



10 Steps to Certification in 2019



Elevating the Talent Development Profession



Our Goals Today

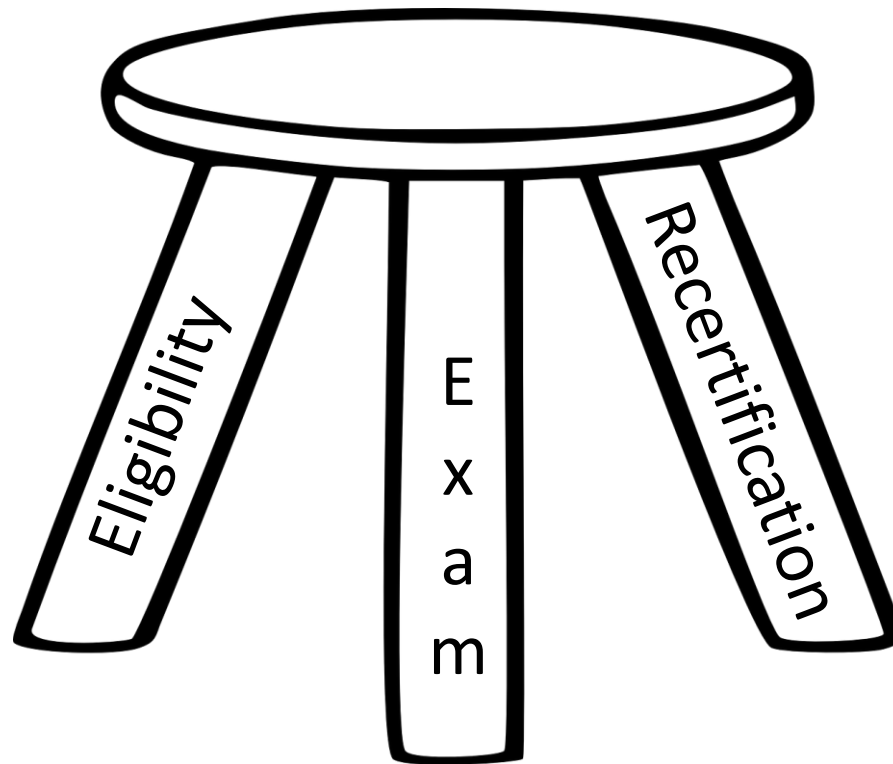
Answer the following questions:

- Why should I get certified in 2019?
- Should I get the APTD or CPLP?
- What steps do I take to get started?
- What are the preparation options?
- What is a reasonable timeline to complete my certification in 2019?

10 Steps to Certification in 2019



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

Why Get Certified in 2019?

01

Competency model will be changing

02

End of a decade

03

Advance your career

04

Fall in love with your job again

05

Enhance your credibility

A person wearing a dark blue suit and a watch is sitting and adjusting their watch. The image is partially visible on the left side of the slide.

The Value of Certification








Value for individuals:

- Gain credibility
- Build confidence
- Advance your career
- Increase your earning potential

“50% of midlevel positions require professional certifications or licenses”
***~Bureau of Labor Statistics,
“Occupational Outlook Handbook
Management Occupations”***

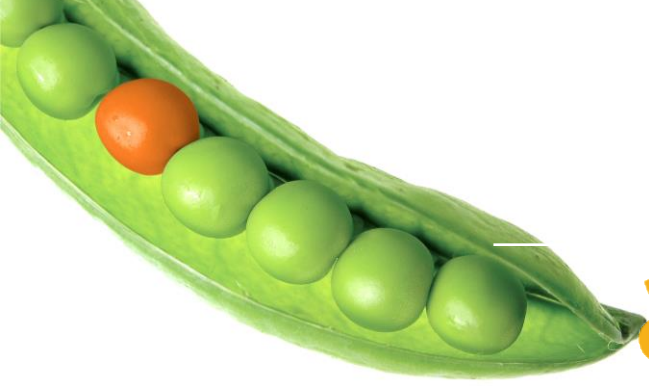
What Employers Are Looking For

In a recent job search on LinkedIn and Indeed
over 250 positions listed “APTD or CPLP certification preferred”.

 <p>Senior Learning Manager Capital One Richmond, VA, US Transformational leadership: nurtures an inclusive culture, elevates others, attracts/retains game-c... www.capitalonecareers.com  3 connections work here 1 month ago</p>	<p>Preferred Qualifications</p> <ul style="list-style-type: none"> • Bachelor's Degree in Adult Education, Human Resources, Industrial Psychology or Organizational Development • Certified Professional in Learning and Performance (CPLP), Leadership Development Certification Program (LDSP), Leadership Development & Succession Strategist (LDSS) Certification, Professional in Human Resources (PHR) Certification, or similar certification • Member of American Society for Training and Development (ATD) 	
 <p>Human Resources Generalist Green Dot Corporation Pasadena, CA, US Under general supervision responsible for performing... 3 weeks ago</p>	 <p>Instructional Designer - Holland, Michigan Holland Holland, MI, US Prior Talent Management Systems experience (e.g. Support the Learning Management System build and us... 9nl.es  Be an early applicant 1 month ago</p>	<p>Preferred Qualifications</p> <ul style="list-style-type: none"> • Prior Talent Management Systems experience (e.g. Cornerstone OnDemand or Taleo Learn). • Prior Articulate Storyline and Articulate Review experience. • APTD and/or CPLP Certification. • E-Learning Instructional Design, Articulate Storyline, or Technical Writing Certification. <p>Holland, a part of YRC Worldwide, is an Equal Opportunity/Affirmative Action Employer Minorities/Females/Persons with Disabilities/Protected Veterans #CB#</p>
 <p>*Organizational & Leadership Development Trainer Community Memorial Health System Ventura, CA, US The Organizational & Leadership Development Trainer is responsible for planning, developing, imp... careers-cmhshhealth.icims.com  Be an early applicant 3 months ago</p>		

10 Steps to Certification in 2019





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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



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

What Topics are Covered?

The APTD focuses primarily* on three areas of expertise (AOEs):

1. Instructional Design
2. Training Delivery
3. Learning Technologies

These competencies were identified by the research as core building blocks for talent development professionals.

*Evaluating learning and global mindset themes throughout

Who is It For?

APTD candidates have 3-5 years of experience in talent development in a role that is primarily focused on training delivery or instructional design.

APTD is best suited for Early career Talent Development (TD) professionals :

- Who want to formalize and recognize their role with a certification.
- Who find themselves becoming an “accidental trainer” (50% rule)
- Are looking for effective practices that will allow them to expand their skillset and gain credibility.

The Certified Professional in Learning and Performance (CPLP) is broad based and measures a talent development professionals' competency in 10 areas of expertise (AOEs) with a focus on global mindset as defined by the latest ATD Competency Model.

What Topics are Covered?

The Certified Professional in Learning and Performance (CPLP) credential covers ten areas of expertise:

1. Instructional Design
2. Training Delivery
3. Learning Technologies
4. Evaluating Learning Impact
5. Managing Learning Programs
6. Integrated Talent Management
7. Coaching
8. Knowledge Management
9. Change Management
10. Performance Improvement

Who is It For?

CPLP candidates are seasoned professionals (5+ years of full-time experience) who want to distinguish themselves in the field and advance their career goals.

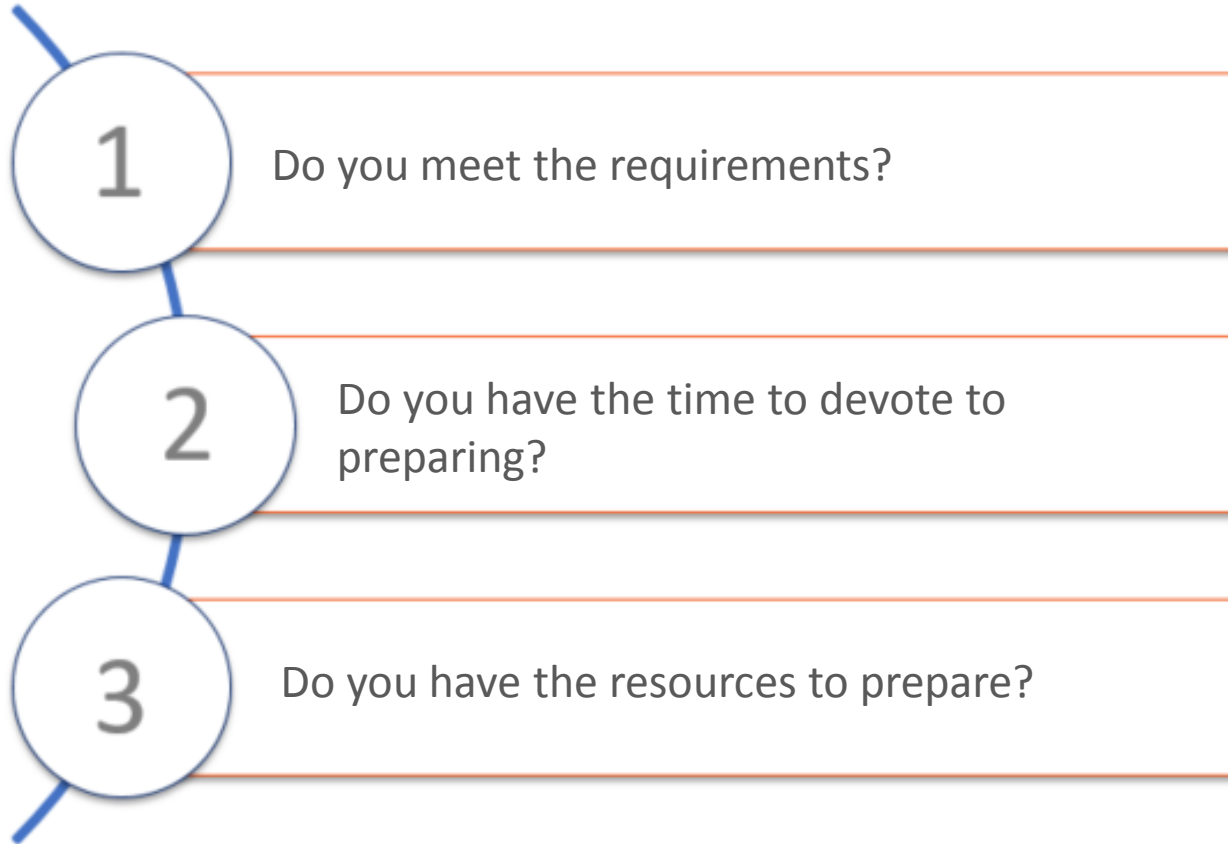
CPLP is best suited for seasoned TD professionals:

- Who have deep knowledge and experience enhancing employee learning and performance.
- Who are looking to demonstrate expertise and commitment to the profession.
- With a global mindset and the ability to work across cultures and borders.

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Assess Your Readiness



Assess Your Readiness

1

Do you meet the requirements?

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3 years of at least 50% of work
experience in talent development

OR

2 years of at least 50% of work
experience devoted to talent
development PLUS
1 year of related higher education
coursework, ATD Master Trainer or
Master Instructional Designer

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5 years of FT work experience
devoted to talent development

OR

4 years of FT work experience
devoted to talent development PLUS
1 year of TD higher education
coursework, an APTD, ATD Master
Instructional Designer or ATD Master
Trainer designation

Assess Your Readiness

2

Do you have the time to devote to preparing?

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- Average of 3 months to prepare for the APTD exam
- 40-60 hours of study

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- Average of 3-6 months to prepare for the Knowledge Exam
- 80-90 hours of study
- Average of 3-6 months to prepare for the Skills Application Exam
- 30-40 hours of study

Assess Your Readiness

3

Do you have the resources to prepare?

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- Exam fees \$400/\$600
- Learning System \$200/\$300
- Prep Course \$895/\$1195 (optional)

- Exam fees \$900/\$1250
- Learning System \$300/\$400
- Prep Course \$995/\$1295 (optional)

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Order the Learning System



ATD Learning System

- [APT[®]D Edition](#)
- [CPLP Edition](#)
- Official resource for individuals studying for the exams
- 12-month subscription to e-reader with case studies, linked content, and quizzes
- Includes Study Guide for groups
- Add-on product: Printed version

10 Steps to Certification in 2019



Practice Test

- Go to the ATD [SkillTracker](#) and click on Start Now or Return to Your Assessment
- Login with your td.org credentials

The screenshot shows the ATD SkillTracker dashboard. At the top left is the logo with the text "atd SKILL TRACKER". To its right is the text "Skill Tracker". In the top right corner, there is a user profile box with "Hi, Susan" and a "Logout" button. Below this is a dark navigation bar with links for "Self-Assessment", "Career Planning", "ATD Practice Tests", and "Skill Tracker Resources". The main content area is divided into six panels:

- Self-Assessment:** A green panel with a magnifying glass icon. Text: "Click here to assess your skills for your current Role/Track, so you can identify skill gaps and automatically generate a plan for closing them. Click here for help selecting which Role/Track is most appropriate; click here to change your Role/Track."
- My Assessment Results:** A light grey panel with a refresh icon. It features a donut chart showing "50.0% Skill Gaps". A legend indicates "1 Skill Gaps" (red dot) and "1 Proficient Tasks" (green dot).
- Start/View Practice Tests:** A green panel with a document icon. Text: "Click here to start a Practice Test or view results and recommendations for those you have completed. Remember to click the Excel icon on the results page to see detail on which questions were answered correctly."
- View Personalized Learning Plan:** An orange panel with a magnifying glass icon and three stars at the bottom left. Text: "Click here to view automatically generated recommendations that can close your skill gaps. This includes both Role/Track assessments and Practice Tests. These recommendations are updated frequently, and you can Refresh Activities to see the latest without re-assessing or re-taking the Practice Tests."
- Top Strengths:** A dark grey panel with a refresh icon. Text: "No results to view"
- Top Skill Gaps:** A dark grey panel with a refresh icon. Text: "No results to view"

Practice Test Screen

Practice Test List



Here you can see the available Practice Tests. If you have already completed one, click the View link to see a Summary of results or personalized recommendations for improvement.

Perform your self-assessment on a specific Role/Track to identify other development opportunities.

Select the Assessment Results or Personalized Learning Plan buttons to view Practice Test results together with your self-assessment results.

Assessment Results Personalized Learning Plan Cancel

Practice Test

Refresh Print PDF Email

Practice Test Name	Practice Test Date Last Performed	View Summary	View Personalized Learning Plan For KA	Result
Practice Test for APTD (30 questions, 30 minutes)	04/20/18	View	View	Advanced Proficiency ■
Practice Test for CPLP (50 questions, 50 minutes)	10/02/17	View	View	Consistent Proficiency ■

Assessment Results Personalized Learning Plan Cancel

Refresh Print PDF Email

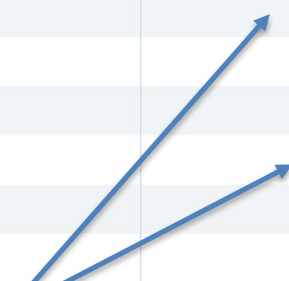
Practice Test Report

Practice Test Name	Questions Incorrect	Questions Correct	Point Total	Points Missed	Rating	Minimum Rqmt	Gap	Recommendations
Practice Test for CPLP (50 questions, 50 minutes)	14	36	50	14	3	4	-1	View

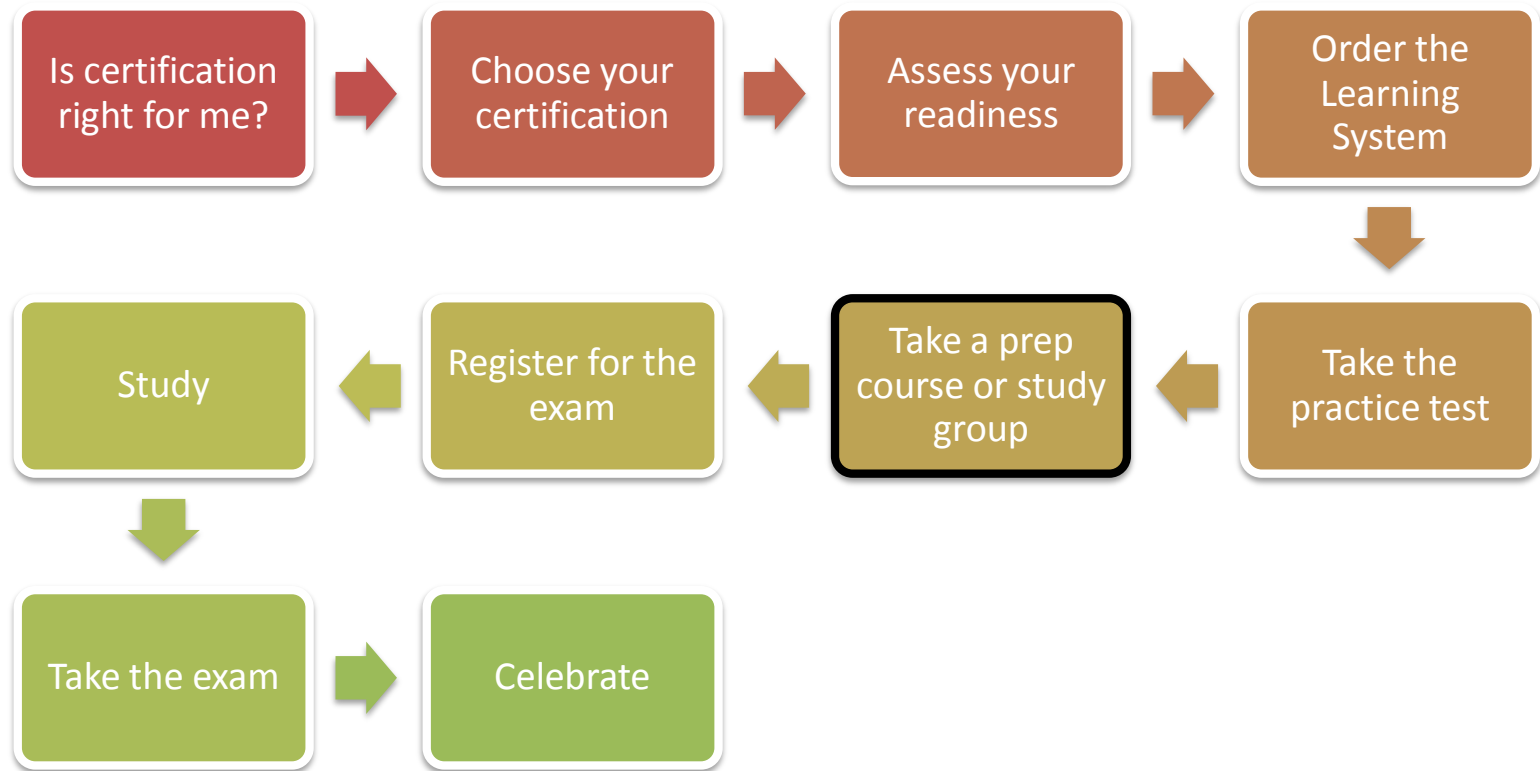
Summary

You may want to focus on these subtopics: Change Management, Instructional Design, Performance Improvement, Evaluating Learning Impact, Training Delivery, Managing Learning Programs, Integrated Talent Management, Learning Technologies, Knowledge Management, Coaching

Practice Test Subtopics	Percentage Correct	Questions Correct
Change Management	60%	3/5
Instructional Design	87%	7/8
Performance Improvement	71%	5/7
Evaluating Learning Impact	100%	5/5
Training Delivery	57%	4/7
Managing Learning Programs	80%	4/5
Integrated Talent Management	80%	4/5
Learning Technologies	20%	1/5
Knowledge Management	100%	2/2
Coaching	100%	1/1



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Take a Prep Course



[APTD Preparation Resources](#) [CPLP Preparation Resources](#)

Preparing for the APTD or CPLP

- Self-Paced Online
- Instructor-led Online
- Instructor-led In-Person
- All prep courses come with the Learning System

[Preparation Tools Page](#)

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

- Mar 4-5, San Diego, CA
- May 17-18, Washington, DC
- Sept 2-3, Alexandria, VA
- Dec 2-3, New York, NY

Online

- Apr 9-May 21
- Jul 18-Aug 29
- Oct 17-Dec 5

APTD Prep Courses

Face to Face

- May 17-18, Washington, DC
- Sep 2-3, Alexandria, VA

Online

- Apr 2-May 7
- Jul 9-Aug 13
- Sep 12-Oct 17



Find a Study Group

- Make a study plan for yourself
 - [Active candidates page](#)
- Many ATD Chapters host study groups
 - [Find a chapter near you](#)
- Form or join a virtual study group
- Join the ATD Linked In candidates group
- Find a mentor



APTD: www.linkedin.com/groups/8660635

CPLP: www.linkedin.com/groups/8664160

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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 your AOE
 - Training Delivery, Instructional Design or Managing Learning Programs

CPLP Exams

Knowledge Exam Registration Deadline	2019 Testing Windows
February 6	March 6-27
April 24	June 5-26
July 24	September 4-25
November 6	December 4-20

Skills Application Exam Registration Deadline	2019 Testing Windows
March 20	May 1-21
June 26	August 7-28
September 25	November 6-26

APTD Exams

APTD Exam Registration Deadline	2019 Testing Windows
February 27	April 3-24
April 24	June 5-26
July 24	September 4-25
October 9	November 6-26

What about Test-out?



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ATD Master Trainer or ATD Master Instructional Designer designation will allow you to test out of that area on the **APTD exam**.



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ATD Master Trainer or ATD Master Instructional Designer designation will allow you to test out of that area on the CPLP Knowledge Exam. Earning the **APTD** will allow you to test out of 3 areas of the **CPLP Knowledge Exam**.



10 Steps to Certification in 2019



Create a Study Plan

- Work backwards from target test window
- Study group guide in Learning System
- [Study plan templates](#)
- Sample timeline

Preparing for the CPLP® Instructor-Led Online Workshop

CPLP Study Plan Worksheet

Purpose: Use this worksheet throughout the workshop to capture information, notes, and ideas in order to help you refine your personal study plan.

AOE#	Chapter(s) and/or Topic(s)	Areas of Strength	Areas Needing More Focus	Time (+, 0, -)	Notes
1-01					
2-01					

Association for Talent Development

Preparing for the CPLP Knowledge Exam

Interactive Guide

Developing Your CPLP Study Plan

Developing a study plan is a critical step in your CPLP journey. By now, you should have taken some time to determine your learning preferences and your level of knowledge in each of the Areas of Expertise. Now, let's put it all together into your draft Study Plan. Note: This Study Plan is for your Knowledge Exam preparation only.

How long will it take to prepare for the CPLP exam? Based on the number of hours you can spend studying each week and your experience and comfort level with each of the content areas, use the table below to determine how many weeks it will take to prepare. You can also use this information to allocate a specific number of hours of study time per area.

Step	Question	Number
1	How many hours per week can I dedicate to studying for the CPLP? How well do I know the Global Mindset and AOE content? Start with the average study time for CPLP candidates - 90 hours. Add more hours if you prefer to be conservative or reduce the number of study hours based on your own experience. Now, based on your self-assessment, spread your total number of study hours across the content areas:	List the total hours across all AOE's here
2	<ul style="list-style-type: none">Performance ImprovementInstructional DesignTraining DeliveryLearning DeliveryEvaluating Learning ImpactManaging Learning ProgramsIntegrated Learning ProgramsCoachingKnowledge ManagementChange ManagementGlobal Mindset	

Note: Some content areas may require more study time than others.

Association for Talent Development

Sample Timeline

Objective		Complete ATD Certification in 2019																
	Task	Jan	Feb	March	April	May	June	July	August	Sept	October	November	December					
Decide	Attend ATD webcast		1															
1	Is certification right for me?																	
2	Choose certification																	
3	Assess readiness																	
Get Started	APTD Certification																	
4	Order Learning System and/or Prep Course																	
5	Take practice test																	
6	Take a prep course or study group & create study				Apr 2-May 7													
Action	Let's do this!																	
7	Register for the exam - April 24 or July 24 deadline					24				24								
8	Study, study, study					1	1	1	2	2	3	3	4	4	4	5	5	5 R
9	Take the exam - September window																	
10	Celebrate!																	
Post Action	Recertification																	
11	Post to LinkedIn, join group																	
12	Review recertification guidelines																	
13	Plan your recert points																	

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Take the Exam

- Testing Center security
 - Two forms of ID
 - Make sure your ID matches registration name
- Arrive 20 minutes early
- No personal items allowed in testing room
- [Location of test centers](#)

CPLP Exam Screens

CPLP Knowledge Exam - Candidate Name

Normal Color Scheme Normal Font



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Your Name: Candidate Name

Exam Program/Exam: Certified Professional in Learning and Performance (CPLP) Knowledge Exam (KE)

Exam Title: CPLP Knowledge Exam (000-000)

The CPLP Knowledge Exam contains 150 multiple-choice questions.

You will have 180 minutes to complete the exam. The test time will begin once you exit the next introductory screen and the first exam question appears on your screen.

After the last exam question, a Review screen will be provided. You may review your answers within the exam or until the exam time expires (at which point the system will automatically end the exam). You will NOT be able to return to previous questions once the exam has ended.

A **Help** button appears in the bottom navigation bar and will be available throughout the exam. This button provides information about how to use the testing system, including how to respond to multiple-choice questions, how to flag questions for later review, and how to use the Navigator window and Review screen.

Select the **Next** button to move to the next introductory screen.

Help End Exam

CPLP Knowledge Exam - Candidate Name

Time Remaining 179:50
1 of 150

Calculator Flag for Review Normal Color Scheme Normal Font

○ A. _____

○ B. _____

○ C. _____

○ D. _____

Help Navigator Next

10 Steps to Certification in 2019



Celebrate!



- Join the CPLP or APTD LinkedIn and Facebook groups.
- Tell your colleagues and let your leadership team know.
- Take a vacation!

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 or CPLP: www.td.org/certification/active-candidates

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



Explore our Website: td.org/certification

Talk to an ATD Professional Development Specialist:
855-849-2783 (US) and 703-372-9211 (international).

Email our Team: APTDCertification@td.org or CPLPCertification@td.org

Call us!



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