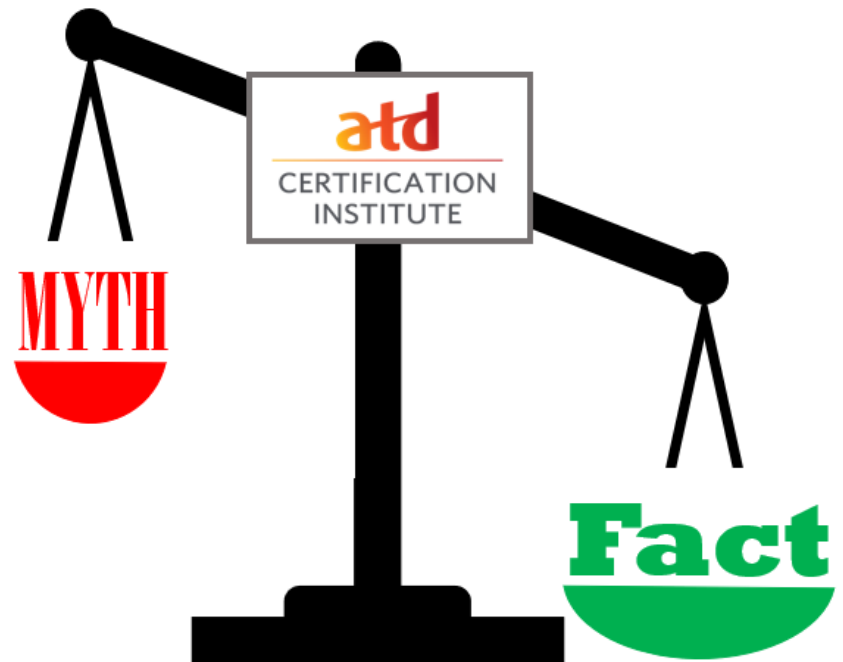


Debunking Myths About Certification

April 1, 2021



Topics We'll Cover Today

Credentials – what's the difference?

ATD CI's certifications

Applying for Certification

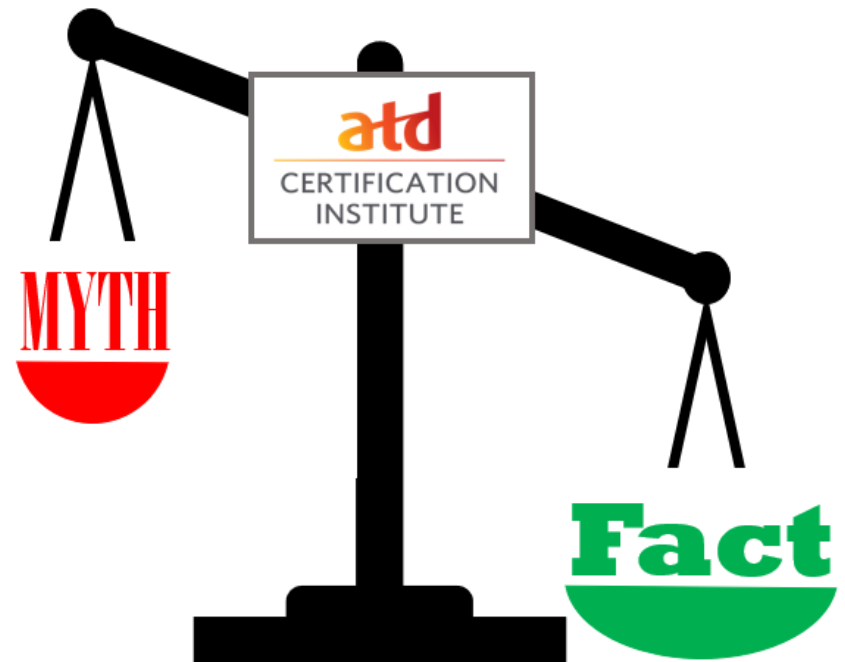
Exam Makeup

Preparation Myths

Information on Testing

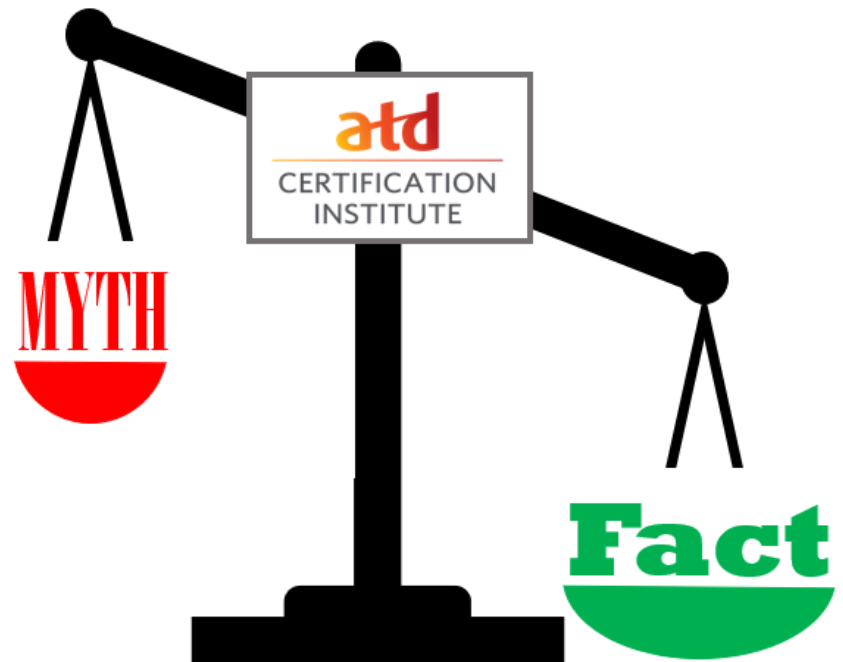
Scoring Myths

Where to Find Further Information






Myth 1:




**Credentials are all
the same**






Ways to Evolve as a Professional in the Talent Development Space



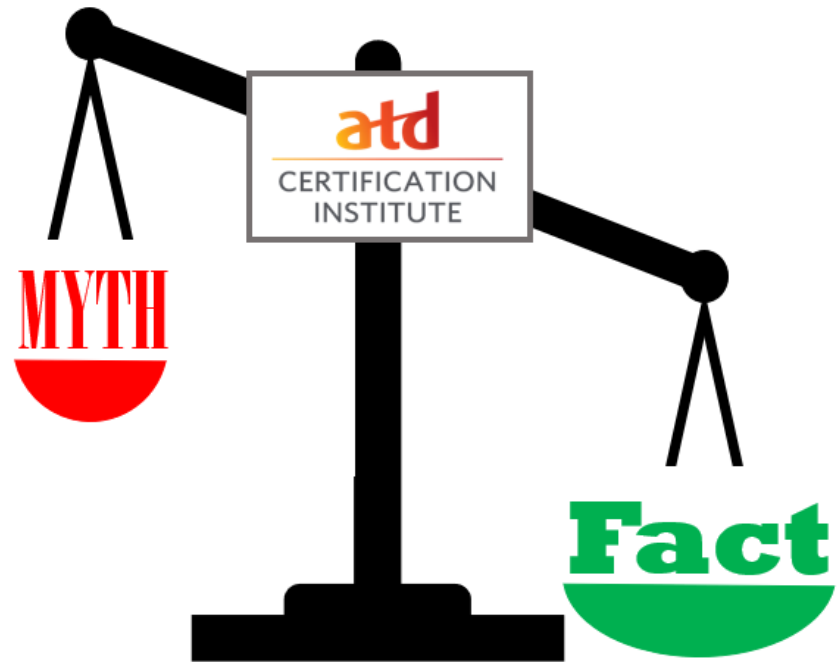
Credential Type	How is it typically earned?	Notes	Examples
Degree	Coursework + Success in classes	Especially for entry to mid-career; learn foundations and advanced topics with some practice; substantial time & money commitment	Masters Degree in Adult Education from higher education institution
Certificate Program	Coursework + Success on Exam(s)	Especially for entry to mid-career; can sharpen focus on topics; little practice; shorter time commitment; costs vary	ATD Training Certificate 
Assessment-based Certificate	Coursework + Success on an Exam	For slightly higher tenured professional, learn foundations and advanced topics with some practice; shorter time commitment; costs vary	ATD Master Trainer 
Professional Certification	Meet eligibility Requirement + Success on an Exam	For slightly higher tenured professional, combine knowledge and skills to pass an exam based on industry standards; shorter time commitment; costs vary	APTD and CPTD 

Credential Type	How is it typically earned?	Notes	Examples
Degree	Coursework + Success in classes	Especially for entry to mid-career; learn foundations and advanced topics with some practice; substantial time & money commitment	Masters Degree in Adult Education from higher education institution
Certificate Program	Coursework + Success on Exam(s)	Especially for entry to mid-career; can sharpen focus on topics; little practice; shorter time commitment; costs vary	ATD Training Certificate 
Assessment-based Certificate	Coursework + Success on an Exam	For slightly higher tenured professional, learn foundations and advanced topics with some practice; shorter time commitment; costs vary	ATD Master Trainer 
Professional Certification	Meet eligibility Requirement + Success on an Exam	For slightly higher tenured professional, combine knowledge and skills to pass an exam based on industry standards; shorter time commitment; costs vary	APTD and CPTD 

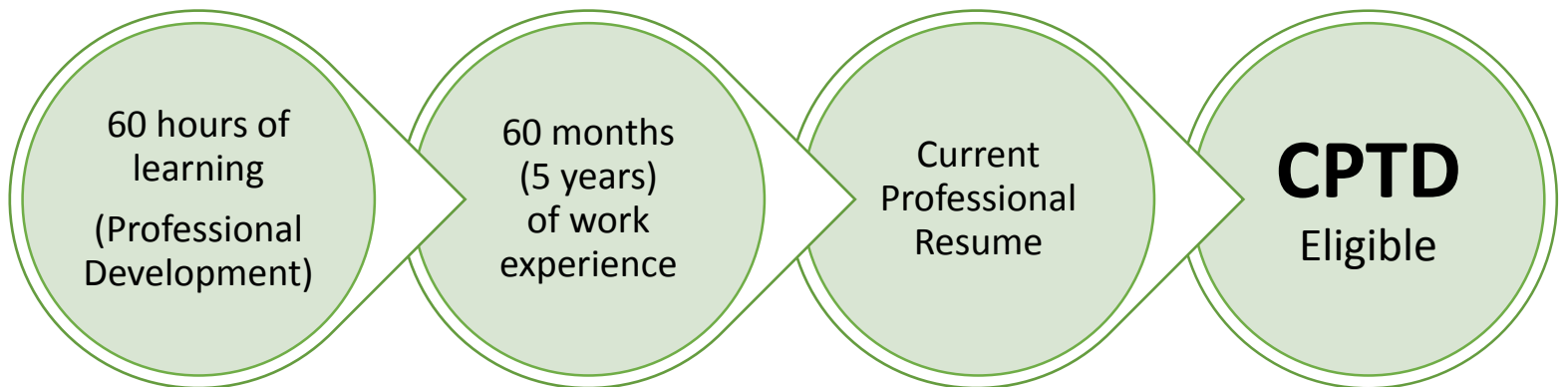
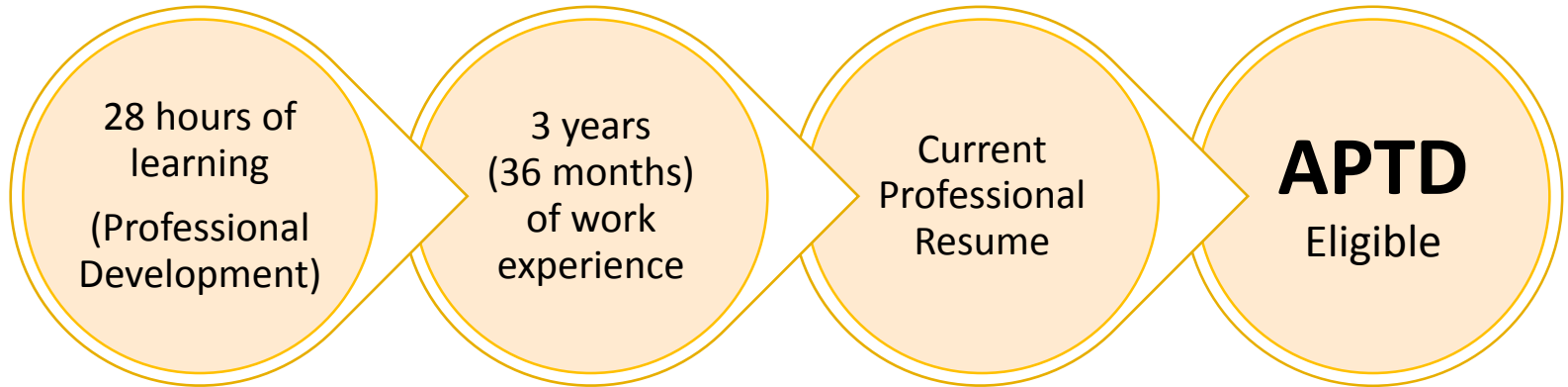
Credential Type	How is it typically earned?	Notes	Examples
Degree	Coursework + Success in classes	Especially for entry to mid-career; learn foundations and advanced topics with some practice; substantial time & money commitment	Masters Degree in Adult Education from higher education institution
Certificate Program	Coursework + Success on Exam(s)	Especially for entry to mid-career; can sharpen focus on topics; little practice; shorter time commitment; costs vary	ATD Training Certificate 
Assessment-based Certificate	Coursework + Success on an Exam	For slightly higher tenured professional, learn foundations and advanced topics with some practice; shorter time commitment; costs vary	ATD Master Trainer 
Professional Certification	Meet eligibility Requirement + Success on an Exam	For slightly higher tenured professional, combine knowledge and skills to pass an exam based on industry standards; shorter time commitment; costs vary	APTD and CPTD 

Myth 2:

**Applying for
Certification is
Complicated**

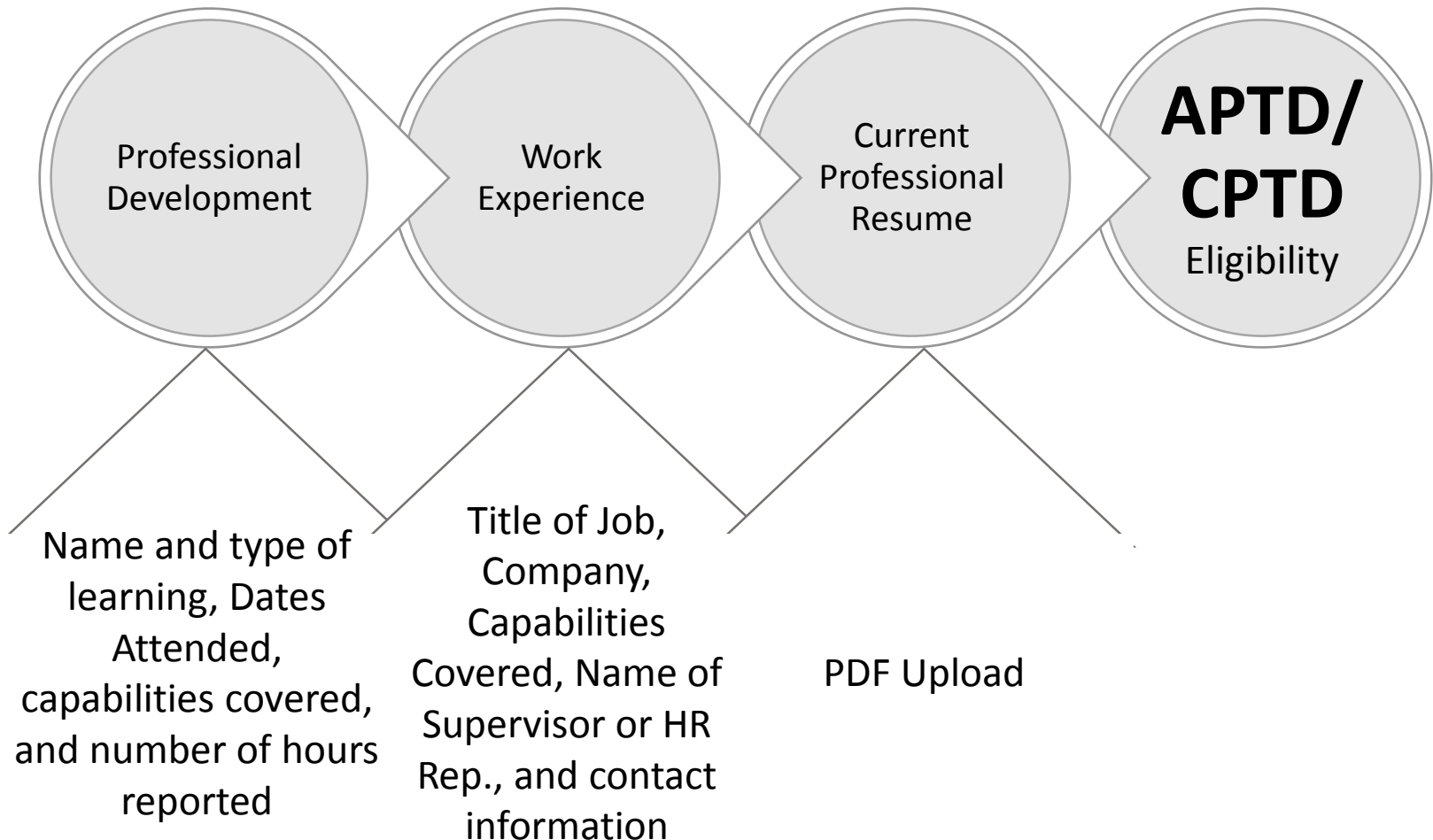


APTD & CPTD Eligibility



APTD & CPTD Eligibility

Details Needed to Have on Hand



The APTD and CPTD Applications are “smart applications.”

If you have entered enough work experience, professional development, and uploaded the resume, the submit button will become clickable.



Professional Certifications adhere to industry best practices in administering their programs

ATD CI Commitment

Establish Eligibility Requirements in line with the level/content of the certification

Publish an exam written, peer-reviewed, and passing score set by certified SMEs

Candidate Commitment

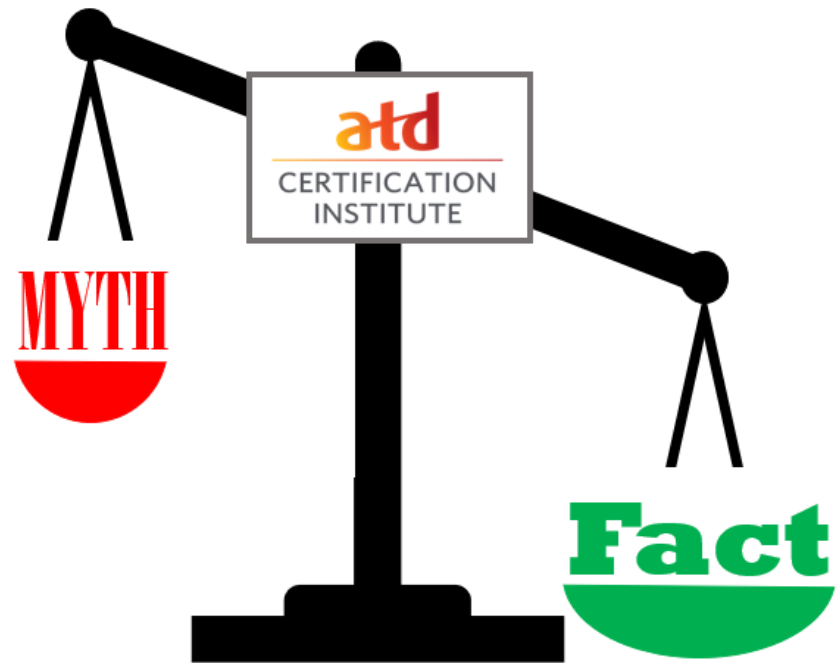
Meet Eligibility Requirements in line with the level/content of the desired certification

Pass an exam using knowledge and skills at the level/content of the desired certification



Myth 3:

The exam questions are written by professors and those with advanced degrees





Talent Development Capability Model

What practitioners need to **KNOW** and **DO** to develop themselves, others, and their organizations.

Researched-based model
of the profession for the profession

Includes 23 capabilities and
188 knowledge and skill statements

Our research revealed that it takes a blend
of all 3 domains to be successful in any
role in talent development.

Talent Development Capability Model

What practitioners need to **KNOW** and **DO** to develop themselves, others, and their organizations.



In June 2019, 2 separate meetings were held to discuss the model and what professionals should know at two milestones:

Meeting 1

APTD Exam

Attended by APTD Certificants

Focused on the 3-year mark

Meeting 2

CPTD Exam

Attended by (then)

CPLP Certificants

Focused on the 5-year mark



	APTD Content Percentage	CPTD Content Percentage
Building Personal Capabilities	20%	20%
Developing Professional Capabilities	50%	45%
Impacting Organizational Capabilities	30%	35%

Over 150 APTDs and CPTDs wrote items for the new exams

Various levels from independent contributor to management

Various roles like trainer, designer, e-learning technologist, and TD manager

The job is completely volunteer

ITEM WRITING

ITEM REVIEWING

More than 70 hours of peer review

Each item is reviewed for fairness and veracity

Every item is backed by an industry recognized reference

APTD and CPTD Item Writers and Reviewers were supplied with:

Training

Content Outline of the Exam

Reference Resource List

Nondisclosure Agreement

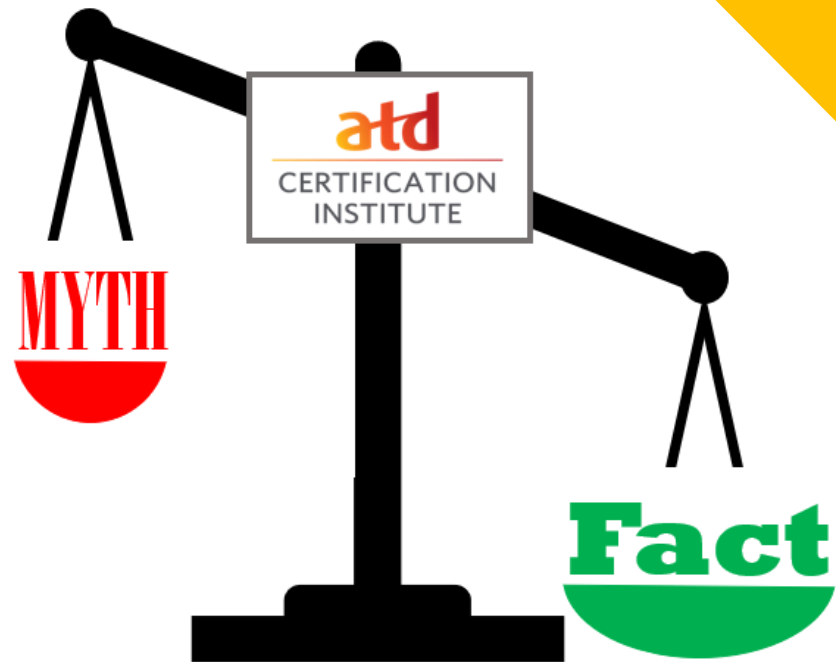
ITEM WRITING

ITEM REVIEWING

The hallmark of a professional certification program is that it's designed, written, and reviewed by professionals for the profession for which it serves.

Myth 4:

I just need to
read the TDBoK
be ready to take
the ATD CI
Certification
Exam.

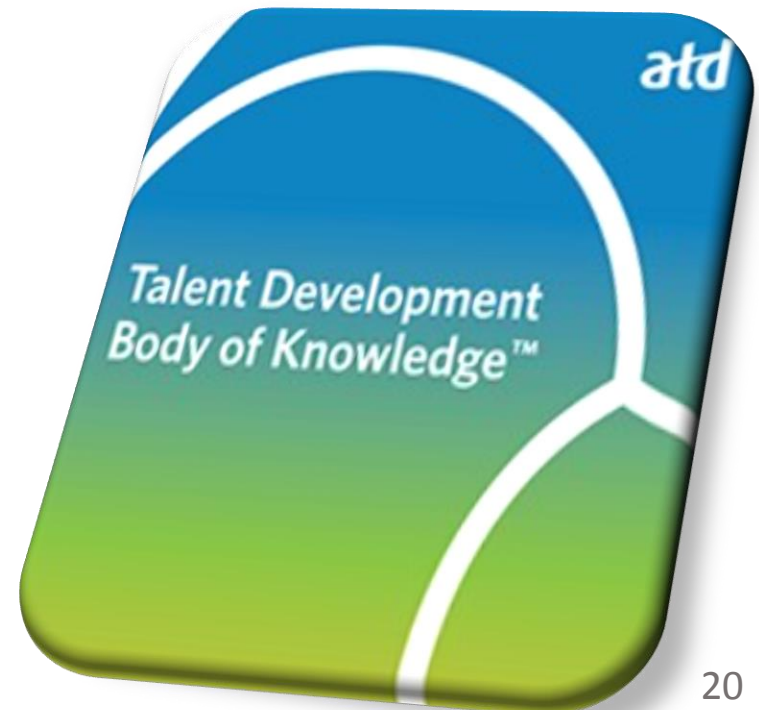


What is the Talent Development Body of Knowledge? (TDBoK)

Mirroring the Talent Development Capability Model, the TDBoK covers the 23 capability areas in the model from the standpoint of the **what and why**.

For example, it covers what a *needs assessment* is and why you would perform one.

However, there is no information on how to perform a *needs assessment*.



Needs Assessment on the Exams

APTD Content Outline

Consulting & Business Partnering

3.2.A Knowledge of needs assessment approaches and techniques.

CPTD Content Outline

Data & Analytics

3.7.B Skill in identifying stakeholders' needs, goals, requirements, questions, and objectives to develop a framework and/or plan for data analysis.

Needs Assessment on the Exams

APTD Content Outline

Consulting & Business Partnering

3.2.A Knowledge of needs assessment approaches and techniques.

CPTD Content Outline

Data & Analytics

3.7.B Skill in identifying stakeholders' needs, goals, requirements, questions, and objectives to develop a framework and/or plan for data analysis.

Both concepts reach past what a needs assessment IS and gets to the HOW

Remember, the programs' eligibility should enable you to have knowledge of or experience in the KSAs on the content outlines

Experience in every area is not required for success. Should your role or professional development not have covered a concept, you can always use additional resources to fill gaps.

We have included the Reference Resource List in the Candidate Handbooks and Study Planning Guides.





ATD Education offers Preparation Resources

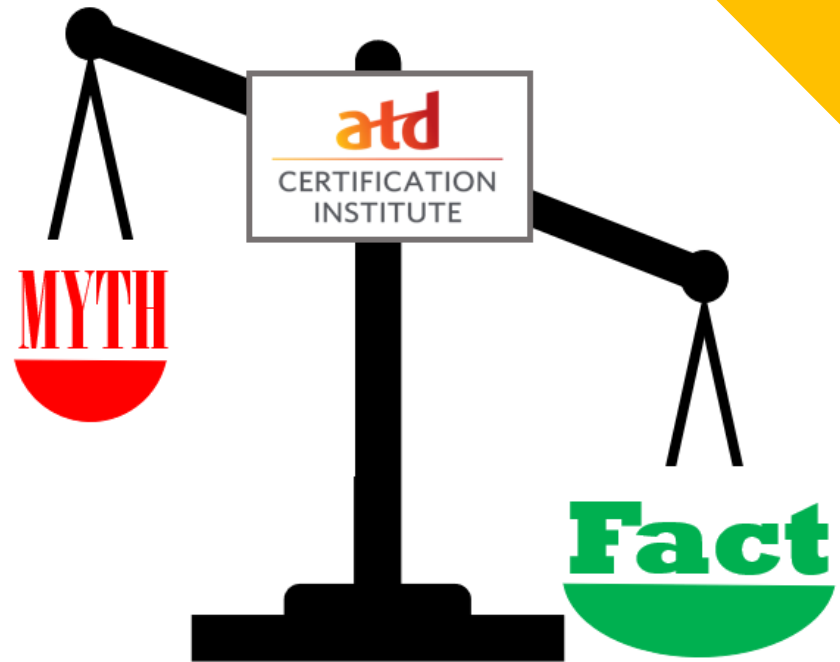
For either APTD or CPTD, the on-demand course includes a 12-month subscription to:

- Content across all the 3 domains
- Exam Prep Resources like study strategies, recommendations for exam day, and a practice exam
- Access to a facilitator and bulletin boards to interact with others on your same path

The course includes access to the TDBoK.

Myth 5:

The remote proctored option is just like going to a test center to take the exam.



Not quite the same...



Both offer flexibility and structure in different ways.

APTD and CPTD exams are available at both.*

*Remote proctored exams are not available in China or Japan.

Not quite the same...



Testing Center

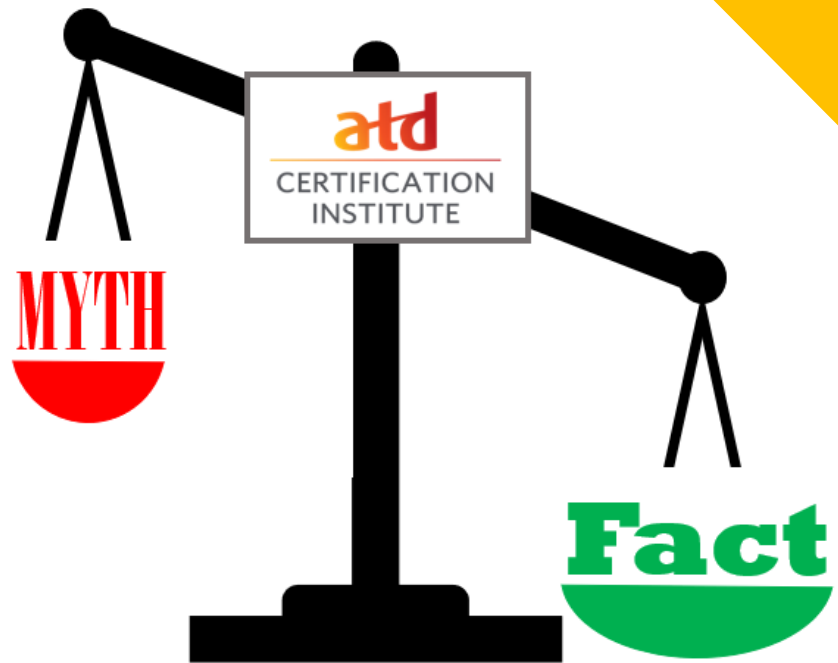


Remote Proctored

Pro	Con	Pro	Con
Public setting to get into testing mindset	Must wear masks	Use your laptop	Must have administrator control
Can take breaks to stretch, etc.	Clock keeps running	Emphasis: your comfort level in your environment	Cannot move from screen*

* CPTD has an optional 10-minute break where remote proctored candidates can leave the screen for the break.

Myth 6:
**The Exams are
graded on a
curve.**





Scoring Process



Norm-Referenced

Examples: SAT, PSAT, GRE



Criterion-Referenced

Examples: APTD, CPTD, PMP

A professional certification is more about surpassing a set bar vs. being numerically better than other professionals.

For the APTD and CPTD, each person's performance is compared directly to the standard, without considering how other students perform on the test.



Scoring Process

- SME Standard Setting
- Analyze stats

- Set cut score
- Set up feedback



Scoring Process

The actual cut score varies by form and is not publicly released.

The range of scores for both the APTD and CPTD is from 200 to 800 with 500 as the passing score.

Only those who are unsuccessful receive diagnostic feedback- by domain only.



Significant improvement
is needed



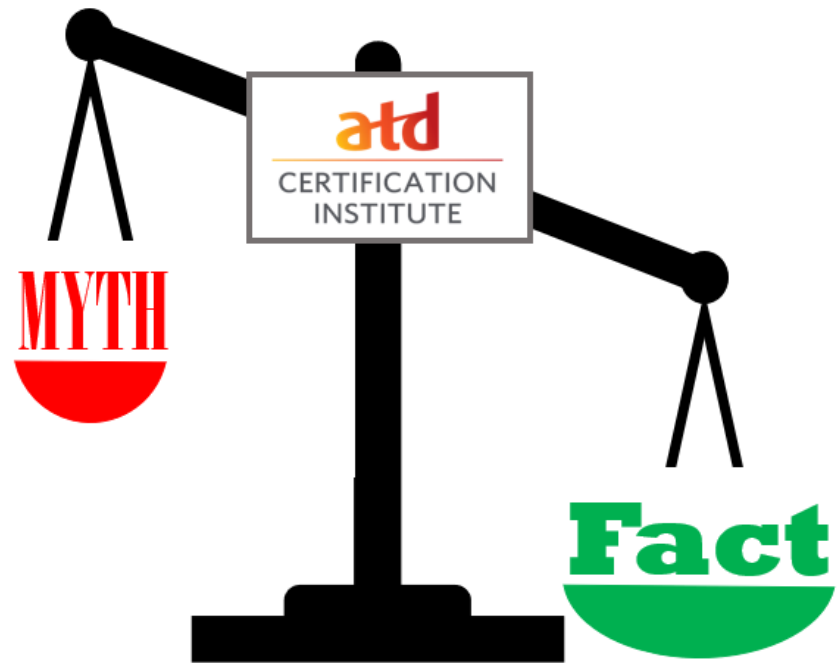
Moderate improvement
is needed



Continued review is
recommended

Myth 7:

The worth of earning the certification is over once you've had it a year or so.



Hiring Managers Know the Value of Certification

- Letters after someone's name, even unfamiliar ones, signify someone has gone the extra mile to prove themselves
- For those who know the rigor of earning a certification, the respect is built in
- Digital badging has elevated certification to another level- it's more verifiable

APTDs and CPTDs know the value of Certification

Commitment to Lifelong Learning



77% of APTDs/CPTDs recertified in 2020.



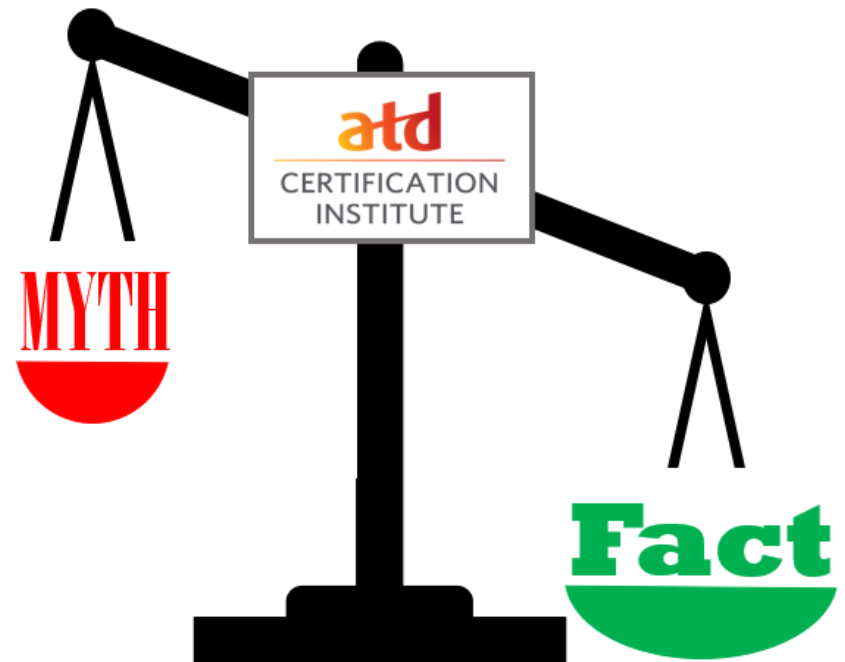
They know that maintaining certification is as important as earning it.



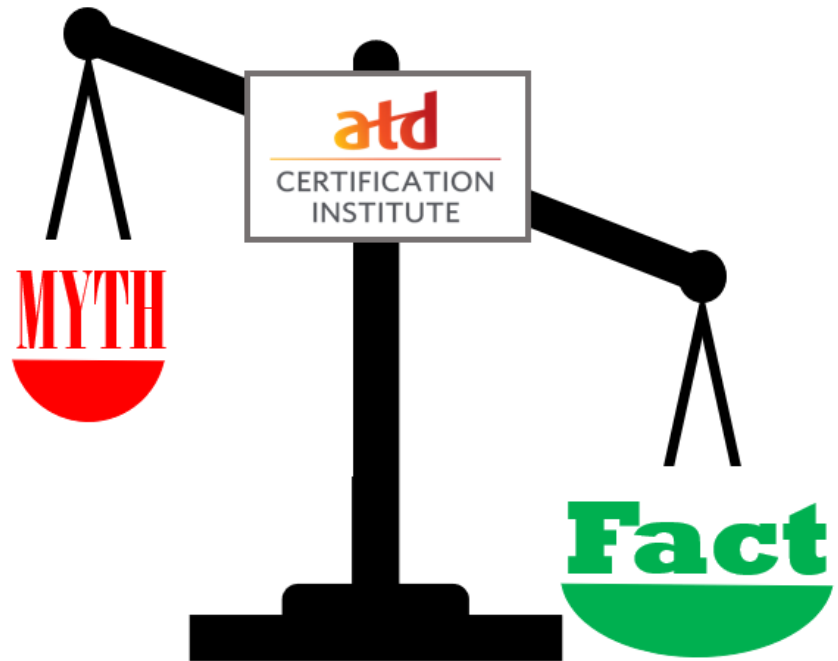
**In 2020 alone, over 2200
jobs were listed on
LinkedIn or Indeed,
requesting either
APTD or CPTD certification**

Why do Myths Happen?

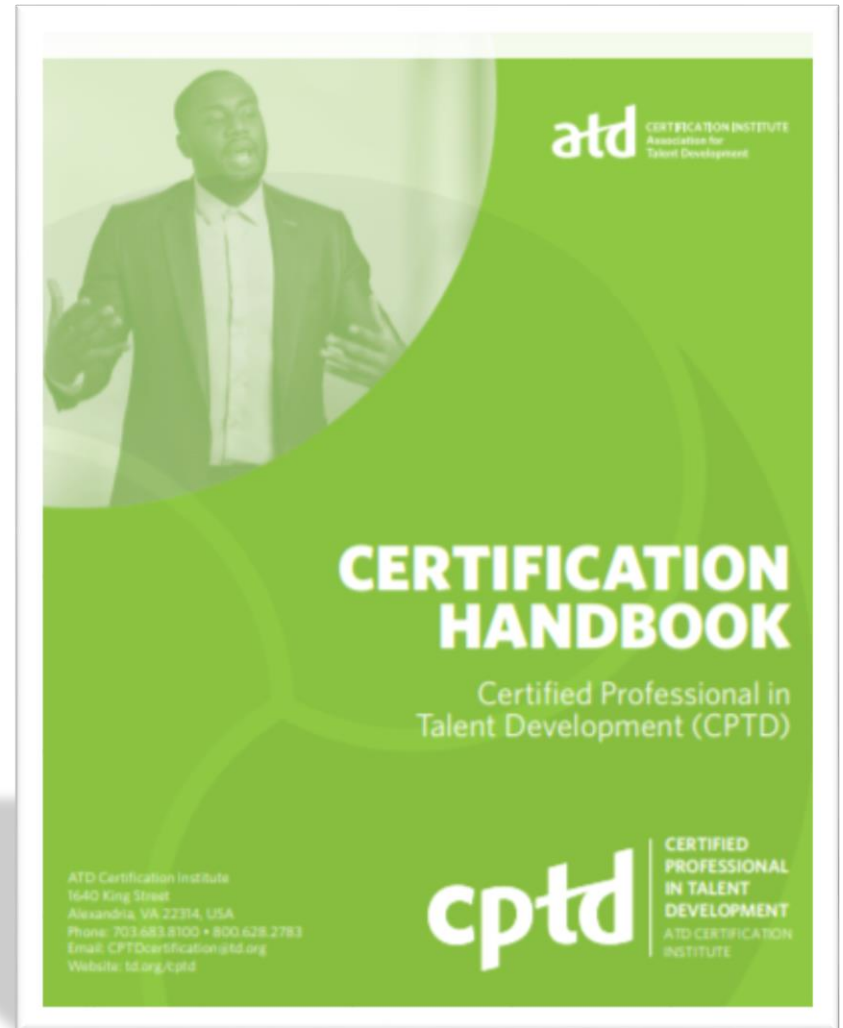
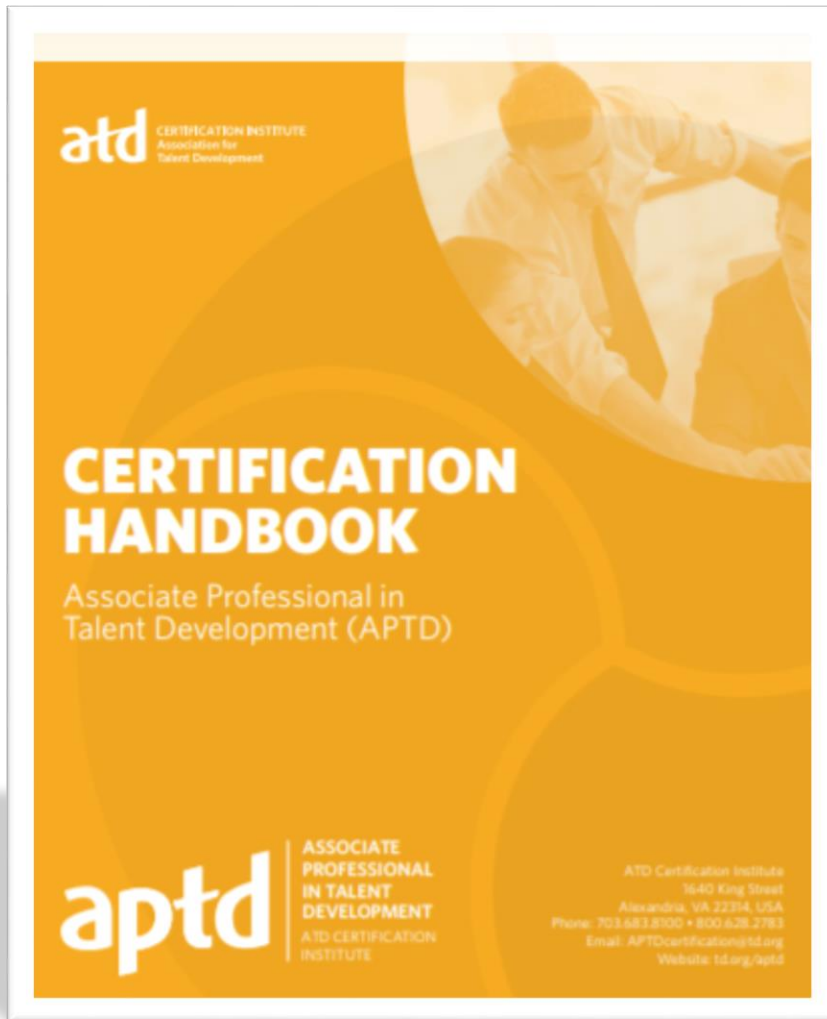
How can I be sure
I have the facts?



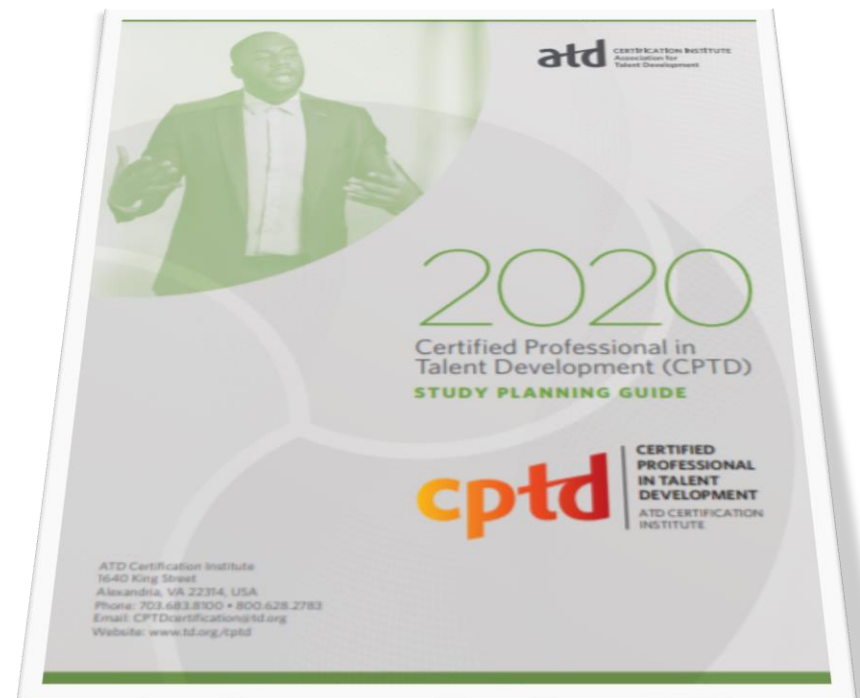
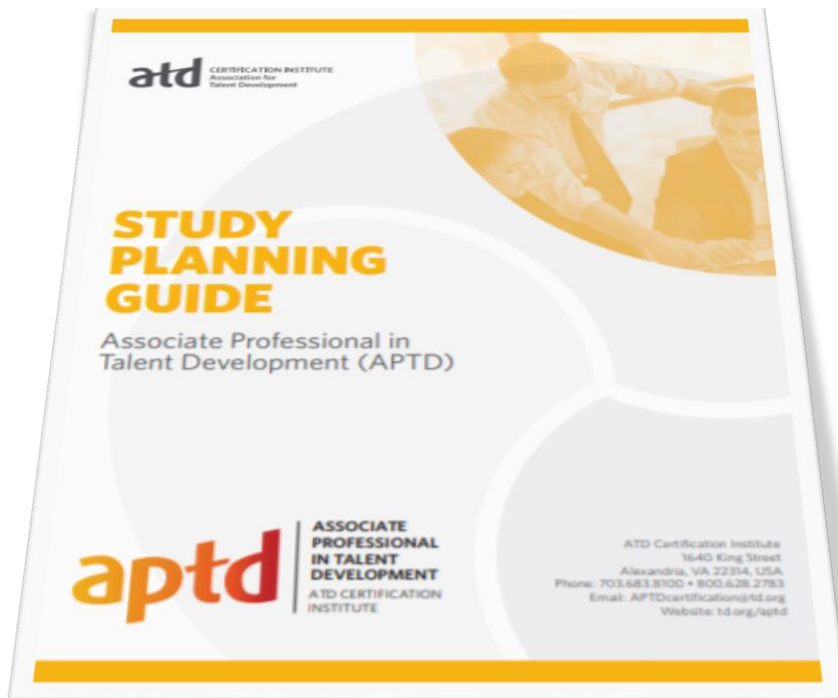
Resources



First Stop... the Candidate Handbooks



Next, the Study Planning Guides



ATD CI also recommends
connecting with a community

atd+chapter

Association for
Talent Development



Ask us!

Questions about Preparation Resources

ATD Customer Care 1-800-628-2783

education@td.org



Questions about Certification

ATD CI Certification Inbox certification@td.org