



# Leveraging Your Credential During a Job Search

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MARCH 31, 2022

# AGENDA

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- ❖ Great Reassessment
- ❖ Certification Basics
- ❖ APTD and CPTD Descriptions
- ❖ Panel
- ❖ Resources
- ❖ Questions



# The Great Reassessment

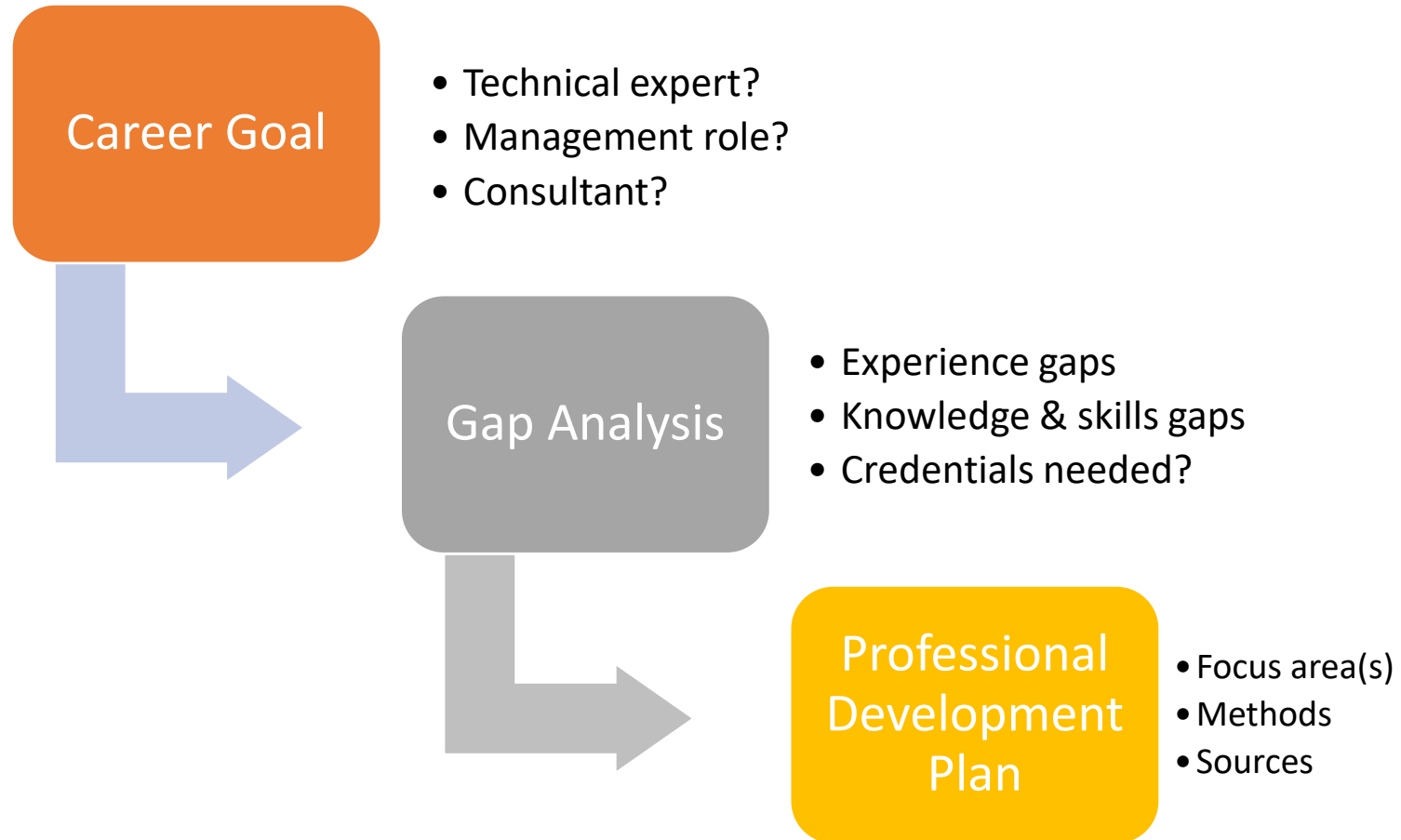
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- ❖ Job fit
- ❖ Quality of life
- ❖ Treatment by employer
- ❖ Salary & benefits
- ❖ Cost-benefit



What is your career goal?  
*Keeping Your Career on Track*

# Career & Professional Goals





# What is a Professional Certification?



**Certification** = formal assessment of ability to apply professional knowledge and skills against an established standard



**Eligibility** = experience, education or both



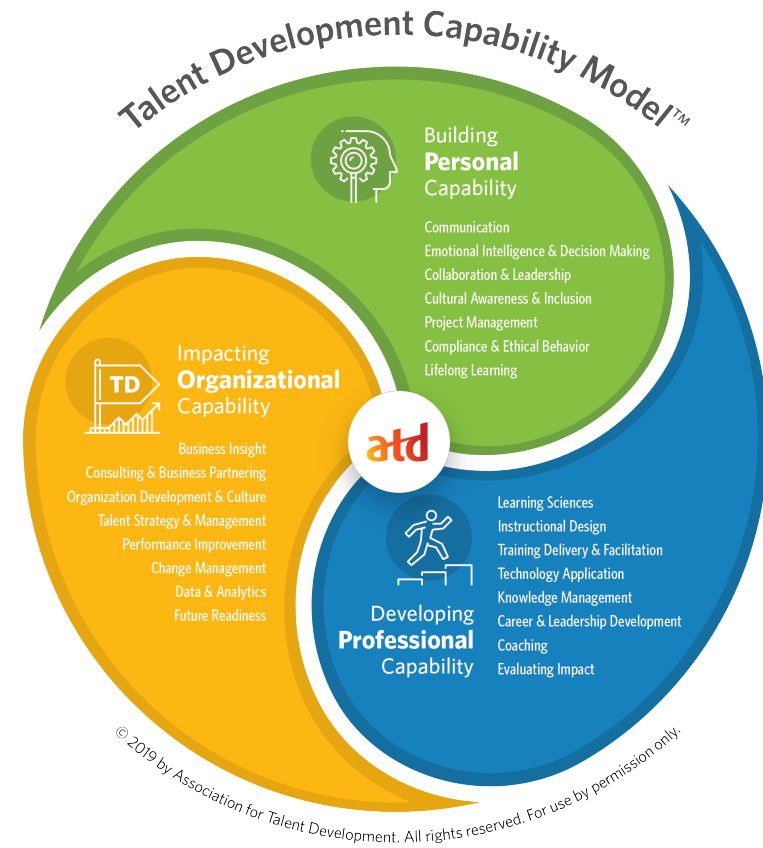
**Recertification** = proof that knowledge is current

# ATD Talent Development Capability Model

## Certifications Grounded in Research

- Tied directly to the [Talent Development Capability Model](#)
- Personal, Professional and Organizational domains
- 188 Knowledge & Skill Statements
- Subset of statements are tested

[www.td.org/capability-model](http://www.td.org/capability-model)



# ATD CI Professional Certifications

## ASSOCIATE PROFESSIONAL IN TALENT DEVELOPMENT (APTD)

- Talent development professionals in early stages of career or narrower focus on specific functional areas.
- Individual contributor
- Focused or technical expert



## CERTIFIED PROFESSIONAL IN TALENT DEVELOPMENT (CPTD)

- Talent development professionals in mid-later stages of career working in broad range of functional areas and/or management focus.
- Management level aspirations
- Organization-level





# Eligibility Requirements

## APTD

- At least 3 years of work experience involved in talent development functions
- 28 hours of qualifying professional development in the past 3 years
- ATD Master's designation fulfills professional development requirement

## CPTD

- At least 5 years of work experience involved in talent development functions
- 60 hours of qualifying professional development in the past 5 years
- APTD credential or ATD Master's designation fulfills professional development requirement

# Exam Comparison

## APTD

115 Multiple Choice questions

2 hours to complete the exam

- 20% from Personal domain
- 50% from Professional domain
- 30% from Organizational domain

Foundational knowledge at the application level – must know how to apply it at work

## CPTD

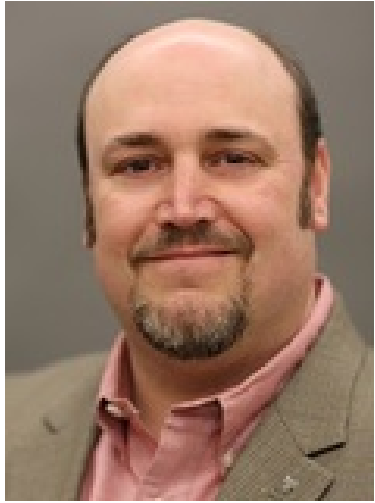
150 measurement opportunities

- 90 multiple choice
- 10 multi-part case management style questions

3 hours to complete the exam

- 20% from Personal domain
- 45% from Professional domain
- 35% from Organizational domain

Professional judgment and decision making in broad range of functional areas



# Our Panelists

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- Rob Hoitt, CPTD
- Aya Medhat, CPTD
- Cheryl Stanley, CPTD
- Celeste Stratton, CPTD

# Did credential help during job search?

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- ❖ Self-discovery, job vacancy search, interview prep, networking
- ❖ Confidence boost & how I presented myself
- ❖ Job postings list certification as a preferred or required qualification
- ❖ Recruiters reaching out, helped get interviews

# What tools or information did you use?

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- ❖ Capability Model Assessment tool
- ❖ ATD Job Bank
- ❖ Researched organizations to examine employee feedback and satisfaction (Glassdoor, etc)
- ❖ Certifications director for local chapter, working with national study group
- ❖ Credential in my LinkedIn profile name
- ❖ TD Magazine, webinars, blogs

# How did you analyze your capabilities or describe your experience to others?

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- ❖ Study group was a great resource, volunteering for ATD helped deepen my understanding
- ❖ Focused on strengthening organizational capabilities around strategic planning, leadership development, coaching, and cultivating stakeholder relationships
- ❖ Credential gave me the language to describe my experience and skill set
- ❖ Capability (and competency) descriptions helped to refine the types of positions to seek

# How did you prepare for interviews?

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- ❖ Researched companies to determine how my skills could make a difference for those companies
- ❖ Impacting Organizational Capabilities are a game changer to link learning initiatives to the bigger picture which is a competitive edge when compared to order taking approach
- ❖ Aligning the job description with my previous experience. Setting up stories that were aligned with each of the descriptors and ensuring I was aligning my responses to their needs.
- ❖ Keeping up with current events in the TD monthly magazine and blogs also helped me have conversations about current events and trends in talent development
- ❖ Examined the Talent Development Capability Model, I recorded stories of my successes and capabilities as tangible artifacts for a resume and interviews. I outlined my personal capabilities, professional capabilities and re-examined organizational capabilities based on the model.

# How do you describe your credential?

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- ❖ Internationally recognized professional certification for talent and learning development professionals and business leaders
- ❖ Calibrated measurements of your capabilities - credentials are a snapshot of your experience and are a measure of how you stack up
- ❖ It is the number one credential in the talent development field
- ❖ Authenticated my experience for the corporate world



# How has your credential helped in your new position?

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- ❖ Confidence and allows me to understand processes and how they connect across the organization and impact business outcomes
- ❖ Encouraged me to continue to grow professionally and ask for stretch assignments that aligned with some of the capabilities that I needed to strengthen
- ❖ Understanding best practices and how premier companies in the industry approach talent development helps me to improve my organization
- ❖ Expanded my network exponentially by increasing my visibility. Helping others to achieve certification helped me to deepen my relationships

# Value of Certification?

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CREDIBILITY



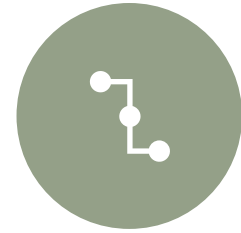
CONFIDENCE



CAREER  
ADVANCEMENT



CONFIRMATION



CONNECTION

# Resources

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## Handbooks

- [APTD Candidate Handbook](#)
- [CPTD Candidate Handbook](#)

## Study Guides

- [APTD Study Guide](#)
- [CPTD Study Guide](#)

## Webinars & Blogs

- [Certification Webinars](#)
- [Certification Blog Posts](#)

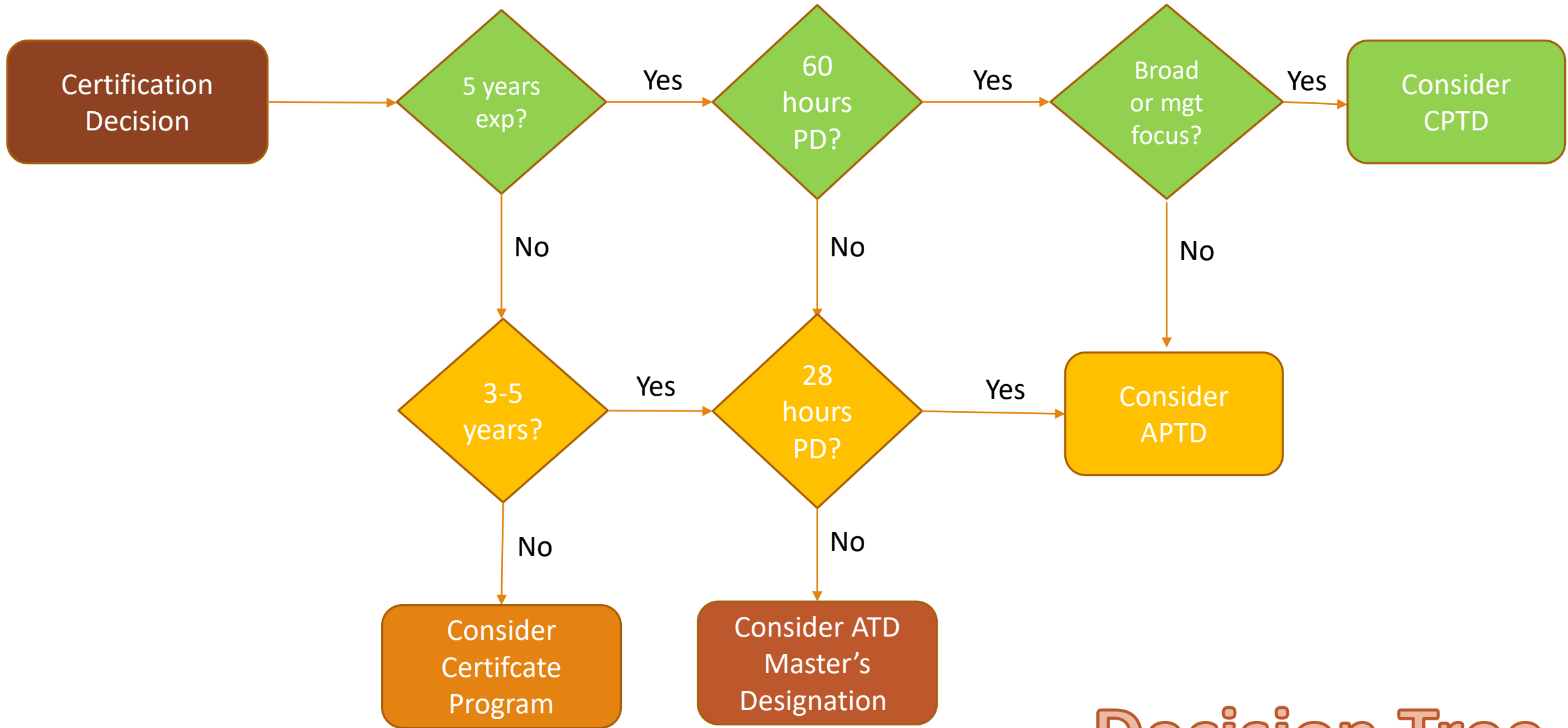
## Preparation Resources

- [Active Candidates Page](#)
- [Certification Preparation Resources](#)
- [Study Group Listing](#)

# Questions?

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- ❖ Type your questions in the chat
- ❖ Reach out to us [certification@td.org](mailto:certification@td.org)
- ❖ [Attend a virtual mentoring call](#)
  - ❖ ATD CI Staff
  - ❖ Credential Holders
- ❖ Join one of our LinkedIn groups
  - ❖ [APTD Preparation](#)
  - ❖ [CPTD Preparation](#)



# Decision Tree