

Which Certification Is Right for You? APTD vs. CPTD



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FOR TALENT
DEVELOPMENT
ATD CERTIFICATION
INSTITUTE

March 9, 2023

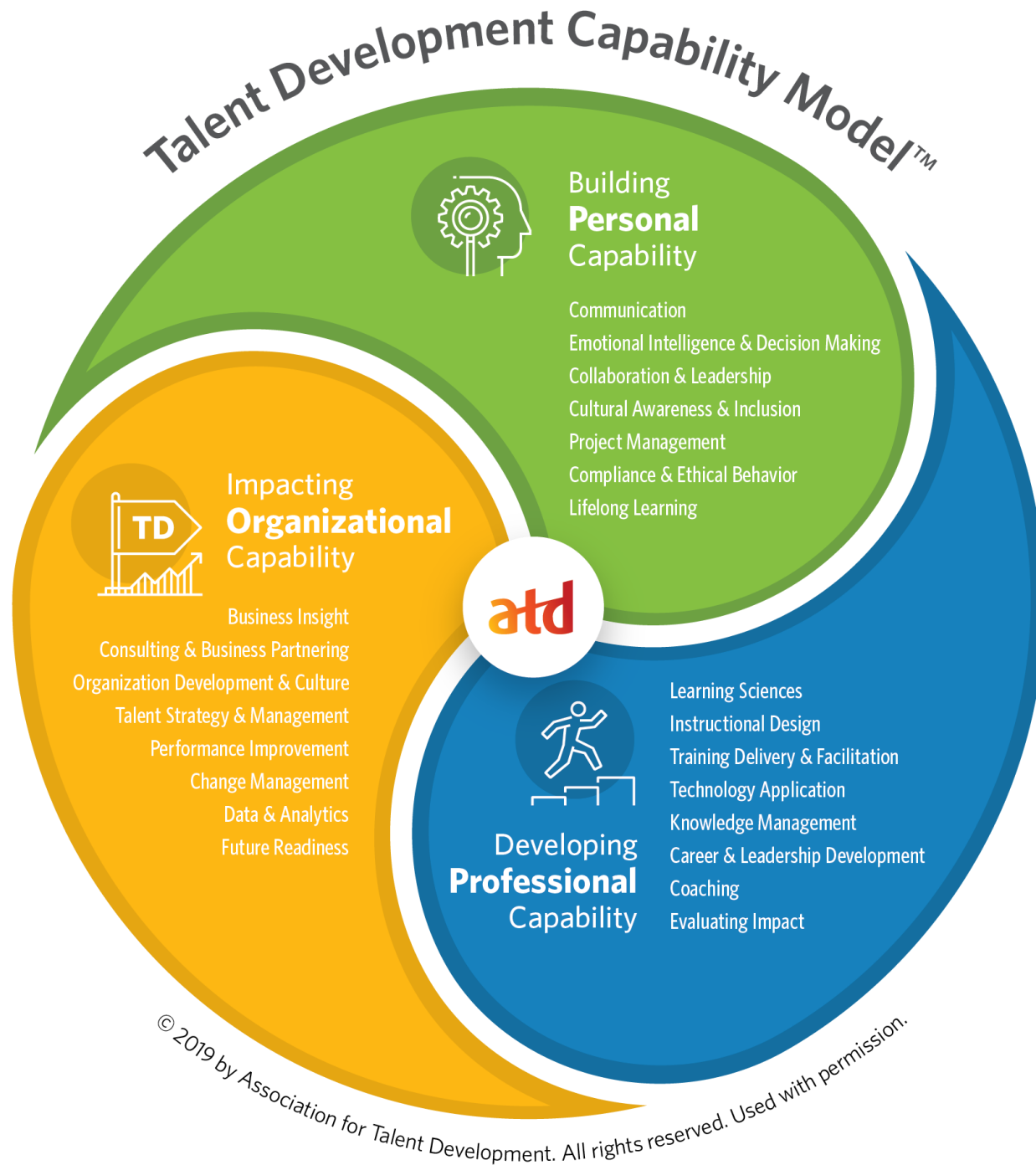
Agenda

- + Certification Overview
- + Eligibility Requirements
- + Job Roles
- + Personas
- + The Experts



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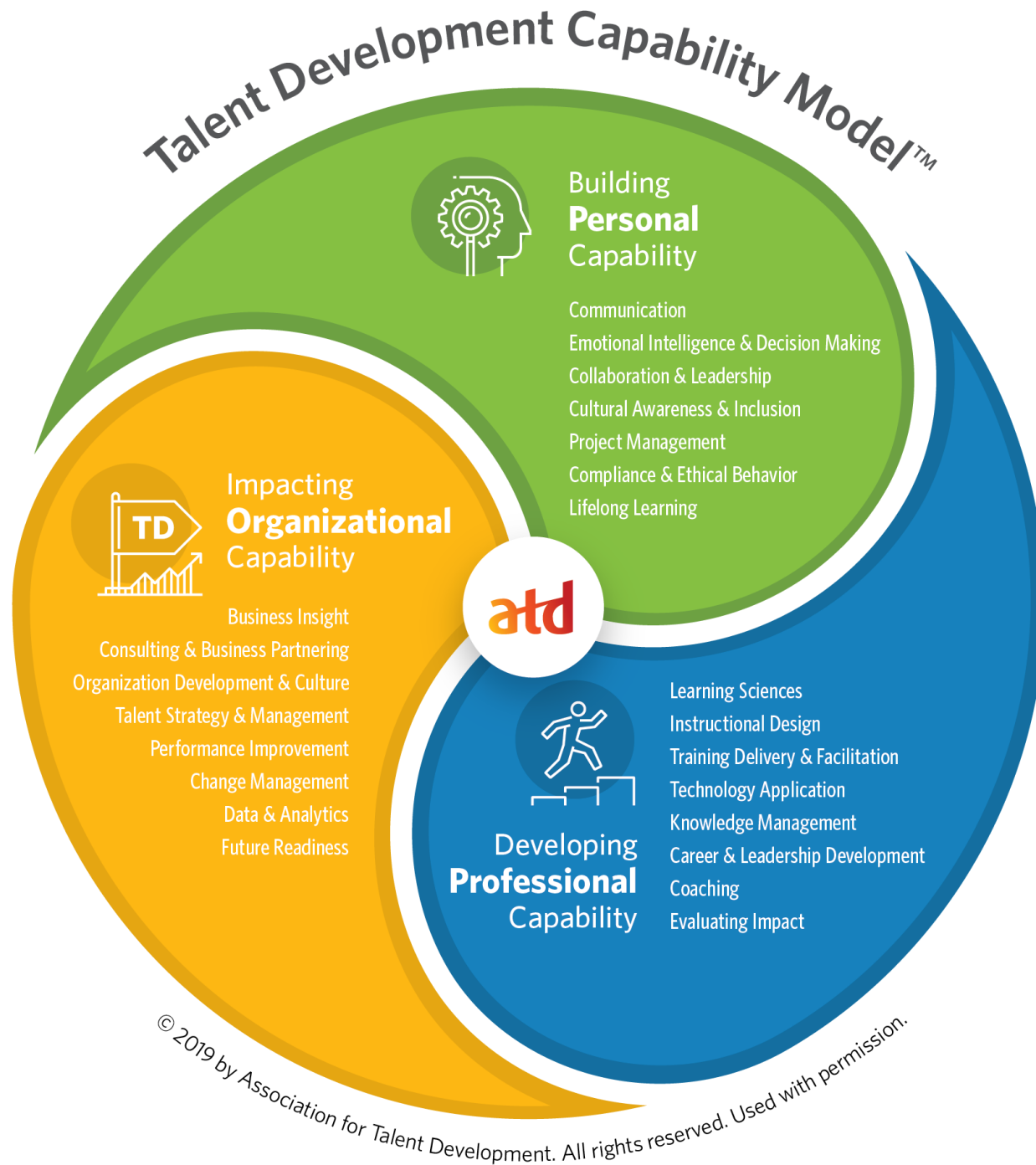
Research-based/industry-accepted

Defines what performance success should look like within Talent Development

ATD Certifications base the content of the exams on this model

Certificate vs. Certification

Certificates usually include education/professional development and may have an end exam/capstone project	Certifications are like licenses or credentials earned, usually by passing an exam
Certificates usually do not require someone to meet an eligibility requirement	Certifications usually include qualifying requirements
Certificates are complete when the coursework/capstone is finished	Certifications have to be maintained
Certificates are education and done; no real proof that education was retained.	Certifications prove that an individual has measured up to an industry standard and met or surpassed the requirements.



APTD Content Outline Capability Breakdown

20% Personal
50% Professional
30% Organizational

CPTD Content Outline Capability Breakdown

20% Personal
45% Professional
35% Organizational

APTD vs. CPTD

Eligibility Requirements	3 years (36 months) of work experience + 28 hours of professional development within last 3 years	5 years (60 months) of work experience + 60 hours of professional development within last 5 years
Exam	115 multiple choice questions in 2 hours	90 multiple choice questions and 10 case management questions in 3 hours
Cognitive Level of Exam Questions	Application	Application and Analysis
Certification Registration Cost	\$499 ATD Member Rate \$699 Non-members	\$975 ATD Member Rate \$1350 Non-members
Recertification	Every 3 years with 40 Recertification Points	Every 3 years with 60 Recertification Points

Roles Associated with Each

APTD



Senior Associate, Talent Management

The Pew Charitable Trusts
Washington, DC (Hybrid)



Training and Development Specialist, TI Academy

Topgolf
Dallas, TX



E-Learning/Instructional Design Specialist

Aon
Georgia, United States



Training Specialist

Technica Corporation
San Antonio, TX (On-site)



Business Professional - Instructional Design I

eTeam
Newark, NJ (Hybrid)

CPTD



Sr. Regional Director of Learning & Talent Development

Lincoln Property Company
Dallas, TX (On-site)



Organizational Development Manager

ASICS Digital
Greater Boston (Hybrid)



Director of HSE Learning & Development

Airgas
Greater Houston (On-site)



Talent Development Manager

Rochester Regional Health
Rochester, NY (On-site)



Senior Training/Learning and Development Specialist

Hitachi Energy
Raleigh, NC (On-site)

Personas Associated with Each

APTD



Mary is an APTD with 4 years of experience as an instructional designer.



Patricia is registered dentist and an APTD. She works for a dental appliance company and trains other dentists on the products.



Nina is an APTD and a consultant with a training background.

CPTD



Rosa is a Senior Human Resources Manager with a large state agency and owns her own consulting firm.



Ahmed is a talent leader and consultant in the MENA region.



Richard is VP of Learning Solutions at a e-learning company.

Our Panelists Today

(The Experts)



Samantha Stone, APTD
Learning & Organizational
Development Program
Director
Northwell Health



Jennifer Baker, APTD*
Senior Manager, Team &
People Development
Port City Logistics



Anthony Breeze, CPTD
Training & Retention
Specialist
Sanders Brothers
Construction

*Preparing for the CPTD

Motivators

Why did you want to earn a certification in the first place?

The Big Decision

Why did you choose APTD or CPTD over the other?

Getting Ready

What all did you do to prepare?

Psyche

What mindset did you take to prepare and especially in the weeks/days/hours before the exam?

Bottom Line

Was it worth it?

Advice- 5¢

What would you go back and tell your un-certified self?

For more information

- + [APTD pages](#) on ATD's website

APTD Introduction

APTD Eligibility

APTD Exam

Prepare for APTD

Apply for APTD

- + [CPTD pages](#) on ATD's website

CPTD Introduction

CPTD Eligibility

CPTD Exam

Prepare for CPTD

Apply for CPTD

- + Join us for [Q&A with APTDs](#) Thursday, March 16 @ 12pm.
Registration Required
- + Join us for [Q&A with CPTDs](#) Thursday, April 20 @ 12pm.
Registration Required
- + Email certification@td.org

Thank you!



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