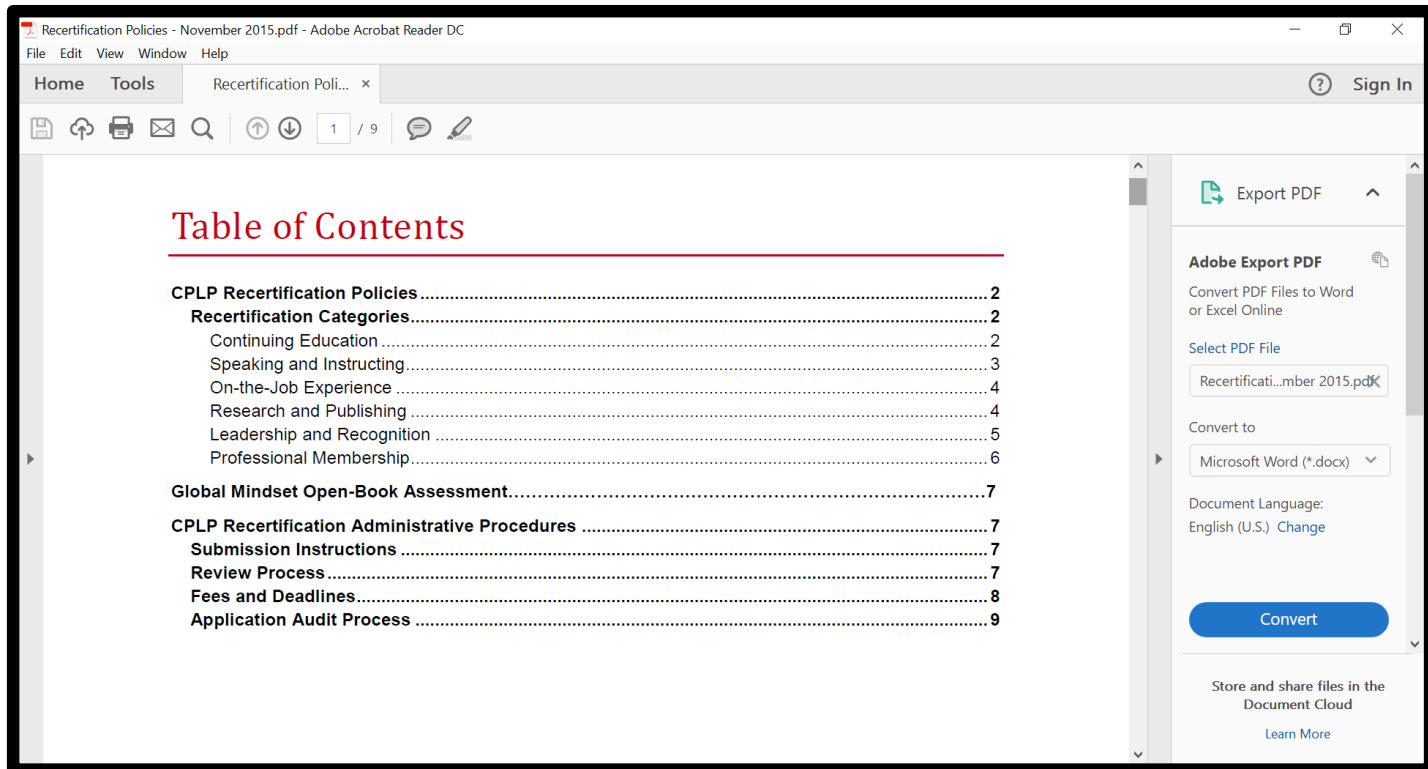
- Measures application
- 100 items
  - 4 case studies; 25 items per case; 5-10 pages of supporting materials with each
  - Mostly multiple-choice items
- Pick one exam area
  - Instructional Design
  - Training Delivery
  - Managing Learning Programs
- 3 hours at a testing center



# Ongoing Requirements

## CPLP Recertification

[www.td.org/Certification/For-CPLPs/Recertification](http://www.td.org/Certification/For-CPLPs/Recertification)



# CPLP Test Prep

## Knowledge Exam

- ATD National
  - pCPLP Practice Exam
  - Online Learning System
  - Add-on: a synchronous or an on-demand course
- ATD Local Chapters
  - Join study groups locally or online



# CPLP Test Prep

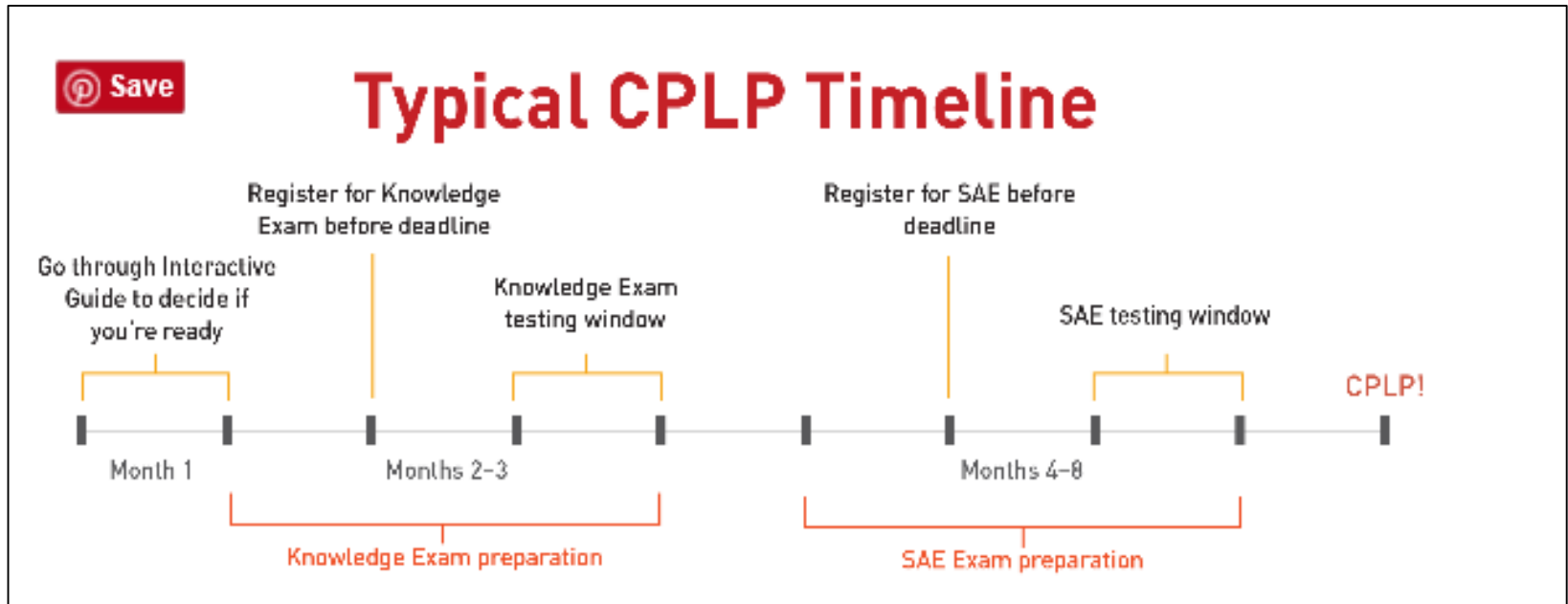
Skills Application Exam

More from ATD National

- SAE Practice Exams
- SAE Study Guide



# How long does CPLP take?



# CPLP Pricing

- CPLP Test Fees:
  - ATD Member: \$900 USD
  - ATD Non Member: \$1250 USD
- Retesting & Transfer Fees: \$300 USD
- Prep Programs: \$300 USD and up
- Recertification Fees: \$200 USD





# CPLP: Putting It All Together

- CPLP -- Certified Professional in Learning and Performance
- Established in 2006 and over 2,000 individuals certified to date
- Geared to advanced talent development professionals
- Our highest certification granted for successful completion of 2 exams:
  - Knowledge Exam validates broad mastery in 10 AOE's. Requires 80+ hours of study.
  - Skills Application Exam validates deep mastery of one AOE. Requires 40+ hours of study.
- To enter: 5+ years of full-time related work experience or equivalent
- To maintain: 60 professional development credits every 3 years



# Getting Started – If Ready to Test

1. Make sure your are eligible!
2. Read the CPLP Certification Handbook
3. Review the Step-by-Step Guide
4. Apply (three months before exam)
5. Begin to Prepare



# Getting Started – If Not Ready to Test

1. Make sure your are eligible!
  - **Tip: submit the pre-qualification form**
2. Read the CPLP Certification Handbook
3. Review the Step-by-Step Guide
4. Begin to Prepare
5. Apply (three months before exam)



## Why CPLP?



CPLP Testimonials  
Benefits of CPLP  
Convince Your Boss

## Is CPLP Right for Me?



What Differentiates a Certification?  
Try a Practice Exam  
FAQs

## Do I Meet the Requirements?



Requirements Checklist  
Interactive Guide  
Certification Handbook

## How Do I Prepare for the Exam?



Preparation Programs  
ATD Learning System  
SAE Study Guide

## I'm Ready to Test!



Registration Fee and Test Locations  
Test Schedule  
Apply to Become a CPLP

## Stay Certified, Stay Informed

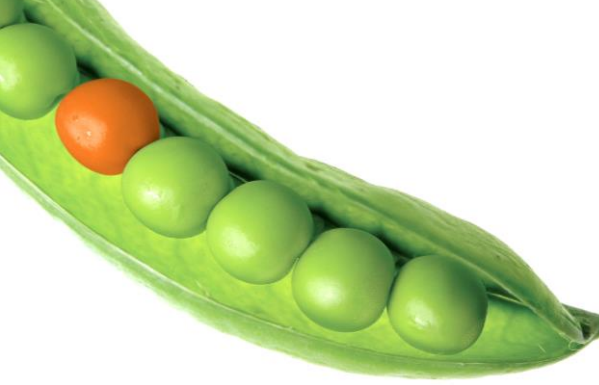


Announcements  
CPLP Credential Holder Toolkit  
Congratulations New CPLPs!

Best place  
for CPLP info:  
[www.td.org/cplp](http://www.td.org/cplp)



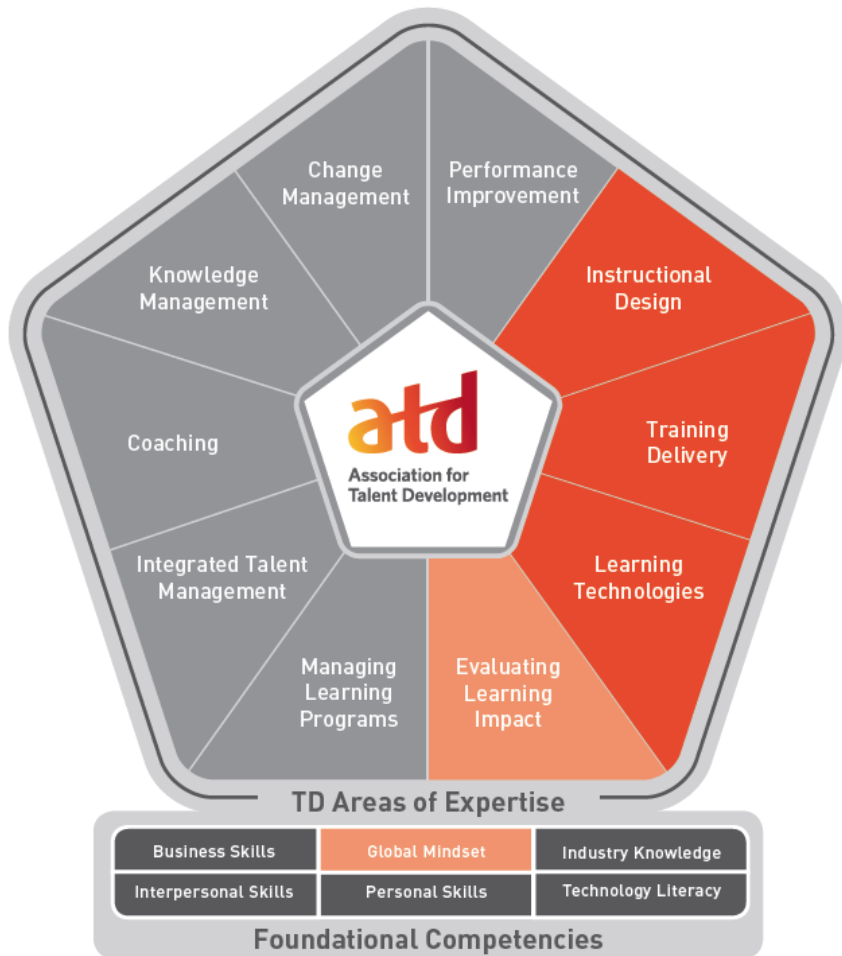
Copyright (c) 2017 by the Association for Talent Development. All Rights Reserved.



<b>Eligibility</b>	Minimum 3 years	Minimum 5 years
<b>AOEs Covered</b>	3 primary AOEs - ID, TD, LT (Also ELI and Global Mindset)	All 10 AOEs + 1 Foundational Competency
<b>Type of Exam</b>	Primarily Knowledge	Knowledge & Skills
<b>Certification Process</b>	1 Knowledge Exam	1 Knowledge Exam + 1 Skills Application Exam
<b>Recertification</b>	Every 3 years / 40 credits	Every 3 years / 60 credits
<b>Test-Out Option</b>	May use qualifying ATD Masters to test-out of 1 area	<b>COMING LATER IN 2018</b> May use qualifying ATD Masters to test-out of 1 area OR APTD to test out of 3 areas on Knowledge Exam

# Exam Content

## APTD Competencies



© 2014 by Association for Talent Development (ATD, formerly known as ASTD). All Rights Reserved. For use by permission only.

## CPLP Competencies



© 2017 by Association for Talent Development (ATD, formerly known as ASTD). All Rights Reserved. For use by permission only.

■ Primary Areas of Expertise    ■ Secondary Area of Expertise

# APTD Profiles

**Name:** Beth

**Job Title:** Training Specialist

**Role:** Assist senior staff with developing and delivering training

**Years of Experience:** 2.5

**Career Aspirations:** Leadership

position within Training and

Development; needs certification

to showcase growing

knowledge and skills



**Name:** Mike

**Job Title:** Sr. Emergency Medical Technician

**Role:** EMT for rescue squad with 50% of time training new squad members and delivering in-service training for entire squad

**Years of Experience:** 4.5

**Career Aspirations:** Crew chief/Captain

with increased responsibility ensuring

squad has up-to-date

skills





# CPLP Profiles

**Name:** Sydney

**Job Title:** Training Manager

**Role:** Manages team of 5 designers

**Years of Experience:** 7

**Career Aspirations:** CLO

**Current Aspirations:**

Needs a certification  
in order to showcase broad  
TD knowledge and skills

**Name:** Pat

**Job Title:** Independent Contractor

**Role:** Performance Consultant

**Years of Experience:** 10

**Career Aspirations:** To grow a  
performance consulting business

**Current Aspirations:**

Needs a certification in order to  
establish instant credibility and win  
more TD contracts



CERTIFIED PROFESSIONAL IN  
LEARNING & PERFORMANCE

---

**atd** CERTIFICATION INSTITUTE



# Contact Us

800.628.2783

[customercare@td.org](mailto:customercare@td.org)

[APTDcertification@td.org](mailto:APTDcertification@td.org)

[CPLPcertification@td.org](mailto:CPLPcertification@td.org)

