

# Understanding the Value of the APTD & CPTD Certifications

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# What Is a Professional Certification Program?

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**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

# What Are the ATD Certification Programs?

## ASSOCIATE PROFESSIONAL IN TALENT DEVELOPMENT (APTD)

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



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

## 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



Professional judgment and decision making in broad range of functional areas



# Motivations for Pursuing Certification

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Indicates professional growth (80.3%)



Validates job-specific competency (72.8%)



Job mobility & marketability of my skills (62.6%)



Supports and promotes professional standards (58.9%)



Boosts confidence for job performance (52.7%)

# Expectations for Certification

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# Expectations





# Tangible Benefits

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- Enhanced **breadth of knowledge** about TD function (92.9%)
- Gained **new insights** about talent development (92.6%)
- Ability to **immediately apply** what I learned while studying to my job (87.9%)
- Improved **work quality** (88.1%)
- Marketability/external **job prospects** (79.8%)
- Enhanced **program effectiveness** (80.6%)
- **Developed skills** I would not have otherwise developed (76.8%)
- Improved **productivity** (73.3%)

# Capabilities Most Developed As a Result of Certification

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Training Delivery &  
Facilitation



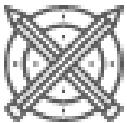
Evaluation



Instructional Design



Knowledge Management



Learning Sciences



Organization  
Development & Culture

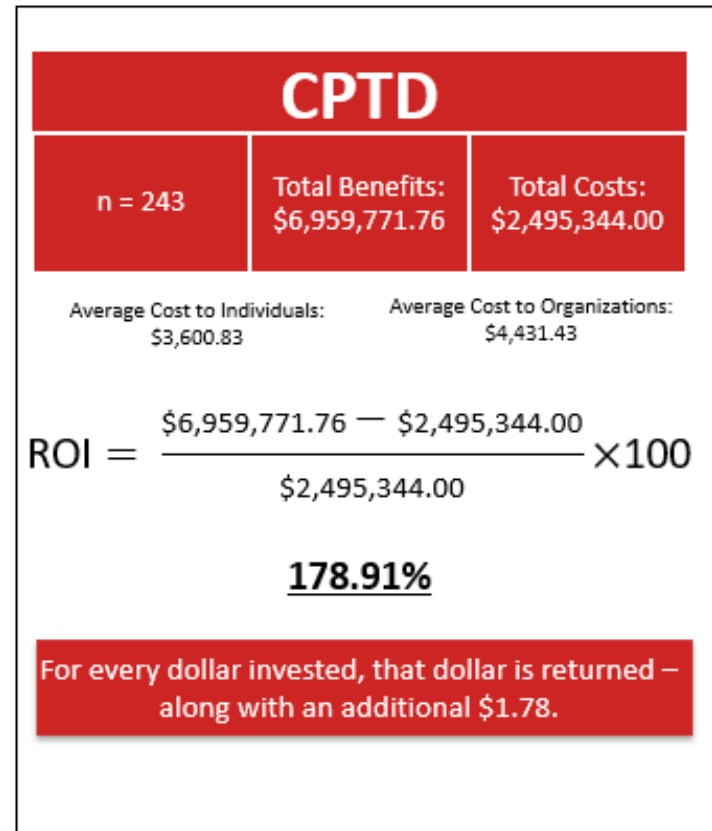
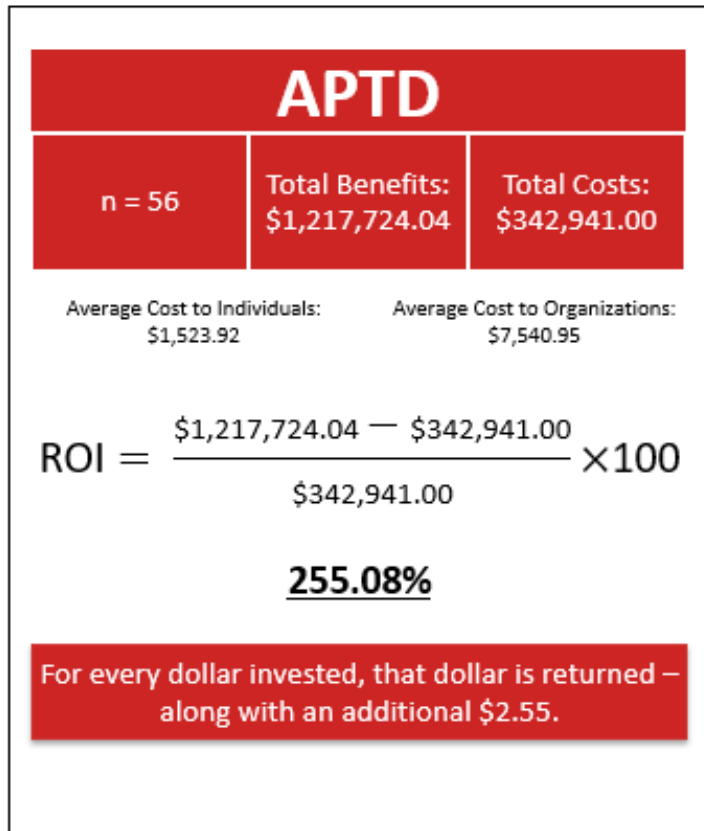


Career & Leadership  
Development



Consulting & Business  
Partnering

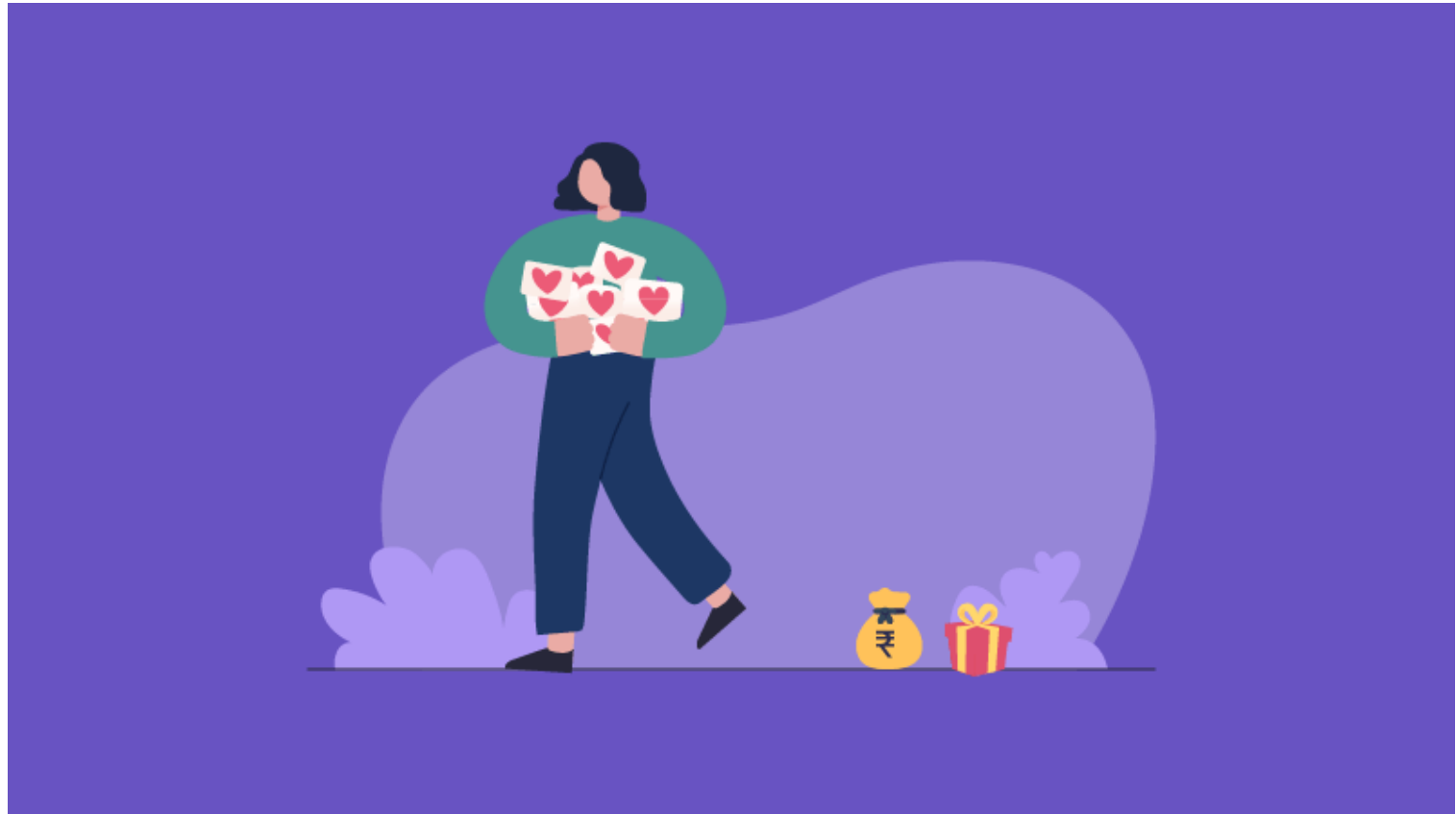
# Return on Investment (ROI)



*Average cost includes fees to apply; study materials; cost of time to study and varies by candidate*

# Intangible Rewards

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# Intangible Rewards

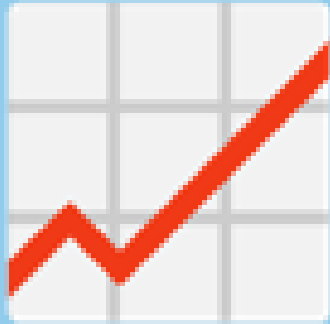
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- **Gained confidence in:**

- Myself as an L&D professional (90.0%)
- Ability to develop in my career (85.3%)
- My decision making when it comes to learning solutions (82.5%)
- Ability to do my job (82.2%)

## **Also gained:**

- Personal job satisfaction (78.3%)
- Peer recognition (68.5%)
- Network of colleagues (62.0%)



# Certification Benefits Over Time

*Getting certified is a commitment to  
lifelong learning*

- Keeping up with industry trends (87.1%)
  - Writing for ATD (blogs, TD at Work, books)
  - Speaking for ATD
  - Chapter study group contributor
  - Item writing

Recertification is required every 3 years  
via professional development activities



Why *You*  
Should  
Consider  
Certification

# Free Resources on the ATD CI pages

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## **APTD & CPTD Certification Handbooks**

Policies & Procedures



## **APTD & CPTD Study Planning Guides**

Gap Analysis, Sample Questions, Reference Reading List, Sample Questions

## **Other Helpful Links**

[Active Candidates Page](#)

[Current Chapter Study Groups](#)

[Study Group Guide](#)



# What Are the Options to Prepare?

OPTION	Cost	Pros	Cons
Self-directed study using Gap Analysis, Content Outline, Reference Reading List, and own study plan	Varies; books can be borrowed from a library	You're in control; cheapest option	No feedback or cheerleading mechanism
Self-directed study using Gap Analysis, Content Outline, Reference Reading List, and own study plan <ul style="list-style-type: none"> <li>Add ATD Chapter Study Group Participation</li> </ul>	Varies, usually around \$50	Access to SMEs; dedicated, organized programming; keeps you accountable; opportunities to network; cheerleading aspect	May not fit your schedule
Self-directed study using Gap Analysis, Content Outline, Reference Reading List, and own study plan <ul style="list-style-type: none"> <li>Add Talent Development Body of Knowledge (TDBoK)</li> </ul>	Varies; at least \$195/\$295	TDBok e-reader provides access to content that explains the what and why; also has ability to bookmark, highlight, and create flashcards	Still lacks feedback mechanism and the "how" of TD
Self-directed study using Gap Analysis, Content Outline, Reference Reading List, and own study plan <ul style="list-style-type: none"> <li>Add Talent Development Body of Knowledge (TDBoK)</li> <li>Add 3-attempt Practice Test</li> </ul>	Varies, at least \$195/\$295 for TDBok and \$95/\$145 for Practice Test	Still in control; cheaper than prep course, now with a feedback mechanism	Still lacks the "how" aspect of the concepts

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OPTION	Cost	Pros	Cons
<p align="center"><b>Go through the ATD Preparation Course</b></p>			
<p align="center">APTD Prep Course</p>	<p align="center">\$1395/\$1695</p>	<p align="center">12-month access to resources including content modules, adaptive self-assessments, facilitated live online sessions, discussion boards, and study support tools including the timed practice test and the TDBoK</p>	<p align="center">Most expensive option of all; self-paced still also means self-motivated</p>
<p align="center">CPTD Prep Course</p>	<p align="center">\$1695/\$1945</p>		

# Certification Resources

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Trying to decide which credential:

[APTD vs. CPTD Comparative Outline](#)

[Which Certification is Right for Me?](#) webinar

[Hear more](#) from our certificants

[Certification Overview webinar](#) for more “how to”

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

# Questions?

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Email:

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