



Choosing the Right Credential: APTD or CPLP



Elevating the Talent Development Profession

Our Goals Today:

Understand how certification works @ ATD

Examine the differences between the APTD and CPLP

Define the eligibility requirements for the APTD and CPLP

Convey the options to test out of portions of the APTD and CPLP knowledge exams.

Discern readiness to pursue a certification.


Discuss options to help prepare to take either exam.



What is your history with ATD?

- A. I'm completely new to the content ATD offers
- B. I'm not a member, but I am familiar with the content
- C. I've taken a course (or two) and have read ATD-published content (book, research report, blog, etc.)
- D. I've been a long time member and I've gained most of my knowledge of talent development through ATD.





What are you looking for a credential to solve?

- A. Promotion/Greater Responsibility
- B. Increased salary
- C. New job/new company
- D. Validation of skills
- E. Stand out from the rest
- F. Position myself as a TD leader (CTDO, CLO, etc.)

ATD Certification Institute



The ATD Certification Institute elevates the talent development profession by creating standards and providing independent assessments of those standards. We achieve this by:

- Professionalizing the field through credentialing
- Supporting individual career growth plans
- Promoting recognition through certification
- Providing continued professional development and recertification



The ATD Competency Model

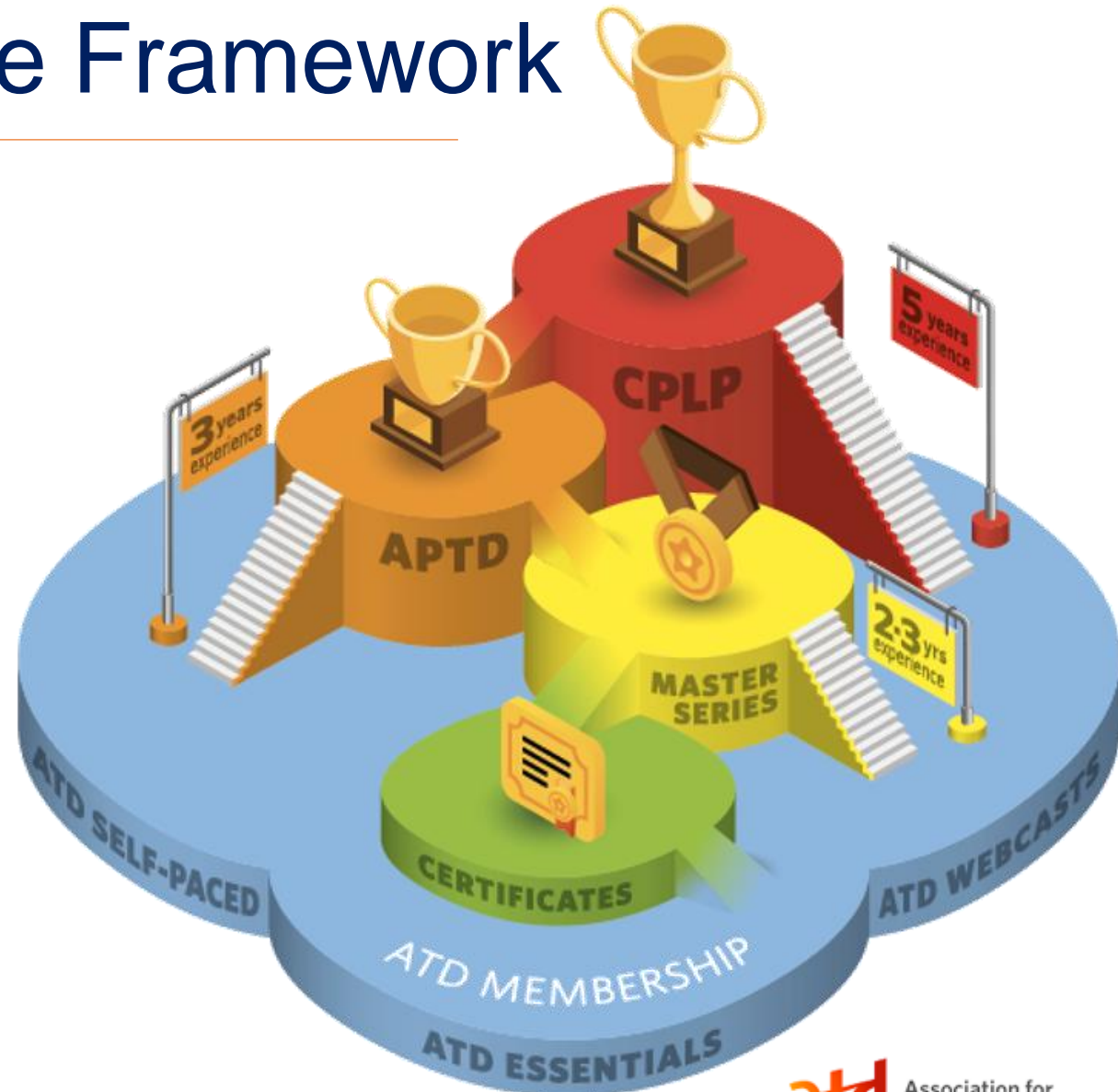


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ATD CI credentials are based on the ATD Competency Model

- defines the latest competencies needed for success across the entire TD industry.
- provides a professional development roadmap for TD leaders and practitioners.
- provides the opportunity to align individual and organizational goals against an industry standard backed by research and forward-thinking

Build your credentials with the ATD Stackable Framework



Validate your knowledge | Gain credibility | Demonstrate Expertise

Why Certification?



- Help individuals demonstrate expertise.
- Assess the knowledge, skills and experience.
- Assures stakeholders, that the person holding the certification is competent and professional.

Education | Validation | Recognition



A person wearing a dark blue suit and a watch is sitting and adjusting their watch. The image is partially visible on the left side of the slide.

The Value of Certification

Value for individuals:

- Gain credibility
- Build confidence
- Advance your career
- Increase your earning potential

“50% of midlevel positions require professional certifications or licenses ”

***~Bureau of Labor Statistics,
“Occupational Outlook Handbook
:Management Occupations”***



The Value of Certification

Value for organizations:

- Professionalize talent development
- Validate subject matter expertise
- Boost productivity & encourage knowledge sharing
- Improve employee engagement & retention

“Employers depend on the rigors of the certification process to develop, evaluate, and award the credential to the most qualified job seekers.”

~Elaine Biech

APTD & CPLP by the numbers

The first **Associate Professional in Talent Development (APTD)** credentials were conveyed in December 2017.

The **Certified Professional in Learning and Performance (CPLP)** program began in 2006 and since that year, over 2800 CPLP credentials have been earned.

APTDs and CPLPs come from all walks of life-
wherever there is a need for talent to be developed

Medicine



Gov't/Military



Higher Ed



Technology



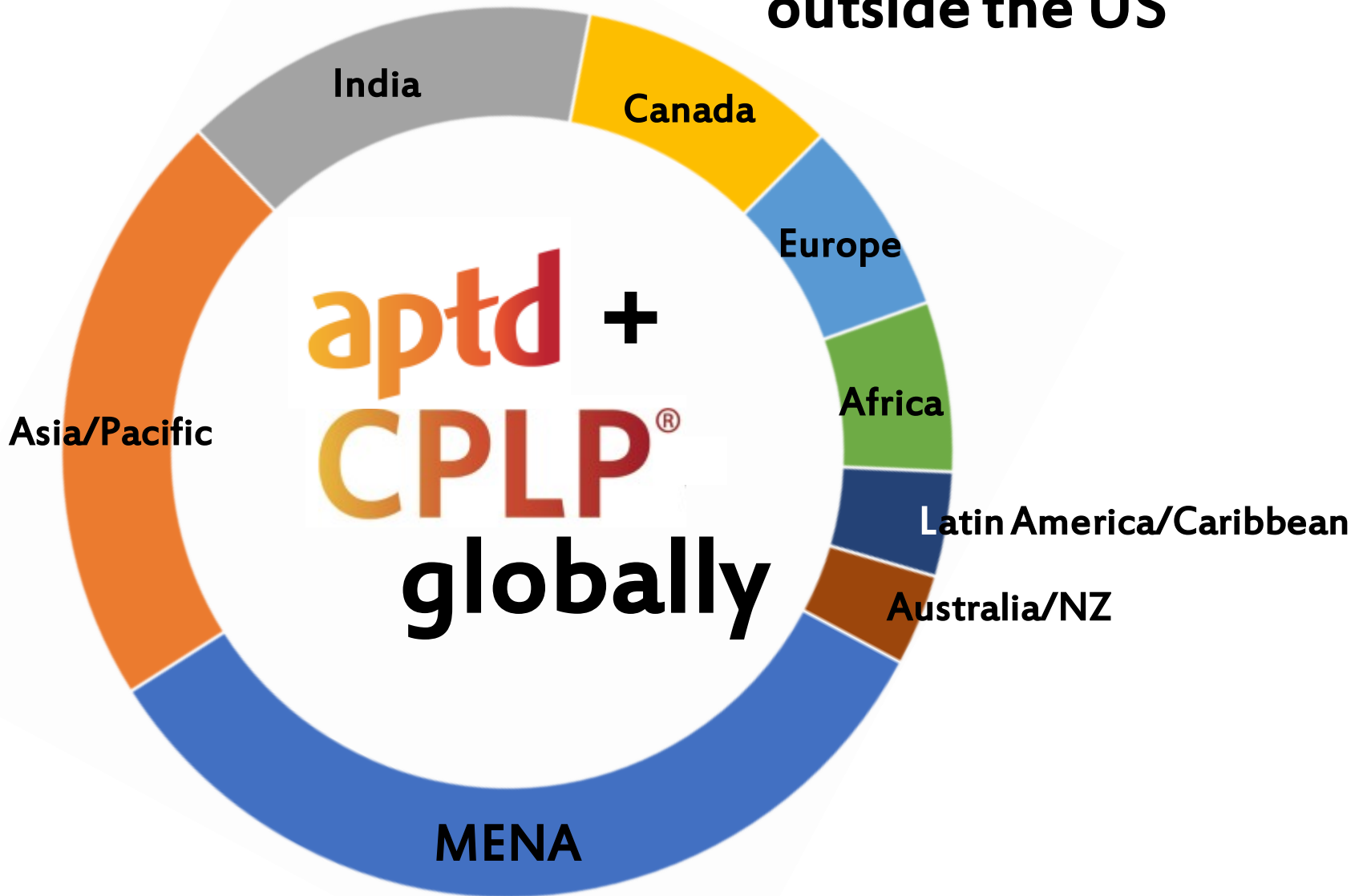
Banking/Finance



Non-Profit



Over 250 ATD CI Certificants have come from outside the US

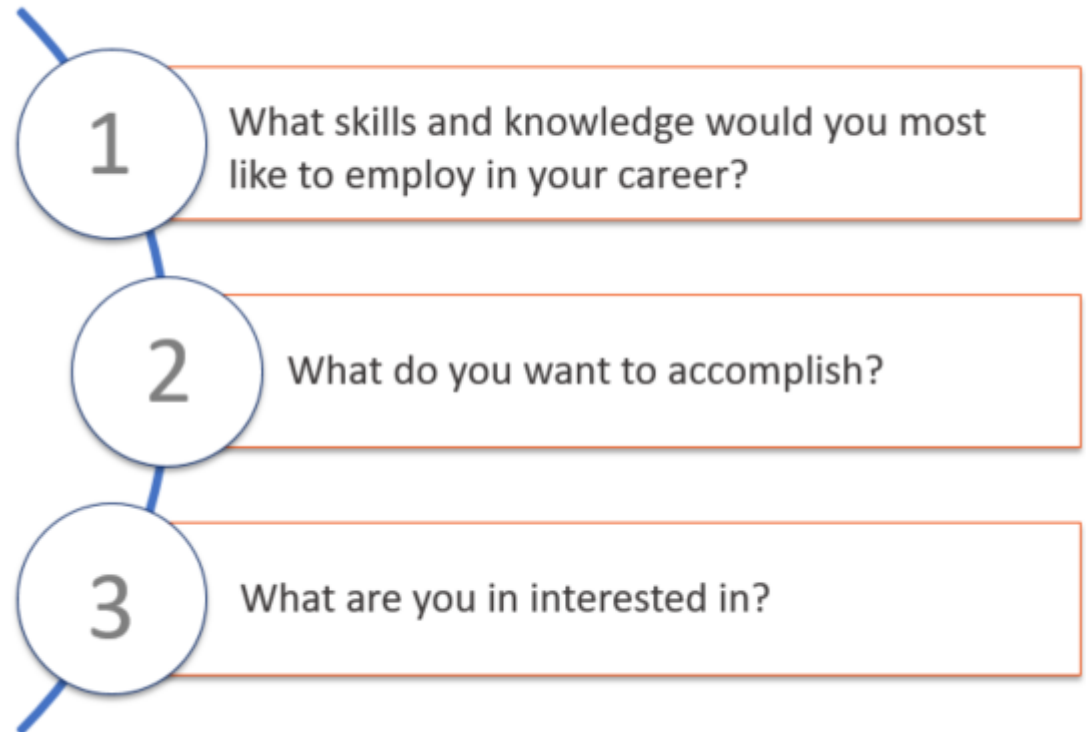


Is certification right for

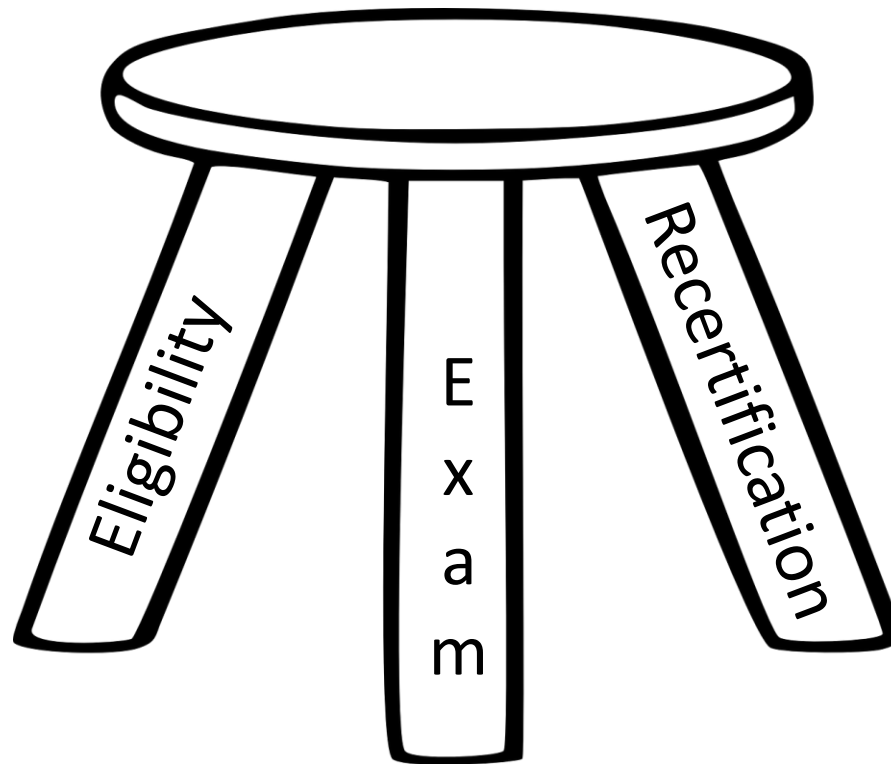


Do the homework!

Your first step is to decide which areas of expertise you would like to concentrate your time and effort.



Understanding Certification: 3 Legs of the Certification Stool





ASSOCIATE
PROFESSIONAL
IN TALENT
DEVELOPMENT
ATD CERTIFICATION
INSTITUTE

The **Associate Professional in Talent Development (APTD)** is for talent development professionals who are in the early part of their careers or whose professional roles and aspirations are focused on a few areas of expertise.

What Topics are Covered?

The APTD focuses primarily* on three areas of expertise (AOEs):

1. Instructional Design
2. Training Delivery
3. Learning Technologies

These competencies were identified by the research as core building blocks for talent development professionals.

*Evaluating learning and global mindset themes throughout

Who is It For?

APTD candidates have 3-5 years of experience in talent development in a role that is primarily focused on training delivery or instructional design.

APTD is best suited for Early career Talent Development (TD) professionals :

- Who want to formalize and recognize their role with a certification.
- Who find themselves becoming an “accidental trainer” (50% rule)
- Are looking for effective practices that will allow them to expand their skillset and gain credibility.

Profiles



Heather

Rob

Terica

Roles + Job Titles

Training Programs Specialist, Instructional Designer, Learning and Development Specialist, Senior Training Specialist, Professional Development Consultant, Learning and Engagement Facilitator, Learning and Development Team Lead, Trainer, Talent Development Consultant, Coach, Learning Supervisor, HR Programs and Training Manager

The Certified Professional in Learning and Performance (CPLP) is broad based and measures a talent development professionals' competency in 10 areas of expertise (AOEs) with a focus on global mindset as defined by the latest ATD Competency Model.

What Topics are Covered?

The Certified Professional in Learning and Performance (CPLP) credential covers ten areas of expertise: ■

1. Instructional Design
2. Training Delivery
3. Learning Technologies
4. Evaluating Learning Impact
5. Managing Learning Programs
6. Integrated Talent Management
7. Coaching
8. Knowledge Management
9. Change Management
10. Performance Improvement

Who is It For?

CPLP candidates are seasoned professionals (5+ years of full-time experience) who want to distinguish themselves in the field and advance their career goals.

CPLP is best suited for seasoned TD professionals:

- Who have deep knowledge and experience enhancing employee learning and performance.
- Who are looking to demonstrate expertise and commitment to the profession.
- With a global mindset and the ability to work across cultures and borders.

Profiles



Amr



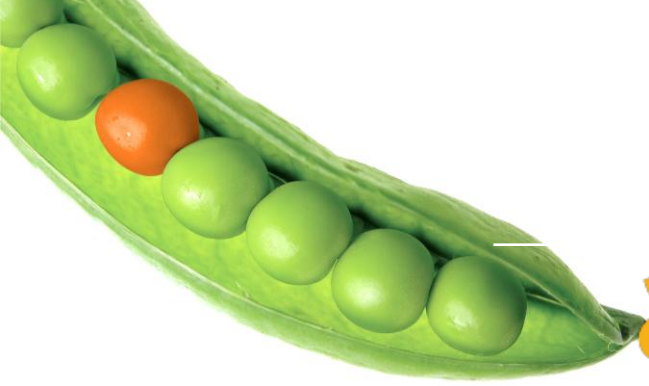
Donna



Matt

Roles + Job Titles

Learning Consultant, Assistant Training Manager, Director of Learning and Development, VP of Human Resources, Learning Strategist, Instructional Designer, Manager of Learning Programs, Vice President of Learning, Chief Learning Officer, Chief Talent Development Officer, Senior Program Manager, Career Coach



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Eligibility	Minimum 3 years of at least 50% experience in TD	Minimum 5 years of full-time experience in TD
AOEs Covered	3 primary AOEs - ID, TD, LT (Also ELI and Global Mindset)	All 10 AOEs + 1 Foundational Competency
Type of Exam	Primarily Knowledge	Knowledge & Skills
Certification Process	1 Knowledge Exam	1 Knowledge Exam + 1 Skills Application Exam
Recertification	Every 3 years / 40 credits	Every 3 years / 60 credits
Cost	\$400 ATD Member \$600 Non-member	\$900 ATD Member \$1250 Non-member

What about Test-out?



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First earning an **ATD Master Trainer** or **ATD Master Instructional Designer** designation will allow you to test out of that area on the **APTD exam**.



CERTIFIED PROFESSIONAL IN
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First earning an **ATD Master Trainer** or **ATD Master Instructional Designer** designation will allow you to test out of that area on the CPLP Knowledge Exam.

Earning the **APTD** will allow you to test out of 3 areas of the **CPLP Knowledge Exam**.



What Employers Are Looking For

In a recent job search on LinkedIn and Indeed **over 250 positions listed “APTD or CPLP certification preferred”**.

 <p>Senior Learning Manager Capital One Richmond, VA, US Transformational leadership: nurtures an inclusive culture, elevates others, attracts/retains game-c... www.capitalonecareers.com  3 connections work here 1 month ago</p>	<p>Preferred Qualifications</p> <ul style="list-style-type: none"> • Bachelor's Degree in Adult Education, Human Resources, Industrial Psychology or Organizational Development • Certified Professional in Learning and Performance (CPLP), Leadership Development Certification Program (LDSP), Leadership Development & Succession Strategist (LDSS) Certification, Professional in Human Resources (PHR) Certification, or similar certification • Member of American Society for Training and Development (ATD) 	
 <p>Human Resources Generalist Green Dot Corporation Pasadena, CA, US Under general supervision responsible for performing... 3 weeks ago</p>	 <p>Instructional Designer - Holland, Michigan Holland Holland, MI, US Prior Talent Management Systems experience (e.g. Support the Learning Management System build and us... 9nl.es  Be an early applicant 1 month ago</p>	<p>Preferred Qualifications</p> <ul style="list-style-type: none"> • Prior Talent Management Systems experience (e.g. Cornerstone OnDemand or Taleo Learn). • Prior Articulate Storyline and Articulate Review experience. • APTD and/or CPLP Certification. • E-Learning Instructional Design, Articulate Storyline, or Technical Writing Certification. <p>Holland, a part of YRC Worldwide, is an Equal Opportunity/Affirmative Action Employer Minorities/Females/Persons with Disabilities/Protected Veterans #CB#</p>
 <p>*Organizational & Leadership Development Trainer Community Memorial Health System Ventura, CA, US The Organizational & Leadership Development Trainer is responsible for planning, developing, imp... careers-cmhshhealth.icims.com  Be an early applicant 3 months ago</p>		

What Employers Are Looking For



Nordstrom



Garmin



Google



Facebook



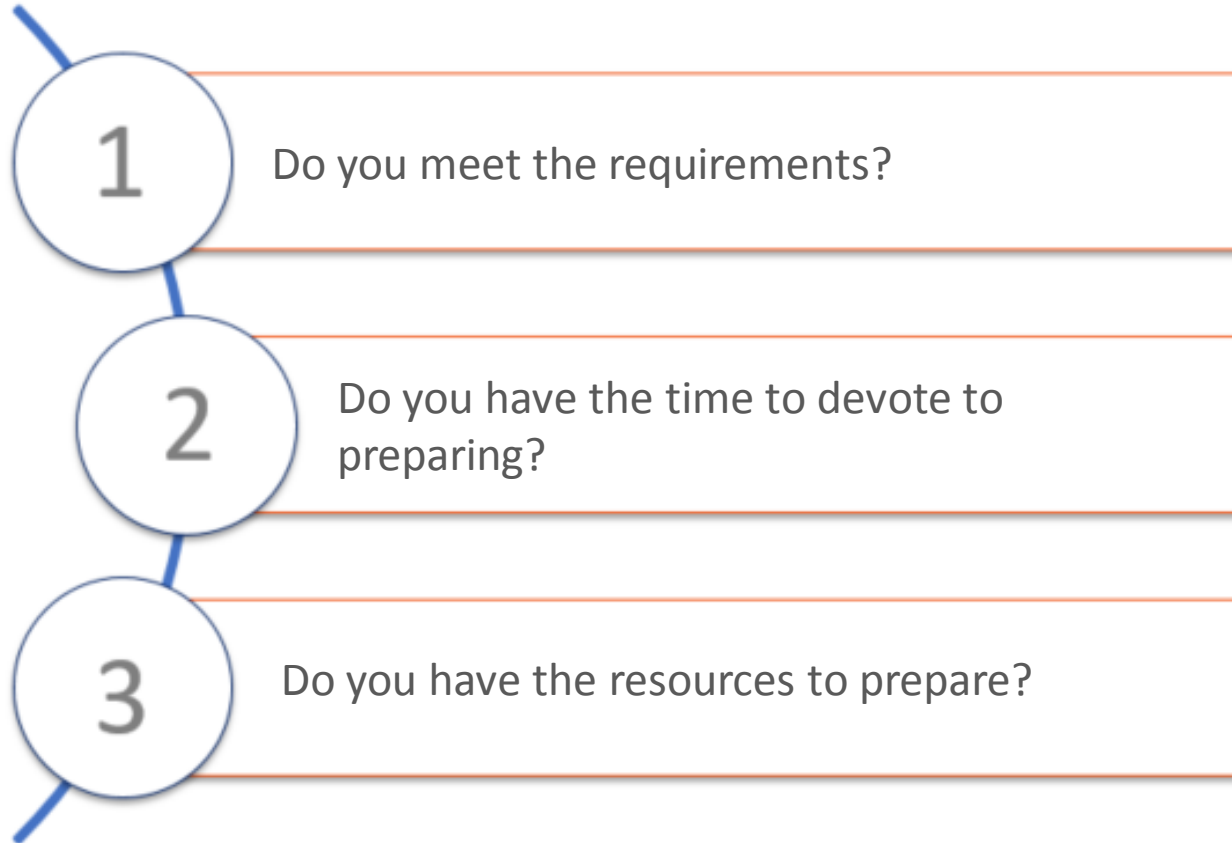
GE Appliances



Amazon

In the past year alone,
over 600 different companies
listed holding an ATD credential as a preferred or
required qualification on their job descriptions.

Are you ready?



Are you ready?

1

Do you meet the requirements?



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3 years of at least 50% of work experience devoted to talent development

OR

2 years of at least 50% of work experience devoted to talent development + 1 year of TD higher education coursework OR an ATD Master Instructional Designer or ATD Master Trainer



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5 years of full time work experience devoted to talent development

OR

4 years of full time work experience devoted to talent development + 1 year of TD higher education coursework OR an ATD Master Instructional Designer or ATD Master Trainer

Are you ready?

2

Do you have the time to devote to preparing?



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Average of 3 months to prepare to take the APTD Exam



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Average of three-six months to take the CPLP Knowledge Exam

Average of three-six months to take the CPLP Skills Application Exam

Are you ready?

3

Do you have the resources to prepare?



APTD or CPLP Handbook

- Policies governing the program
- Schedules and Fees
- What to Expect at the Test Center
- Content Outline of the Exam(s)

Download a **FREE** copy of the Handbook

APTD: <https://www.td.org/aptdlearnmore>

CPLP: <https://www.td.org/certification/cplp/introduction>

Are you ready?

3

Do you have the resources to prepare?



ATD Learning System

- APTD Edition
- CPLP Edition

- Official resource for individuals studying for the exams
- 12-month subscription access to e-reader with case studies, linked content, and quizzes
- Includes Study Guide for groups
- Add-on product: A printed version

Are you ready?

3

Do you have the resources to prepare?



Preparing for the APTD course
Preparing for the CPLP course

Self-Paced Online

Instructor-led Online

Instructor-led In-Person

Are you ready?

3

Do you have the resources to prepare?

Make a study plan for yourself

Many ATD Chapters host study groups

Form or join a virtual study group

Take our Practice Tests on td.org

Create flash cards or
your own case studies and quiz each other

Get creative!

Join our group on

LinkedIn

APTD: www.linkedin.com/groups/8660635

CPLP: www.linkedin.com/groups/8664160



Explore our Website: td.org/certification

Talk to an ATD Professional Development Specialist:
855-849-2783 (US) and 703-372-9211 (international).

Email our Team: APTDcertification@td.org or CPLPCertification@td.org

Call us!



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