



ATD Certification Explained: Making APTD or CPTD
Certification Your 2024 Professional Goal

What Is a Professional Certification Program?



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



ATD established a ***new global standard*** for talent development with the Talent Development Capability Model



ATD Certification programs are grounded in the Talent Development Capability Model

This is ***not*** a training program designed to transfer knowledge or skill – although you may learn a few things while preparing

Talent Development Capability Model

A **framework** that sets a common standard for what professionals **need to know and do** to be effective and successful

- Based on global research
- Flexible & customizable for any stage of career
- Introduced January 2020

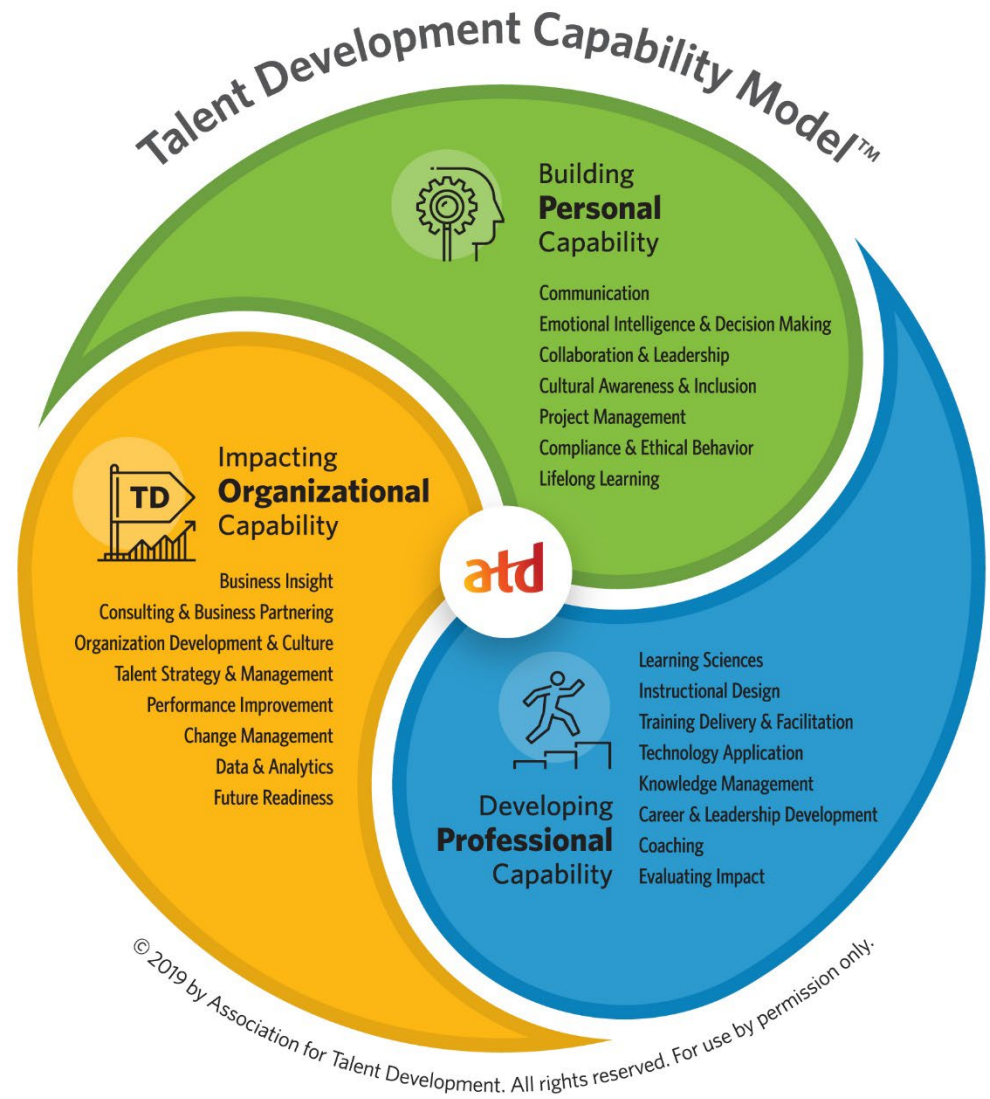
1 Model

3 Domains of Practice

23 Capabilities

188 Knowledge and skill
statements

Effective talent development
professionals must leverage
their personal skills and their
professional expertise for
maximum impact on the
organization's goals



Building Personal Capability

Embodies foundational or enabling KSAs needed by working professionals to be effective

Largely interpersonal skills needed to build effective organizational or team culture, trust, and engagement.



Developing Professional Capability

KSAs needed by TD professionals to be effective in creating the processes, systems, and frameworks that foster learning, maximize individual performance, and develop the capacity and potential of employees



Impacting Organizational Capability

KSAs needed by professionals to ensure the TD function a primary mechanism driving organizational performance, productivity, and operational results.

Strategic and forward-thinking capabilities



Certifications Grounded in Research

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



Why Consider Earning a Certification?



Top 5 Reasons Our APTDs and CPTDs Earn and ATD Certification

Indicates professional growth

Validates job-specific competency

Job mobility/marketability of my skills

Boosts confidence for job performance

Improves work performance

What Earning Certification Says About You

You are:

- well-versed in the talent development body of knowledge
- willing to challenge yourself and go above and beyond
- bringing current best practices to your organization
- dedicated to a career in talent development
- committed to lifelong learning and keeping up with changes in the field

ATD CI Certification Has Several Steps

Eligibility

- Years of experience in talent development
- Professional development hours

Current Resume in English

Application

Agree to Uphold Code of Ethics

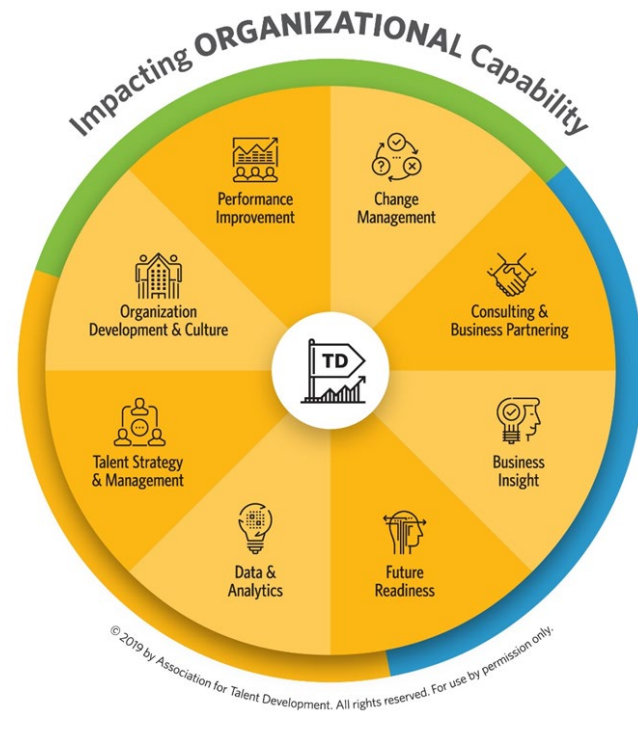
Payment

Standardized Exam

Recertification Every 3 Years

Eligibility: Years of Experience

- Hands-on, practical experience
- Working with **adults** in any setting
- Performing TD-related tasks regardless of title



Eligibility: Years of Experience

- No specific percentage of time spent required
- Does not need to be a continuous period of time

Remember: This is a *practice-based* exam You will need to be able to apply concepts in on-the-job scenarios during the exam

How Do You Prove Your Experience? Your CV/resume is used to validate your experience. We may also verify your stated employment by contacting employers.

Eligibility: Professional Development Hours

Reported Activities Must Be:

- Trackable and reportable
- Focused on the Professional and Organizational Capabilities
- >30 minutes in length

Reported Activities Can Be:

- Formal and informal learning
- Live, online, hybrid, recorded sessions all accepted
- Come from any provider if content is applicable

Eligibility: Acceptable Professional Development Hours



Not Applicable for Professional Development Hours



Do Not Include Sessions from These Topics:

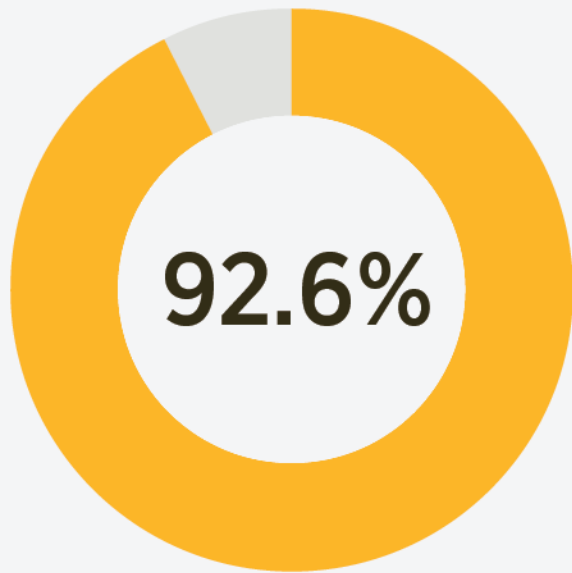
- Developing your personal leadership skills
- Manager or team-building skills
- Project management topics
- Communication skills
- Diversity, equity, and inclusion topics (*including psychological safety at work*)
- Emotional intelligence
- Proprietary content programs (Clifton Strengthsfinder, DISC, LMS platform training)
- HR topics such as benefits/compensation
- Field-specific topics (e.g. new banking laws)

Counting Hours

| Credit Received/Time Spent | How Hours Are Reported on Application |
|---------------------------------|---------------------------------------|
| 1 hour of participation | 1 hour |
| .1 CEU | 1 hour |
| 1 CEU | 10 hours |
| 1 semester credit at university | 15 hours |

You can count your own hours for activities like a conference. Hours you attended sessions = hours you can report. Do not count breaks, meals, or networking events.

Training providers should be able to tell you how many hours to count for a program



Gained new insights into talent development as a result of becoming certified and maintaining their ATD credential.

Source: 2022 study conducted by the ROI Institute for the ATD Certification Institute.



Associate Professional in Talent Development



Designed for *early career professionals* or those focusing on an *individual contributor role* or for whom TD is only *part of their responsibilities*

Requirements:

- **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 and how to *apply that knowledge*



Exam Covers a **Subset** of Content from TD Capability Model

- 115 multiple-choice questions
- 2 hours to test
- **Personal Capabilities – 20%**
- **Professional Capabilities – 50%**
- **Organizational Capabilities – 30%**
- Review the [Test Content Outline](#)

APTD Exams can be taken in:

- Arabic
- English
- Simplified Chinese
- Traditional Chinese

Language is chosen when making testing appointment



More than 1,330 APTD certificants

Primary Roles

- 40% Trainers/Facilitators
- 20% Instructional Designers
- 17% Career & Leadership Development

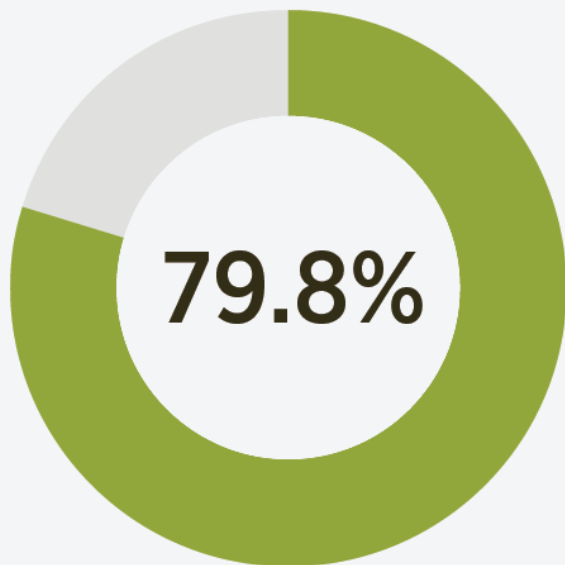
APTDs reside in 63 countries

Top 5

- United States
- China
- Saudi Arabia
- Taiwan
- Egypt

Functional Level

- 47% individual contributors
- 32% managers or team leaders



Saw improved marketability and improved external job prospects as a result of becoming certified and maintaining their ATD credential.

Source: 2022 study conducted by the ROI Institute for the ATD Certification Institute.



Certified Professional in Talent Development*



Designed for those with ***broader TD experience*** who are in, or seek, a more ***strategic role*** within an organization

Requirements:

- **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

** formerly the CPLP – Certified Professional in Learning and Performance*



Exam Covers a **Subset** of Content from TD Capability Model

- 150 measurement opportunities
 - Part 1: 90 multiple choice questions
 - Part 2: 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](#)

CPTD Exams can be taken in:

- English

CPTDs reside on every continent except Antarctica

Top 5 are:

- United States
- India
- Saudi Arabia
- Canada
- China



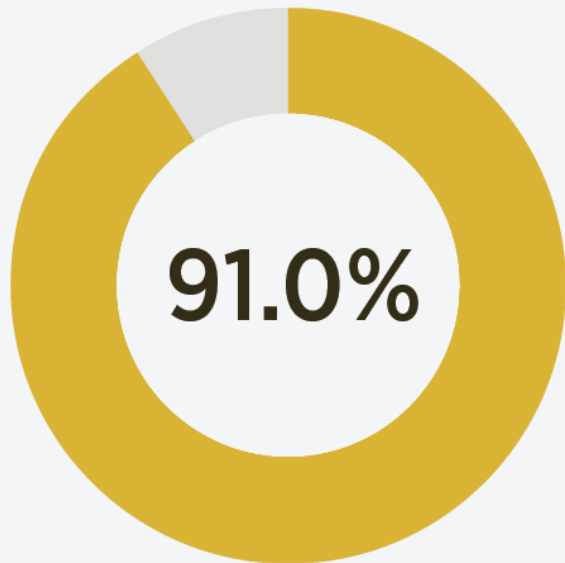
More than 3,800 CPTD certificants

Primary Roles:

- 26% Training/Facilitation
- 22% Instructional Design
- 13% Career & Leadership Development
- 12% Organization Development

Functions:

- 27% Executive/Director Level
- 30% Manager/Team Lead
- 30% Individual Contributor



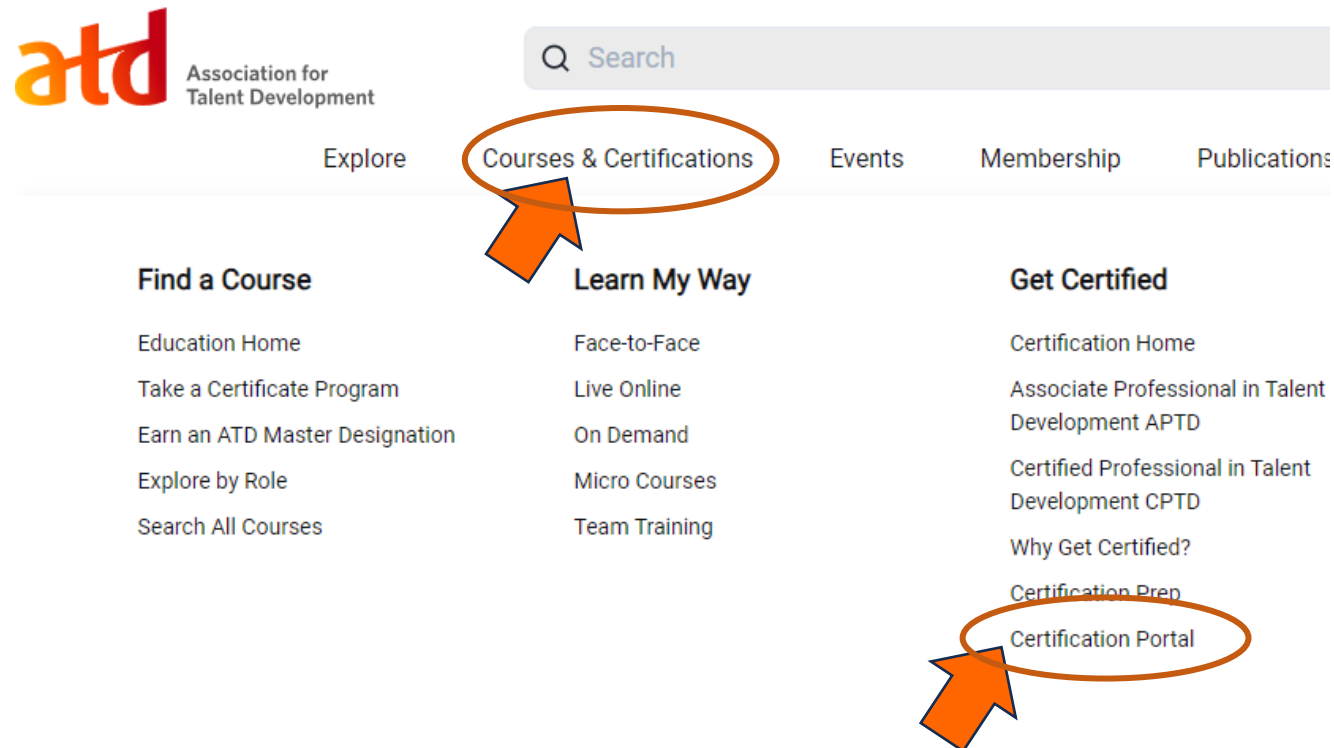
Gained confidence in their work
as a result of earning and
maintaining their certification.

Source: 2022 study conducted by the ROI Institute for the ATD Certification Institute.



Applying for the Exam

Go to the ATD website (td.org) and navigate to the [Certification Portal](#).
Hover over “Courses and Certification” then “Certification Portal”.



Applying for the Exam

Follow these steps to select the correct Exam Application

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Association for
Talent Development

chineme.obuba@heineken.com

Home

CREDENTIALS

Browse Credentials

INFORMATION

Documents

Messages

EXAMS

Schedule Exam

Results

RECERTIFICATION ACTIVITY

Manage Activities

ATD Online Credential Management System

Candidate ID: 11611528

Notifications close all

Welcome Today

Welcome to your ATD Certification Institute candidate portal. This is where you will manage your certification applications with the Association for Talent Development Certification Institute (ATD CI).

For **new** applicants, please browse for the credential you want to apply for by clicking on this notification box or selecting "Browse Credentials" from the menu.

For those already **certified**, click on "Manage Activities" from the menu on the left to add professional development activities toward your recertification requirements.

#1

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Association for
Talent Development

sleal@willmeng.com

Home

CREDENTIALS

Browse Credentials

My Credentials

INFORMATION

Documents

Messages

EXAMS

Practice Tests

Schedule Exam

Results

RECERTIFICATION ACTIVITY

Manage Activities

If you DO NOT have an active exam application on file, choose a new exam application to complete below:

APTD Standard Pathway

APTD with ATD Master Series Certificate Pathway

APTD Practice Test

CPTD Standard Pathway

CPTD with Master Series Pathway

CPTD Practice Test

#2

Applying for the Exam

| Have ready for the application | Documentation of Employment | Documentation of PD |
|--------------------------------|---|--|
| | Resumé (in English) | → Certificate of completion <u>OR</u> email confirmations, agendas, receipts |
| | Employment dates | Completion dates (must be completed) & hours |
| | Supervisor name(s) | Type of activity (webinar, course, conference) |
| | Specific capabilities linked to your work (see TDCM) | Specific capabilities linked to the PD content (see TDCM) |

→ Random Audit: Requires applicant to submit proof of professional development. 30% of applicants are randomly selected.

Applying for the Exam



| | |
|-----------|------|
| January | APTD |
| February | CPTD |
| March | APTD |
| April | CPTD |
| May | APTD |
| June | CPTD |
| July | APTD |
| August | CPTD |
| September | APTD |
| October | CPTD |
| November | APTD |
| December | CPTD |

***Two testing months =
one window***

Gives you maximum
flexibility for selecting a
test date

A specific *testing window* MUST be selected at the time of application.
You will select your personal testing date and time later.

Scheduling Your Exam

Authorization to Test

After your application is approved, Pearson VUE, the exam administrator, will email your **“Authorization to Test”** which confirms your selected **Testing Window** within five business days.

Next Step: Schedule Your Exam in Certification Portal

| Test Location | Preferred Language | Exam Appointment |
|---|--|--|
| <ul style="list-style-type: none">• Online, live proctored• Testing center in person | <ul style="list-style-type: none">• English (APTD & CPTD)• Arabic (APTD)• Simplified Chinese (APTD)• Traditional Chinese (APTD) | <ul style="list-style-type: none">• Within your testing window• Date & time |

Preparing – Everyone Needs Their Own Plan

Read

- **Read the APTD or CPTD Certification Handbook** for all policies, procedures, test content outline, sample test questions

Plan

- **Make a Plan.** Consider how much time you can set aside, budget, and how you can best hold yourself accountable. Who will be your cheerleaders and accountability buddy?

Review

- **Use the ATD CI Study Planning Guide** to map out and schedule your approach to studying and review

Preparing for Certification



APTD candidates spend average of 60 – 80 hours preparing



CPTD candidates spend average of 80 – 100 hours preparing



Identify your target testing window and determine the number of weeks



Break your plan down week-by-week



Block study time on your calendar

Identify Your Gaps

1. Complete the entire self-assessment in the [Talent Development Capability Model](#)
2. Start a *Learning Plan* by choosing your target credential as your Learning Path (*APTD-Ready / CPTD-Ready*)
3. The tool will identify ONLY those KSAs covered on your chosen exam where you have a proficiency gaps
4. Select ATD resources to close those gaps. Resources are targeted to your proficiency level and can be books, videos, articles, free and fee-based courses, and more

Click [here](#) for a job aid

Using ATD Resources



[Talent Development Body of Knowledge \(TDBoK\) Guide](#) – details content from the Capability Model. *This is INCLUDED with a Prep Course or in your ATD membership.* Available in English and Arabic.



Certification Preparation Courses – self-paced, on demand courses to help you feel confident in the topics covered on the [APTD](#) and [CPTD](#) exam (*includes TDBoK Guide and Practice Test access*)



Use full-length [Practice Test](#) to get comfortable with question format and exam platform. You get 3 attempts. Review the correct answers and why they are correct.



Join an [ATD Chapter Study Group](#) offered virtually. Learn from experts and peers; expand your professional network; have built-in cheerleaders and accountability buddies. You do not need to be a member to join a group.

Questions Answered Via Zoom

Talk to Certificants

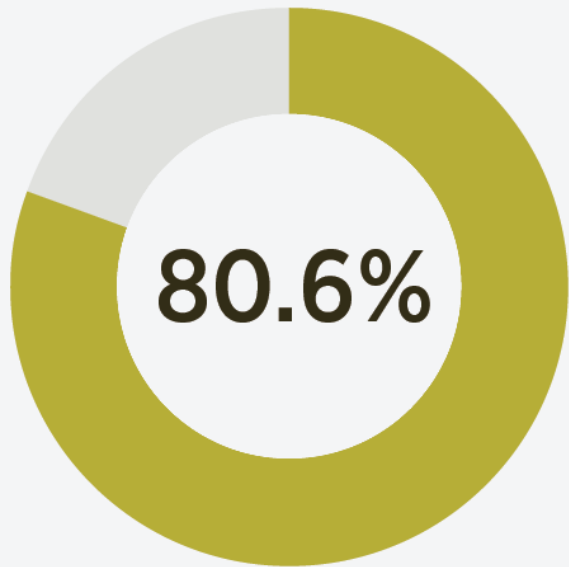
Join a group of current certificants and chat with them directly

- *Why did they pursue certification?*
- *How did they prepare?*
- *How has certification impacted their career?*

Talk to ATD CI Staff

Speak to ATD CI staff members about the application and testing process

- *What kind of professional development is eligible?*
- *How do I schedule an exam?*
- *What is it like testing using a remote proctor?*



Saw improved program effectiveness due to earning and maintaining their ATD credential.

Source: 2022 study conducted by the ROI Institute for the ATD Certification Institute.



85.7%

of current certificants
would recommend
becoming ATD certified.

Source: 2022 study conducted by the ROI Institute for the ATD Certification Institute.



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INSTITUTE

Important Resources

- ***Candidate Handbook*** for your chosen credential [APTD](#) [CPTD](#)
- ***Study Planning Guide*** [APTD](#) [CPTD](#)
- **Test Content Outline** [APTD](#) [CPTD](#)
- [Reference Reading List](#)
- [Current Chapter Study Groups](#) (*most are now virtual and welcome those outside their area*)

Questions After the Session?

- Browse the td.org webpages for [certification](#)
- Review the Candidate Handbook for requirements, policies, and procedures
- Email: certification@td.org
- Past webcasts to review:
 - [Which Certification is Right for Me?](#)
 - [Overcoming Obstacles to Certification](#)
 - [Getting Started on Your Certification Journey](#)
 - [Employer Panel: Do Employers Value Certification?](#)



Join a global community of
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earn your ATD certification
today!

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certification@td.org