

Building Your Talent Development Career

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The logo for the Association for Talent Development (ATD), consisting of the lowercase letters 'atd' in a white, sans-serif font, positioned on a red background that is part of a large, stylized number '75' graphic.

1943•2018
ANNIVERSARY

Our Goals for Today:

- ✓ Name the skills most in demand in today's TD job market
- ✓ Describe five common talent development career paths
- ✓ Identify ATD resources that can help you grow your career
- ✓ Describe several routes to reach your career goals, including the two ATD CI certifications

Talent development professionals build the knowledge, skills, and abilities of others and help them develop and achieve their potential so that the organizations they work for can succeed.

-Tony Bingham, ATD CEO

The TD profession's landscape is changing

90%

of organizations report that their TD leader's role is expanding

70%

of those organizations have leaders taking on responsibility for more aspects of talent management than L&D

In a **2017** ATD research report, high performance organizations are more apt to promote TD leadership from within.

34.4

Average annual number of learning hours received per employee

\$1,273

Average direct learning expenditure per employee

Figures based on ATD Research Reports: 2017 State of the Industry Report

Top Requested Skills- Instructional Designer

- Instructional Design
- E-Learning
- Curriculum Development
- Communication
- Writing
- ADDIE
- Adult Learning
- Project/Program Management
- Learning Management Systems
- Critical Thinking
- Continuous Improvement
- Adobe Captivate/Articulate
Storyline

*All skills based on October
2018 job search of LinkedIn
and Monster.com*

Top Requested Skills- Trainer

- Training Delivery
- E-Learning
- Curriculum Development
- Communication
- Adult Learning
- Project/Program Management
- Learning Management Systems
- Critical Thinking
- Problem Solving/Troubleshooting
- Mentoring/Coaching
- Time Management
- Leadership
- Sales Enablement

*All skills based on October 2018
job search of LinkedIn and
Monster.com*

Top Requested Skills- E-Learning Professional

- Technical Writing
- E-Learning
- Audio/Video Editing
- Adult Learning
- Project/Program Management
- Content Management Systems
- Curriculum Development
- Critical Thinking
- Simulations
- Troubleshooting
- Instructional Design/Training Delivery

Top Requested Skills - Talent Development Manager

- Training
- Human Resources
- Instructional Design
- Leadership
- Management
- Communication
- Performance Management
- Project/Program Management
- HR/Talent Management
- Curriculum Development
- Organizational Design/Development





Top Requested Skills- Talent/HR/OD Professional

- Management
- Organizational Development
- Leadership
- Training
- Human Resources
- Talent Management
- Organizational Effectiveness
- Performance Management
- Program Evaluation
- Succession Planning

All skills based on October 2018 job search of LinkedIn and Monster.com

Which Path is Right for Me?



Where you are and where you want to go



Location and Job Market (and tolerance for relocation)



Ultimately, the path is up to you!

Resources

- Professional Development through your organization
- Dedicate personal resources to achieve your goals
- Social Networking/Asking a Mentor

The Good News:

Trends* that would most strongly influence talent development for their organization in the short term (during the next year):

- 
- Linking Learning to Performance
 - Closing Skill Gaps
 - Developing Frontline Leadership

*Source: 2017 ATD Research Report Global Trends in Talent Development



We work with more than

100

of the world's best facilitators



More than **150** organizations have trained with us



More than **100,000**

professionals have learned with ATD Education



5 Master Series programs

2 talent development certifications



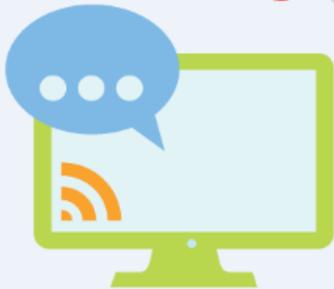
27 Live online certificates

41 Topic-focused, live online workshops

15 Self-paced courses

1 Adaptive online learning library

42 certificates taking place in **30-plus** states



On Demand Live Online CEU Credits Face-to-Face Prerequisites



ATD Webcasts




Continuing Education

**ATD Elements
ATD Essentials
ATD Self-Paced**





Continuing Education

ATD Certificates






Certificate of Completion

Master Series

2-3 years' experience (recommended)





Assessment

Designation & Assessment-Based Certificate

APTD Certification

3 years' experience/education (required)







Assessment

Associate Certification

CPLP Certification

5 years' experience/education (required)







Assessment

Professional Certification

ATD Learning Paths

	INSTRUCTIONAL DESIGNER	TRAINER	E-LEARNING PROFESSIONAL	MANAGER	TALENT/HR/OD PROFESSIONAL
Expand your skillset! Start Here:	Instructional Design Certificate*	Training Certificate	E-Learning Instructional Design Certificate	Managing Learning Programs Certificate	Integrated Talent Management Certificate
Then we recommend one of the following:	<p>Certificate Programs:</p> <ul style="list-style-type: none"> Introduction to Training Needs Assessment Certificate <p>Essentials Courses:</p> <ul style="list-style-type: none"> Gamification for Talent Development Performance-Based Job Aids 	<p>Certificate Programs:</p> <ul style="list-style-type: none"> Introduction to Instructional Design Instructional Design* <p>Essentials Courses:</p> <ul style="list-style-type: none"> Overcoming Challenging Classroom Behaviors Working With SMEs to Develop Training 	<p>Certificate Programs:</p> <ul style="list-style-type: none"> Adobe Captivate Articulate Storyline <p>Essentials Courses:</p> <ul style="list-style-type: none"> Designing Accessible (508 Compliant) Programs and Materials Graphics for Learning 	<p>Certificate Programs:</p> <ul style="list-style-type: none"> Coaching ATD Certificate in Strategic Leadership <p>Essentials Courses:</p> <ul style="list-style-type: none"> Leading Virtually Learning Leaders' Involvement in Employee Engagement 	<p>Certificate Programs:</p> <ul style="list-style-type: none"> Improving Human Performance Improvement Change Management <p>Essentials Courses:</p> <ul style="list-style-type: none"> New Employee Onboarding Using Assessments in Talent Development Initiatives
And then consider these based on your opportunities or areas of interest:	Writing for Instructional Design and Training Certificate	Adult Learning Certificate	Designing Virtual Training Certificate	Evaluating Learning Impact Certificate	Creating Leadership Development Programs Certificate
	Consulting Skills Certificate	Facilitating Virtual Training Certificate	Microlearning Certificate	Facilitation Skills Certificate	Coaching Certificate
Validate your knowledge and master your skills	ATD Master Instructional Designer Program	ATD Master Trainer Program	NEW! ATD Master E-Learning Instructional Designer Program	ATD Expert Coach Program	ATD Master Performance Consultant Program <i>Now Online!</i>
Gain credibility—get certified	Step 1: Associate Professional in Talent Development (APTD)	Step 1: Associate Professional in Talent Development (APTD)	Step 1: Associate Professional in Talent Development (APTD)	Step 2: Certified Professional in Learning and Performance (CPLP)	Step 2: Certified Professional in Learning and Performance (CPLP)
Demonstrate expertise—get certified	Step 2: Certified Professional in Learning and Performance (CPLP)	Step 2: Certified Professional in Learning and Performance (CPLP)	Step 2: Certified Professional in Learning and Performance (CPLP)		

The competencies included in the APTD are the basics of talent development that professionals can use every day, no matter the level within an organization or company. It may be a destination for some or a stepping stone to the CPLP for others.

*Formerly Designing Learning Certificate

Instructional Designer Learning Path

Expand your skillset! Start Here:

Instructional Design Certificate

Then we recommend one of the following:

Certificate Programs

Needs Assessment Certificate

Essentials Courses

Gamification for Talent Development

And then consider these based on opportunities and areas of interest:

Writing for Instructional Design and Training Certificate

Consulting Skills Certificate

Validate your knowledge and master your skills

ATD Master Instructional Designer Program

Gain credibility and get certified!

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CPLP[®]

Trainer Learning Path

Expand your skillset! Start Here:

Training Certificate

Then we recommend one of the following:

Certificate Programs
Instructional Design

Essentials Courses
Overcoming Challenging Classroom Behaviors

And then consider these based on opportunities and areas of interest:

Facilitating Virtual Training Certificate

Validate your knowledge and master your skills

ATD Master Trainer Program

Gain credibility and get certified!

aptd[®]

CPLP[®]

E-Learning Professional Learning Path

Expand your skillset! Start Here:

E-Learning Instructional Design Certificate

Then we recommend one of the following:

Certificate Programs

Articulate Storyline

Essentials Courses

Graphics for Learning

And then consider these based on opportunities and areas of interest:

Designing Virtual Training Certificate

Microlearning Certificate

Validate your knowledge and master your skills

ATD Master E-Learning Instructional Designer Program

Gain credibility and get certified!

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Manager Learning Path

Expand your skillset! Start Here:

Managing Learning Programs Certificate

Then we recommend one of the following:

Certificate Programs

ATD Certificate in Strategic Leadership

Essentials Courses

Leading Virtually

And then consider these based on opportunities and areas of interest:

Evaluating Learning Impact Certificate

Facilitation Skills Certificate

Validate your knowledge and master your skills

ATD Expert Coach Program

Gain credibility and get certified!

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HR/OD Professional Learning Path

Expand your skillset! Start Here:

Integrated Talent Management Certificate

Then we recommend one of the following:

Certificate Programs
Improving Human Performance

Essentials Courses
New Employee Onboarding

And then consider these based on opportunities and areas of interest:

Creating Leadership Development Programs Certificate
Coaching Certificate

Validate your knowledge and master your skills

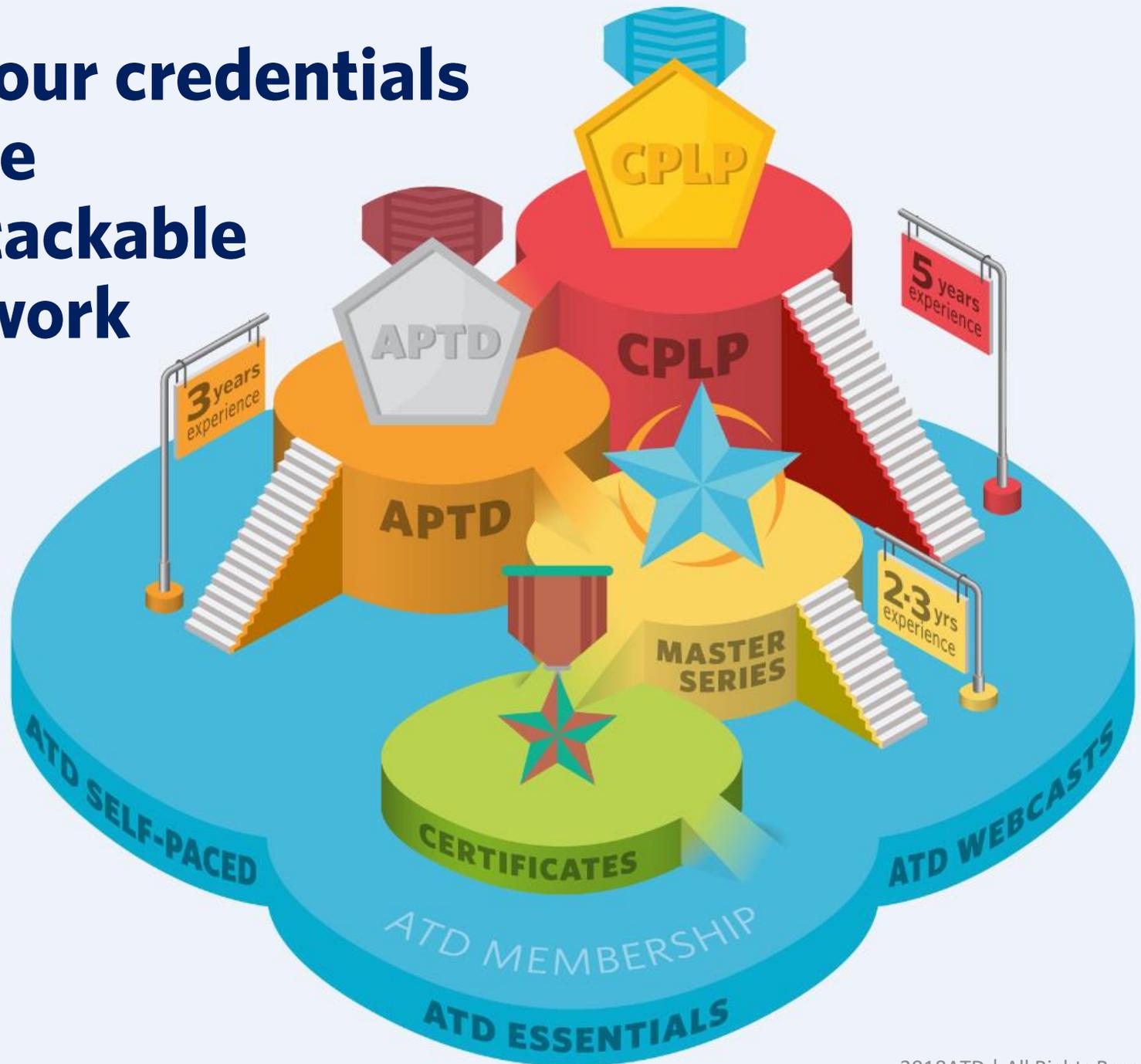
ATD Master Performance Consultant Program

Gain credibility and get certified!

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CPLP[®]

Build your credentials with the ATD Stackable Framework



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”

APTD & CPLP by the numbers

Associate Professional in Talent Development (APTD) - 2017

Certified Professional in Learning and Performance (CPLP) - 2006

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

Medicine



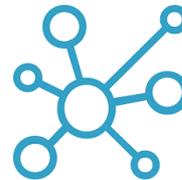
Gov't/Military



Higher Ed



Technology



Banking/Finance



Non-Profit





ASSOCIATE
PROFESSIONAL
IN TALENT
DEVELOPMENT
ATD CERTIFICATION
INSTITUTE

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?

Three primary areas of expertise (AOEs)*:

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

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 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 skills with a certification.
- Who are “accidental trainers” (50% rule)
- Are looking for effective practices that will expand their skillset and build credibility

The CPLP is broad based and measures professional competency in 10 areas of expertise (AOEs) with a focus on global mindset as defined by the ATD Competency Model.

What Topics are Covered?

The CPLP credential covers ten AOEs:

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 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.



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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DEVELOPMENT
ATD CERTIFICATION
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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
LEARNING & PERFORMANCE

atd CERTIFICATION INSTITUTE

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 (LDCP), 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.



ATD Professional Development Specialists

can help with course selection, individual learning paths, scoping out a professional development plan for you

1.855.404.2783

ATD Certification Institute Staff

can help with questions about eligibility, timing, steps leading up to testing

1.703.838.5842

certification@td.org

What's Your Destination?