



Certification: Why Now is the Time!



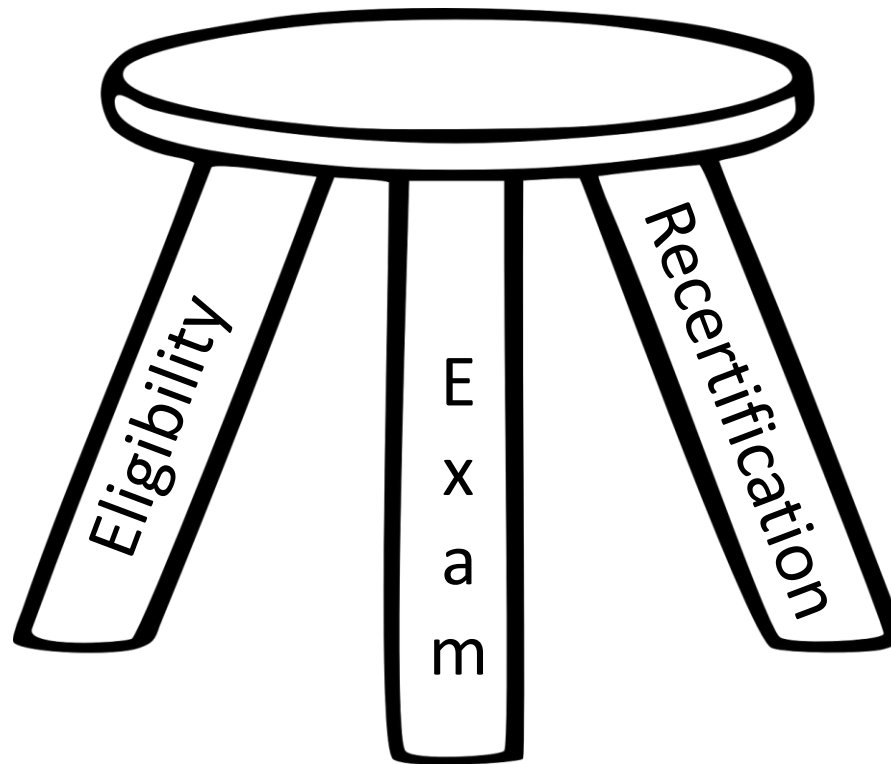
Elevating the Talent Development Profession



Today's Agenda

- Certification Basics
- Value of Certification
- Decision Factors
- Critical Steps for Success
- Common Pitfalls
- Why Now is the Time
- Q&A

Understanding Certification: 3 Legs of the Certification Stool



The ATD Competency Model



- defines the latest competencies needed for success across the entire TD industry.
- provides a professional development roadmap for TD leaders and practitioners.
- provides the opportunity to align individual and organizational goals against an industry standard backed by research and forward-thinking

ATD CI credentials are based on the ATD Competency Model
www.td.org/compmodel

ATD Credentials



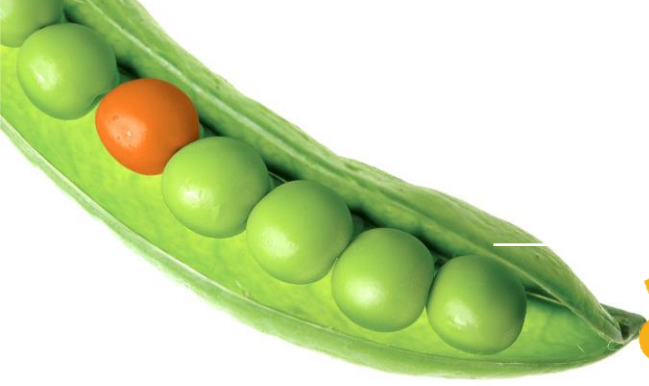
The Associate Professional in Talent Development (APTD) is for talent development professionals who are in the early part of their careers or whose roles and aspirations are focused on a few areas of expertise.

- You spend at least 50% of your time devoted to talent development activities
- You have at least 3 years of experience
- 3 primary AOE in ATD Competency Model: Instructional Design, Training Delivery, Learning Technologies
- Earning the APTD will allow you to test out of 3 areas of expertise on the CPLP exam should you decide to pursue it in the future



The Certified Professional in Learning and Performance (CPLP) is for talent development professionals with significant knowledge and experience who want to distinguish themselves in the field.

- You spend 100% of your time devoted to talent development activities
- 5+ years of related education/experience
- All 10 AOE in ATD Competency Model: Instructional Design, Training Delivery, Learning Technologies, Evaluating Learning Impact, Managing Learning Programs, Integrated Talent Management, Coaching, Knowledge Management, Change Management, Performance Improvement



aptd

ASSOCIATE
PROFESSIONAL
IN TALENT
DEVELOPMENT
ATD CERTIFICATION
INSTITUTE

CPLP[®] 
CERTIFIED PROFESSIONAL IN
LEARNING & PERFORMANCE
atd CERTIFICATION INSTITUTE

| | | |
|------------------------------|--|---|
| Eligibility | Minimum 3 years of at least 50% experience in TD | Minimum 5 years of full-time experience in TD |
| AOEs Covered | 3 primary AOEs | All 10 AOEs |
| Type of Exam | Primarily Knowledge | Knowledge & Skills |
| Certification Process | 1 Knowledge Exam | 1 Knowledge Exam + 1 Skills Application Exam |
| Recertification | Every 3 years / 40 credits | Every 3 years / 60 credits |
| Cost | \$400 ATD Member \$600 Non-member | \$900 ATD Member \$1250 Non-member |

Meet Our Panelists

- Kevin Rufty
- Maggie Romanovich
- Shermaine Perry



Value of Certification

Credibility

Validation

Solid
foundation

Competitive
edge

Impact on
organization

Factors to Consider

- What are your career goals?
- Does content match your goals?
- Credibility of organization
- Requirements
- Time
- Money



Steps for Success

- Consistency & intentionality
- Detailed study plan and timeline
- Form or join a study group
- Apply the knowledge you're learning
- Set realistic goals
- Vary your methods



Pitfalls to Avoid

- Underestimating volume of material
- Time management – before and during
- Focusing on recall vs. understanding
- Overthinking your answers
- Study burnout
- Accountability



Advice for Potential Candidates



- Socialize your intent
- Ask your employer for support
- Seek out others pursuing certification
- Start studying – then register

Why Now?

- If you're thinking about making a change or want to move up soon
- Be ready when opportunities arise
- Competency model changes in 2020
- Start 2020 with your new credential

Competency Model Changes

- Revised competency model will be developed this year
- New material will be known later this year
- Will not affect the 2019 exams
- Exams for new model expected mid-2020



Questions for Panelists?

- Please chat out your questions
- Indicate if it is intended for a specific person



Who Are the Certifications For?

APTD is best for those who:

- Want to formalize talent development role with a certification
- “Accidental trainers” who would like to strengthen their TD foundation
- Looking for effective practices that will allow them to expand their skillset and gain credibility

CPLP is best for those who:

- Deep knowledge and experience enhancing employee learning and performance
- Looking to demonstrate expertise and commitment to the profession
- With a global mindset and the ability to work across cultures and borders



Pros and Cons

| APTD | CPLP |
|------------------------------------|---------------------------------------|
| Considerations | Considerations |
| One exam | Two exams |
| Narrower range of topics covered | Wide range of topics covered |
| Less well known | Better recognized |
| Requires less experience (3 years) | Requires more experience (5 years) |
| Experience can be part time | Experience must be full time |
| Less time to achieve | Takes longer to achieve |
| Less expensive | More expensive |
| Better for focused roles | Better for management or senior roles |
| Can build on to pursue CPLP later | Is top credential in the field |



Preparation Options

| Course Type | Pros | Cons |
|-----------------------|--|---|
| Instructor-Led | <ul style="list-style-type: none">• Guidance of instructor• Meet other candidates• Face to Face energy• Potential study buddies• Good kick-off for studies | <ul style="list-style-type: none">• Time• Travel expenses• Condensed into 2 days |
| Instructor-Led Online | <ul style="list-style-type: none">• Guidance of instructor• Spread out over 6-7 weeks• Can study in-between• More convenient• Potential study buddies | <ul style="list-style-type: none">• Time• Energy in the room |
| On-Demand | <ul style="list-style-type: none">• Convenience• Can review multiple times during preparation• Interactive quizzes | <ul style="list-style-type: none">• No instructor• No interaction with other candidates• Self discipline needed |
| Learning System Only | <ul style="list-style-type: none">• Least expensive | <ul style="list-style-type: none">• Limited interactivity |

Prep Course Schedule

CPLP Prep Courses

Face to Face

- Sept 2-3, Alexandria, VA

Online

- Jul 18-Aug 29
- Oct 17-Dec 5

APTD Prep Courses

Face to Face

- Sep 2-3, Alexandria, VA

Online

- Jul 9-Aug 13
- Sep 12-Oct 17



CPLP Exams

| Knowledge Exam Registration Deadline | 2019 Testing Windows |
|---|-----------------------------|
| July 24 | September 4-25 |
| November 6 | December 4-20 |
| | |

| Skills Application Exam Registration Deadline | 2019 Testing Windows |
|--|-----------------------------|
| June 26 | August 7-28 |
| September 25 | November 6-26 |
| | |

APTD Exams

| APTD Exam Registration Deadline | 2019 Testing Windows |
|------------------------------------|-------------------------------|
| July 24 | September 4-25 |
| November 29 | November 6- December 20, 2019 |
| TBA | February 2020 |

Register for the Exam

- Eligibility “clock” starts when you register
 - [APTD Apply page](#)
 - [CPLP Apply page](#)
- Choose your window carefully
- Have your documentation ready
- CPLP candidates be ready to choose AOE
 - Training Delivery, Instructional Design or Managing Learning Programs

Resources

- [Active candidates page](#)
- Local chapters [Find a chapter near you](#)
- APTD: www.linkedin.com/groups/8660635
- CPLP: www.linkedin.com/groups/8664160
- ATD Learning System
 - [APTD Edition](#)
 - [CPLP Edition](#)

What Next?



APTD or CPLP Handbook

- Policies governing the program
- Schedules and fees
- What to expect at the test center
- Content outline of the exam(s)

Download a copy of the Handbook

APTD: <https://www.td.org/aptd>

CPLP: <https://www.td.org/cplp>



Explore our Website: td.org/certification

Email our Team: certification@td.org

Call us!



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