# Starting & Supporting a Certification Study Group

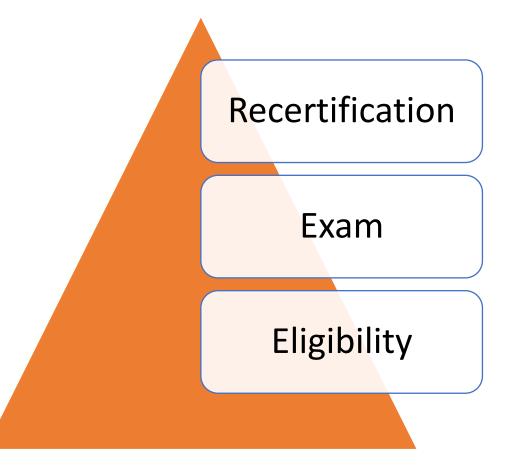
April 22, 2021



# AGENDA

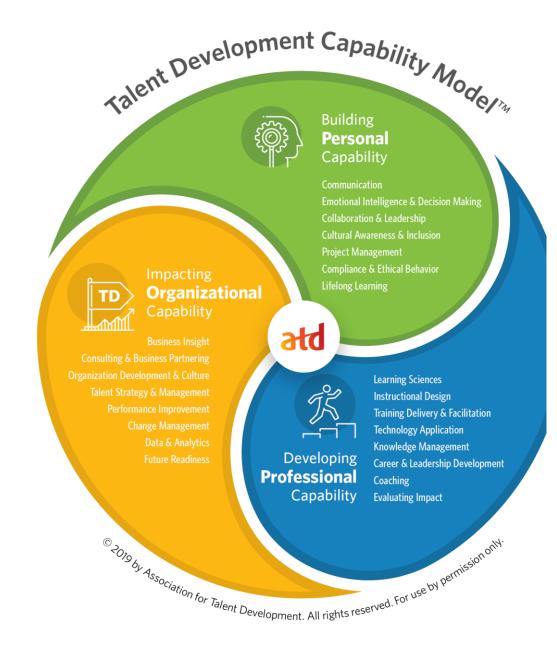
- Certification Overview
- Study group basics
- Panel
- Q&A
- Resources

#### **Professional Certification**



#### Certifications Grounded in Research

- Tied directly to the <u>Talent</u> <u>Development Capability</u> <u>Model</u>
- Exam Content developed by analyzing responses from target audience
- Exams cover a subset of knowledge and skills in capability model



#### **ATD CI Certifications**

# Associate Professional in Talent Development (APTD)

- 3 years of experience plus 28 hrs professional development
- Focused on knowledge needed at 3-year mark
- Focus on foundational knowledge

# Certified Professional in Talent Development (CPTD)

- 5+ years of experience plus 60 hrs professional development
- Focused on application and decision making
- Deeper focus on organizational capabilities

# **Study Group Basics**

- Structure
- Format
- Size
- Length of meetings
- Timing
- Use of SMEs





#### **Panelists**







- Lisa Garcia, CPTD
- Hani Ramadan, CPTD
- Kevin Rufty, APTD
- Debbi Spranza, CPTD
- Noel Zykowski, CPTD

## Why start a study group?

- To address a personal or chapter need
- Existing groups at inconvenient times
- International candidates have different needs
- No study groups running at the time
- Needed accountability
- Wanted others' perspective and study suggestions
- Was participating in pilot limited materials

#### Value of a Study Group

- Accountability
- Camaraderie from all going through at same time
- Learning from study group members and speakers
- Summaries, explanations, and examples presented
- Meeting folks from all over diversity in learning
- Professional connections and synergies
- Improved understanding and chance of passing
- Relationships have continued to meet as COP

# What was your study group format?

- Weekly meetings/every other week
- 10-12 week session
- Zoom, LinkedIn, WhatsApp, Free Conference Call, Google drive
- Meeting length: 1.5 hours, 2 hours
- Size of group 9-27+
- First hour outside speaker and one hour+ breakout groups
- Group members presented summary of capability
- Discussed planned material, study questions, case studies
- Moderators from sponsoring chapters help run the group
  - o 2 current CPTD holder moderators, 1 support moderator, 1 guest CPTD/APTD holder

## Study Group Support

- Create a tracking system
- Access to video or audio-conferencing platform
- Time, organization and communication skills
- Support with administration of the group
- Study plan linked to target exam date
- Solicit feedback at the end of each session
- Participation from the students
- Commitment from the candidates
- Open communication to handle bumps in the road
- Be willing to try new things and pivot

#### Recruiting Members

- ATD helped reach out to Middle East candidates
- Chapter word of mouth and monthly newsletters
- LinkedIn, word-of-mouth, and ATD National groups
- LinkedIn, local chapter and ATD FB and LI Cert groups
- LinkedIn, word of mouth and ATD CI staff referrals

#### **Using Outside Speakers**

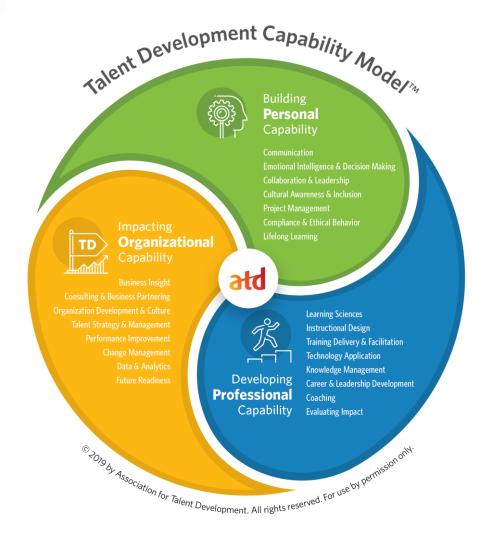
- Ask "graduates" of group to come back as a guest speaker
- Personal and ATD connections; partner with other chapters
- LinkedIn and personal connections
- Posted on the ATD FB cert group through local chapter
- Clear expectations to tie back to what is tested on the exam
- Have a backup in case speaker's schedule changes
- Guidelines for speakers on how to approach presentation
- Know what you need from them and familiarize them with what the candidates will be experiencing on the exam

#### Lessons Learned

- Be the leader. If you can't find a group, make one
- Never underestimate the power of networking and the power of a group
- Standardize how you run the group and charge a modest fee
- Recruit quality speakers and prepare them to cover specific topics on the exam
- Real-world scenarios and helping people dissect the case study scenarios
- Get feedback often and make changes that will impact the group's success
- There is no one way to succeed on the exam
- Groups can operate in different ways and be successful
- Use the ATD resources and stay in touch with the ATD CI team
- As study group moderators, we do not teach the subject matter students teach themselves with our support

**Q&A** 

Type your questions in the chat



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#### **Resources for Candidates**

- Active candidates page
- CPTD Preparation LinkedIn Group
- APTD Preparation LinkedIn Group
- Chapter study group list
- Chapter locator
- Study Group Guide
- Study plan template
- APTD Handbook
- CPTD Handbook

#### **Upcoming Exam Windows**

CPTD Exam Registration Deadline	Upcoming Test Windows
May 1, 2021	June 2 – August 25, 2021 (July excluded)
July 2, 2021	August 4 – October 27, 2021 (September excluded)
September 5, 2021	October 6 – Dec. 22, 2021 (November Excluded)

#### **CPTD Exam Page**

APTD Exam Registration Deadline	Upcoming Test Windows
June 6, 2021	July 7 – September 22, 2021 (August excluded)
July 31, 2021	Sept. 1 – November 24, 2021 (October excluded)
October 2, 2021	Nov. 3, 2021 – Jan. 26, 2021 (December excluded)