Certification: Why Now is the Time

June 19, 2020

atd
CERTIFICATION
INSTITUTE

AGENDA

- Certification Basics
- What's New?
- Talent Development Capability Model
- Panelists
- What's Next?
- Q&A

Certification Basics

Factors to Consider

- Where are you in your career?
- Do your skills need refreshing?
- Are you happy at work?
- Topics/skills you want to use at work?
- Money
- Time

What's New?

- Talent development capability model
- New eligibility requirements
- Updated exam format and content
- Eligibility period
- New certification portal
- Added remote proctoring option

Talent Development Capability Model

Three ***domains of practice***

188 knowledge and skill statements organized into ***twenty-three Capabilities***

Research showed talent development professionals need to blend knowledge and skills from these three domains to be most effective

www.td.org/capability-model

ATD CI credentials are based on the ATD Capability Model

ATD CI Certifications

Associate Professional in Talent Development (APTD)	Certified Professional in Talent Development (CPTD)
3 years of experience - Focused on knowledge needed at 3-year mark - Strong focus on foundational knowledge	5+ years of experience - Focused on application and decision making - Deeper focus on organizational capabilities

Category	aptd®	cptd®
Eligibility	Minimum 3 years of experience in talent development	Minimum 5 years of experience in talent development
Professional Development	28 Hours	60 Hours
Content Covered	20% Personal Capabilities 50% Professional Capabilities 30% Organizational Capabilities	20% Personal Capabilities 45% Professional Capabilities 35% Organizational Capabilities
Type of Exam	Knowledge	Knowledge & Skills
Certification Process	1 Exam 125 Multiple Choice 2 Hours	1 Exam Multiple Choice & Case Mgt 3 Hours
Recertification	Every 3 years / 40 points	Every 3 years / 60 points
Cost	$ 499/ $699	$ 900 / $1250

Exam Content

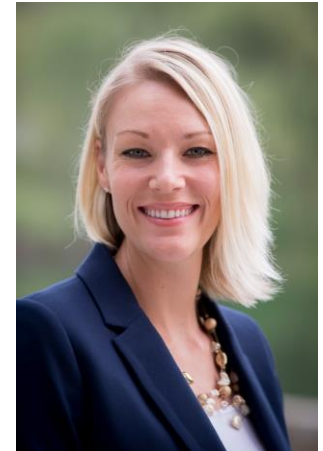| APTD: Career & Leadership Development	CPTD: Career & Leadership Development
- Knowledge of leadership development practices and techniques (for example, formal training programs, job rotation, and coaching and mentoring). - Knowledge of career development methods and techniques (for example, job rotations and stretch assignments).	- Skill in sourcing, designing, building, and evaluating leadership development experiences. - Knowledge of how to develop and implement qualification programs.

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Meet Our Panelists

- Kelli Chickos
- Christina Heilig
- Rob Hoitt
- Rachel Hutchinson

How has certification helped you?

- Credibility
- Marketability
- Confidence
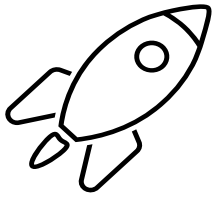- Proof
- Keeps me current
- Ongoing professional development

Value of new capability model

- Holistic
- Sets the bar high
- Actionable behaviors
- Aligned to ever changing TD role
- Self-assessment
- Identifies strengths & gaps
- Guides professional development

Talent Development Capability Model™

Building **Personal** Capability

Impacting **Organizational** Capability

Developing **Professional** Capability

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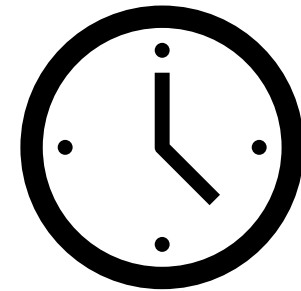
Why participate in a pilot?

- Be a pioneer in the field
- Help set the standard
- Cohort of colleagues
- Pilot package (deadline June 22)
- No one to "lean on"
- More limited study materials

Why pursue certification now?

- Time to study
- Fewer distractions
- Uncertainty → External Validation
- Builds your brand
- Job market advantage
- Stay connected to peers

Advice to candidates

- Virtual study groups
- Set a routine
- Break it into bits
- Crises presents opportunities
- New tools in your toolkit
- Don't let this be an excuse
- Remote proctoring

Questions for Panelists?

- Type your questions into the chat box

- If the question is for a specific panelist, please include that in your question

Upcoming Exam Windows

CPTD Exam Registration Deadline	Testing Windows
Pilot Administration	August 5 - September 30, 2020
October 17, 2020	November 18 – December 23, 2020

CPTD Exam Page

APTD Exam Registration Deadline	Upcoming Test Windows
August 2, 2020	September 2 – November 25, 2020
October 4, 2020	November 4, 2020 – January 27, 2021

APTD Exam Page

Register for the Exam

- Eligibility clock starts when you register
  - [APTD Apply page](#)
  - [CPTD Apply page](#)
- [Pilot package](#) and retest offer ends 6/22
- Step by step instructions for applying
- Have your documentation ready

Resources for Candidates

- Candidate Handbooks: [Active candidates](#)
- APTD: [www.linkedin.com/groups/8660635/](#)
- CPTD:[www.linkedin.com/groups/8896013/](#)
- [Professional Development](#) instructions
- [Sample Questions](#)
- [Study Planning Guides](#)
- TD BoK: [www.td.org/tdbok](#)

What Next?

- Download the APTD or CPTD Handbook
- Check on your professional development
- Join the LinkedIn group
- Still have questions? Contact us:
  - certification@td.org
  - Post questions in LinkedIn group
  - Call Sue Kaiden at 703-683-7266