



Why Should I Get Certified?

JUNE 9, 2022

Agenda

- ❑ What do we mean by professional certification?
- ❑ Talent Development Capability model basics
- ❑ Quick facts on APTD and CPTD
- ❑ Panelists
- ❑ Q&A

What we are NOT talking about today...

- ❑ How to prepare for the exams
- ❑ Details about how to apply
- ❑ How to decide between the APTD and CPTD
- ❑ Upcoming and Recent webinars on these topics can be found here:
 - www.td.org/certification-webinars



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



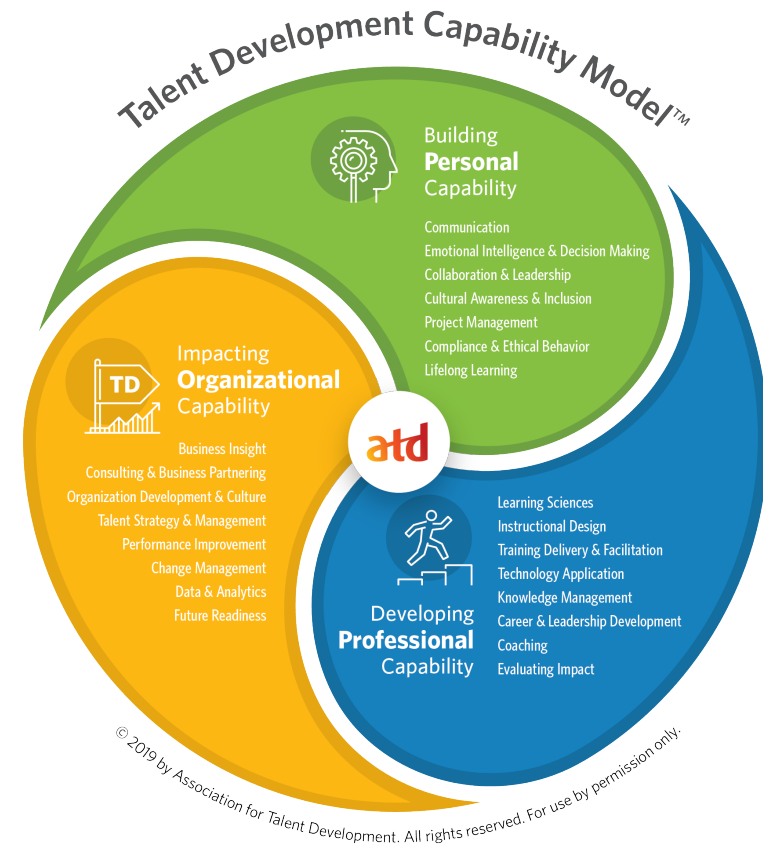
Recertification = proof that knowledge is current

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



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

Qualifying Work Experience

- ❖ Must involve working with adults performing talent development activities as described in the Professional Capability and/or Organizational Capability domains
- ❖ Role need not have a formal TD title
- ❖ TD activities can be portion of the job



Professional Development Guidelines

- ❖ Reputable organizations qualify. Does not have to be an ATD program
- ❖ Workshops, conferences, certificate programs, webinars, college courses can qualify
- ❖ Content must align with [professional and organizational capability domains](#)
- ❖ Completed within 3 years for APTD & 5 years for CPTD
- ❖ At least 30 minutes in length
- ❖ Trackable and reportable

Examples of Commercially Available Providers



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

Rob Giorgio, APTD

Julie Rahaman, CPTD

Mechelle Roberthon, CPTD

Suzanne Wagner, CPTD



Why did you pursue certification?



Gain knowledge in my
new field



Proof of my knowledge
and experience



Career credibility,
industry knowledge, and
career advancement



To establish my
credibility and fill
knowledge gaps

How have you benefited?

Built my network, gave me opportunities to share my experience, shored up skills

Published TD at Work guide, landed a leadership role, wrote test questions for the CPTD exam, gave me instant credibility

Allowed me to pivot at work, leveraging different knowledge and skills in new situations

Enabled me to approach my job from a position of authority and incorporate the different competencies into learning projects

What did you
learn during
your journey?

The talent development field is large! There is so much to know to be a well-rounded TD professional

I could master a new field and gained resources and a fantastic network to support me through the journey

My professional experience had only scratched the surface. The competencies put the field in perspective

I learned what it means to be in the field and met a group of people that I still stay in touch with today.

There are more than 3 or 4 positions in the Talent Development world

Certification vs. Higher Education

- ✓ Certifications show demonstrated knowledge based on an industry standard. Higher education is not necessarily based on an industry standard.
- ✓ I put a degree on the same level as a professional certification. These two certifications are held in very high regard amongst TD professionals.
- ✓ Professional certifications require you to sharpen your skills over time to renew every 3 years. A degree is snapshot in time.
- ✓ Professional certification requires less study time and work, has a more immediate impact and is a more practical job requirement for employers.

How do you view the two certifications?

- ✓ APTD is a great opportunity build your foundational knowledge and earn credibility.
- ✓ Look closely at the eligibility requirements and the content outlines before deciding. Make sure that you're ready to tackle the level of content covered on the exams.
- ✓ Think about your career goals first. It's all about what career stage you're in and what career opportunities you're targeting.
- ✓ Entry-level talent development jobs are not likely requiring the CPTD, but mid-level to executive leadership roles are. Both are good options depending on your goals, current knowledge and career aspirations.

Advice for candidates trying to decide

1. Work with your employer to fund your certification.
2. Hold yourself accountable and tell others your goal.
3. Book a test date and create a study plan leading up to the date.
4. Evaluate carefully if you have the time, money, and support to achieve and maintain the certification.
5. Have a plan if you are unsuccessful on the first try.
6. Do your research. The right certification can be a “shot in the arm” to your career growth.

Q & A

Please chat out your questions for our panelists to “Everyone” in drop down menu



Next Steps

- ❑ Download the APTD or CPTD Handbook
- ❑ Do the gap analysis
- ❑ Gather your professional development documentation
 - www.td.org/aptdplan
 - www.td.org/cptdplan
- ❑ Attend a virtual mentoring session → www.td.org/certification-questions-and-calls
- ❑ Join a LinkedIn group
 - APTD Candidates Group: www.linkedin.com/groups/8660635/
 - CPTD Candidates Group: www.linkedin.com/groups/8896013/

Important Resources

Candidate Handbook for your chosen credential [APTD](#) [CPTD](#)

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

Test Content Outline: [APTD vs CPTD content](#)

[Reference Reading List](#)

[Current Chapter Study Groups](#) (*most are now virtual and welcome those outside their area; ATD membership not required*)