



# International Candidates for Certification (EU, Middle East & Africa)

June 3, 2021



# Agenda

- ATD & You
- Professional Credentials
- The APTD & CPTD
- Recertification
- Panelists
- Wrap Up and Questions

# All For You

ATD is an association serving those who develop talent in the workplace globally.

- Creates and curates content to help you learn and grow
- Provides a structured community for connection and mentorship
- Leads you in career development

The logo for the Association for Talent Development (ATD) features the lowercase letters 'atd' in a bold, sans-serif font. The letters are colored with a gradient: 'a' is orange, 't' is red, and 'd' is a darker red.

Association for  
Talent Development

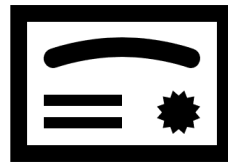


# Credentials Make a Professional

Educational Degree



Certificate Program






Professional  
Certification



Credentials come in all shapes, sizes, and can create an impact on your career progression.

# Credential Matrix

Type	General Purpose	Application to Career
<p>Educational Degree</p> 	<p>Study of knowledge base in a field; <i>sometimes</i> includes a practice-based internship or semester of skill-based learning</p>	<p>Good for early career professionals trying to enter a profession</p>
<p>Certificate Program</p> 	<p>Knowledge in a focused topic</p>	<p>Good to gain knowledge in a subject for which you have had no exposure or to do a deeper dive</p>
<p>Professional Certification</p> 	<p>Combines knowledge and work experience to measure against industry standard</p>	<p>Good for early to mid-career professionals trying to distinguish themselves</p>



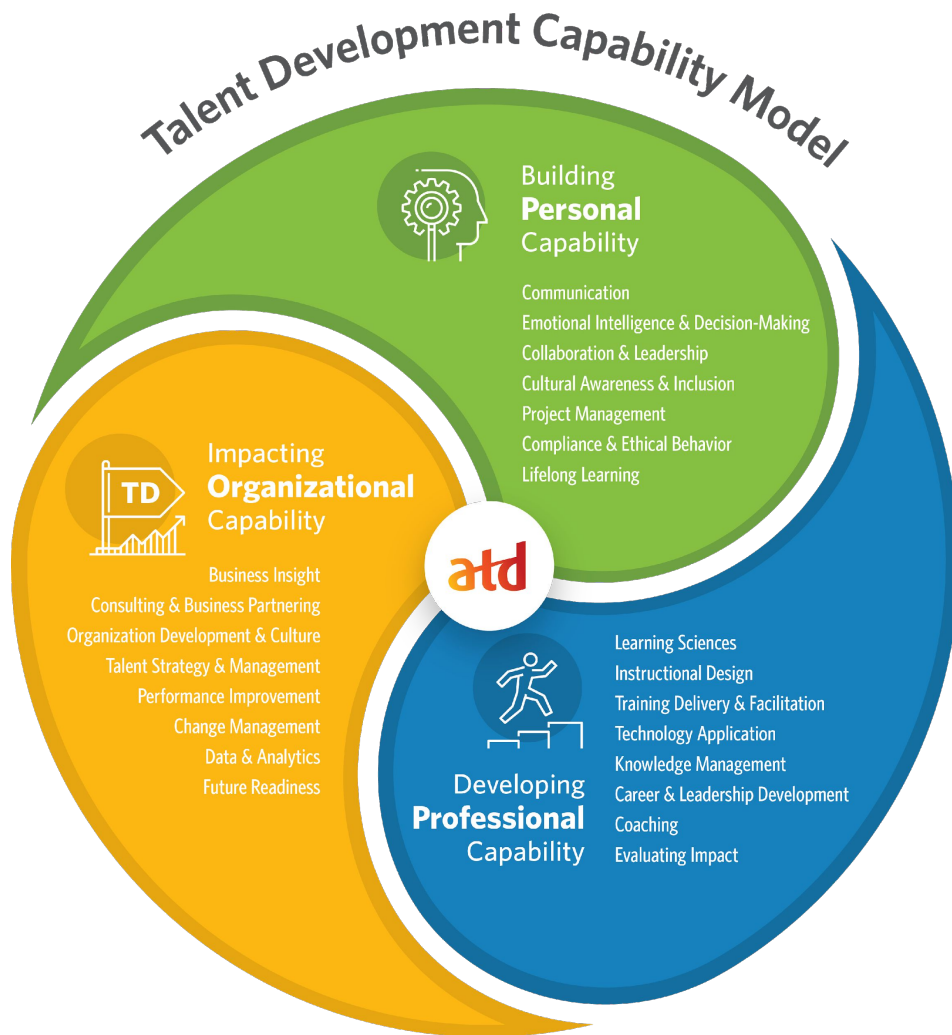
The **ATD Certification Institute** is a separate non-profit organization under the ATD umbrella that manages and administers the 2 talent development certifications in the industry:

**The Associate Professional in Talent Development (APTD)**

**The Certified Professional in Talent Development (CPTD)**

Both are based on the research-based framework of the Talent Development Capability Model





# Certifications are Grounded in Research

- Tied directly to the [Talent Development Capability Model](#)
- Exam Content developed by analyzing responses from target audience
- Validated by current certificants

# Talent Development Capability Model



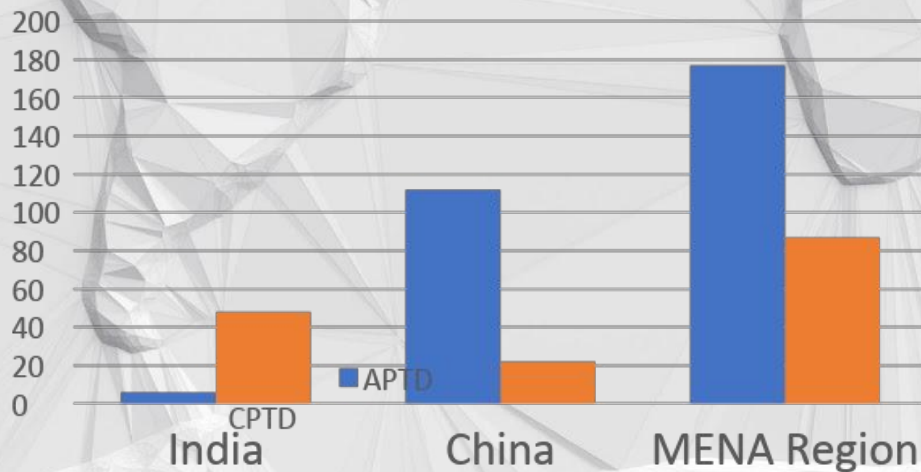
## Certifications are Globally Recognized

- [Talent Development Capability Model](#) includes input and research from the global community
- Exam Content developed with an eye toward global practices



# 20% of all APTDS & CPTDS are from outside the US

Lifetime APTD & CPTD Earned  
in Key Regions





## Associate Professional in Talent Development Eligibility

- **Three (3)** years of experience in talent development
- **28 hours** of professional development

Focuses primarily on the *foundational knowledge* required to be successful in talent development

Great for individual contributors or those whose role is not just talent development



# Exam Covers a Subset of Knowledge from Capability Model

115 multiple-choice questions

2 hours to test

**Personal Capabilities – 20%**

**Professional Capabilities – 50%**

**Organizational Capabilities – 30%**

- Review the [Test Content Outline](#)



# Certified Professional in Talent Development Eligibility

- **Five (5)** years of experience in talent development
- **60 hours** of professional development

Focuses primarily on ***critical thinking and professional judgement*** applied to on-the-job situations

Great for those who want to manage or direct talent development within an organization



## Exam Covers a Subset of Knowledge from the Capability Model

- 150 measurement opportunities
- 90 multiple choice questions
- 10 case style questions which are scenario-based branching questions
- 3 hours to test

**Personal Capabilities – 20%**

**Professional Capabilities – 45%**

**Organizational Capabilities – 35%**

- Review the Test Content Outline

# Years of Experience & Professional Development

Working with **adults**, performing talent development activities as described in the Developing Professional Capability and/or Impacting Organizational Capability domains of the Talent Development Capability Model



# Professional Development Requirement

## Reported Activities Must Be:



## Examples of Commercially Available Providers



Having an **ATD Master Series** designation satisfies full professional development requirement for *both APTD or CPTD*

Having a current **APTD** credential satisfied full professional development requirement for *CPTD*

# Recertify every 3 years

Demonstrates you are staying current with the field

APTD: Earn 40 points in various ways

CPTD: Earn 60 points in various ways

## Activities you can do to earn Recertification Points

Continuing Education courses through ATD and other providers, reading books published since your last recertification date, doing projects that you've not done before in your role at work, holding leadership roles in talent development, research and publishing, professional membership in ATD, volunteering with ATD







## Our Panelists

**Robert Bennin, CPTD**

**Nigel Gan, CPTD**

**Aya Medhat, CPTD**



# Why did you pursue an ATD CI certification?

- Validate my knowledge and expertise
- ATD CI certifications were the most complete
- Stand out from the crowd
- Proof that “I know this”
- Continuous learning
- Personal challenge
- APTD and CPTD pilots



# Benefits of certification?

- Recruiters reached out on LinkedIn
- Holistic view helped broaden my perspective
- Learning underlying models and theories
- Confidence and credibility
- Wider network and community of practice
- Global best practices
- Seat at the table – learning leader with credentials
- Practical ideas that can be used every day




# How is your certification viewed by others?

- Awareness is strong in the Middle East
- Approached by many for advice/support/services
- Helps you stand out, even when not as well known
- Do need to communicate and educate a bit more
- International organizations – increasing awareness
- Industry certification shows you are competent
- Show your manager that the certification makes you better at your job



# Challenges for international candidates

- Find practice opportunities while studying – put skills to work immediately
  - Connect with like-minded individuals
  - Online testing has removed a big barrier
  - May not relate to everything in the materials
  - Can be difficult financially
  - No local chapters to fall back on
  - Can be challenging for non-native English speakers
  - Resources available not “prescriptive”
- 

# Advice for international candidates?

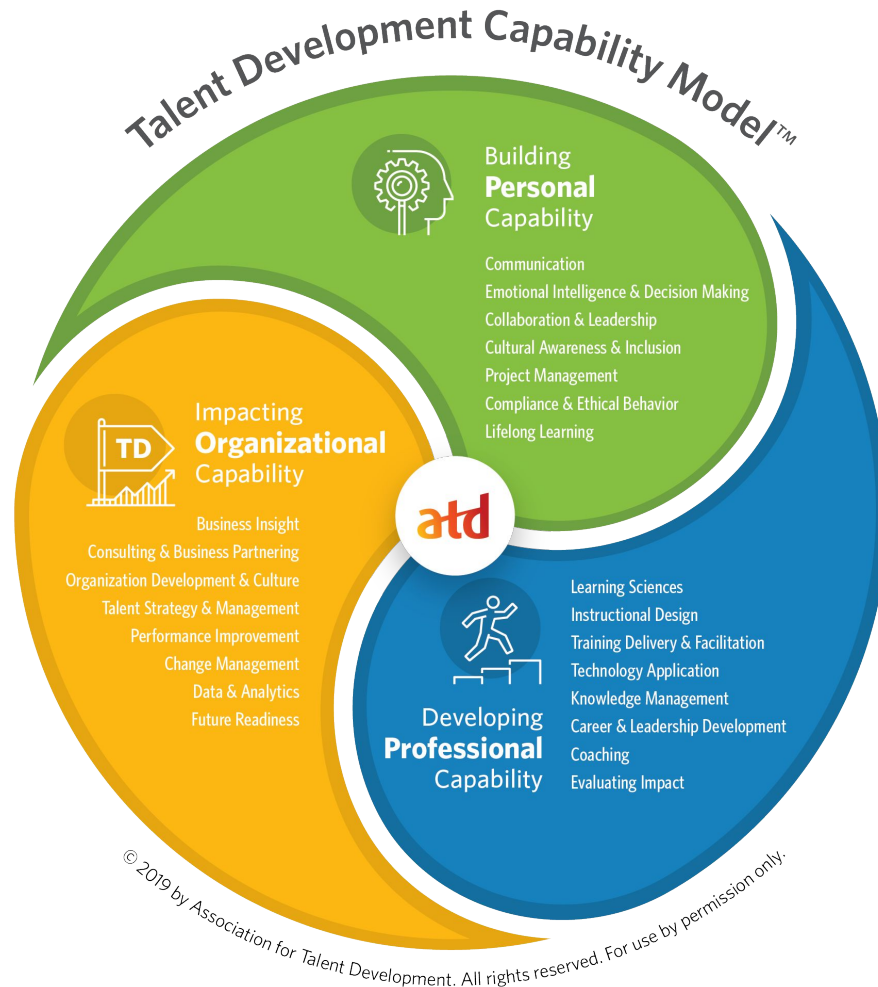
- LinkedIn and Facebook to meet others pursuing certification
- ATD chapter study groups in the mid-West and West
- With some flexibility, you can connect with great study-buddies in different time zones
- Look around your current circle and try to spark interest in others
- Certification government supporting entities common in Arabian Gulf
- ATD LinkedIn group and ATD study group guide
- ATD CI team may be able to help connect you

# Q & A

Type your questions in the chat

[www.td.org/certification](http://www.td.org/certification)

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





# Resources for Candidates

- [Active candidates page](#)
- [CPTD Preparation LinkedIn Group](#)
- [APTD Preparation LinkedIn Group](#)
- [Chapter study group list](#)
- [Chapter locator](#)
- [Study Group Guide](#)
- [Study plan template](#)
- [APTD Handbook](#)
- [CPTD Handbook](#)



# Upcoming Exam Windows

<b>CPTD Exam Registration Deadline</b>	<b>Upcoming Test Windows</b>
May 1, 2021	June 2 – August 25, 2021 (July excluded)
July 2, 2021	August 4 – October 27, 2021 (September excluded)
September 5, 2021	October 6 – Dec. 22, 2021 (November Excluded)

[CPTD Exam Page](#)

<b>APTD Exam Registration Deadline</b>	<b>Upcoming Test Windows</b>
June 6, 2021	July 7 – September 22, 2021 (August excluded)
July 31, 2021	Sept. 1 – November 24, 2021 (October excluded)
October 2, 2021	Nov. 3, 2021 – Jan. 26, 2022 (December excluded)

[APTD Exam Page](#)