10 Steps to Certification in 2019

CERTIFICATION INSTITUTE
Association for Talent Development

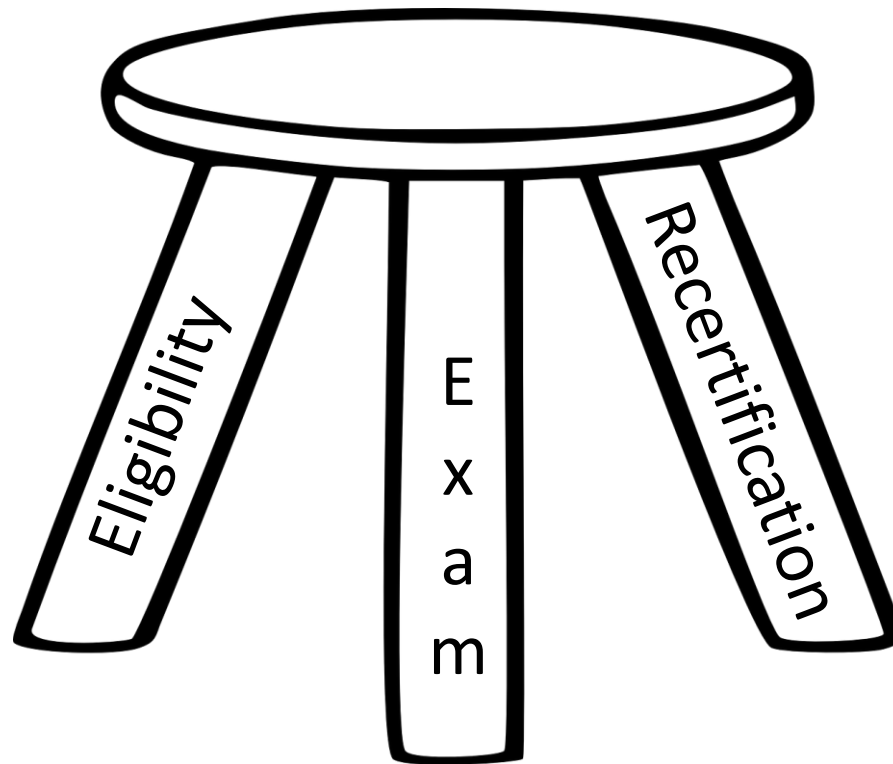*Elevating the Talent Development Profession*

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

Is certification right for me? → Choose your certification → Assess your readiness → Order the Learning System

Order the Learning System → Take the practice test → Take a prep course or study group → Register for the exam → Study

Study → Take the exam → Celebrate

Understanding Certification: 3 Legs of the Certification Stool

TD Areas of Expertise

| Business Skills | Global Mindset | Industry Knowledge |
| Interpersonal Skills | Personal Skills | Technology Literacy |

Foundational Competencies

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Primary Areas of Expertise   Secondary Area of Expertise

ATD CI credentials are based on the ATD Competency Model

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

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

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,
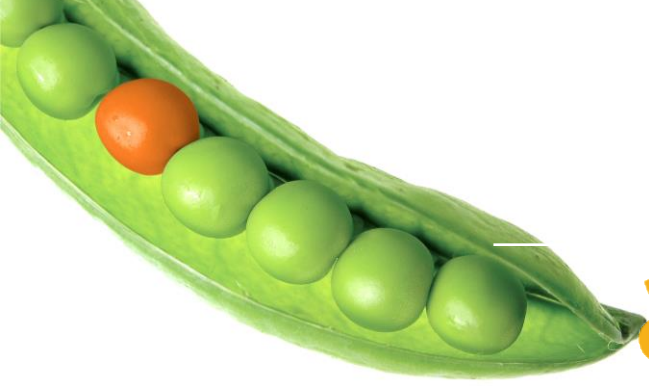*"Occupational Outlook Handbook Management Occupations"*

What Employers Are Looking For

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

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

Human Resources Generalist
Green Dot Corporation
Pasadena, CA, US

Under general supervi...
responsible for perfor...

3 weeks ago

Preferred Qualifications
- Bachelor's Degree in Adult Education, Human Resources, Industrial Psychology or Organizational Development
- Certified Professional in Learning and Performance (CPLP), Leadership Development Certification Program (LDCP), Leadership Development & Succession Strategist (LDSS) Certification, Professional in Human Resources (PHR) Certification, or similar certification
- Member of American Society for Training and Development (ATD)

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

*Organizational & Leadership Development Trainer
Community Memorial Health System
Ventura, CA, US

The Organizational & Leadership Development Trainer is responsible for planning, developing, imp... careers-cmhshealth.icims.com

Be an early applicant

3 months ago

Preferred Qualifications
- 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.

Holland, a part of YRC Worldwide, is an Equal Opportunity/Affirmative Action Employer Minorities/Females/Persons with Disabilities/Protected Veterans #CB#

10 Steps to Certification in 2019

Is certification right for me?	→	Choose your certification	→	Assess your readiness	→	Order the Learning System

Study	←	Register for the exam	←	Take a prep course or study group	←	Take the practice test

Take the exam → Celebrate

	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

ASSOCIATE PROFESSIONAL IN TALENT DEVELOPMENT

aptd | ATD CERTIFICATION INSTITUTE

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.

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CERTIFIED PROFESSIONAL IN LEARNING & PERFORMANCE
atd CERTIFICATION INSTITUTE

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.
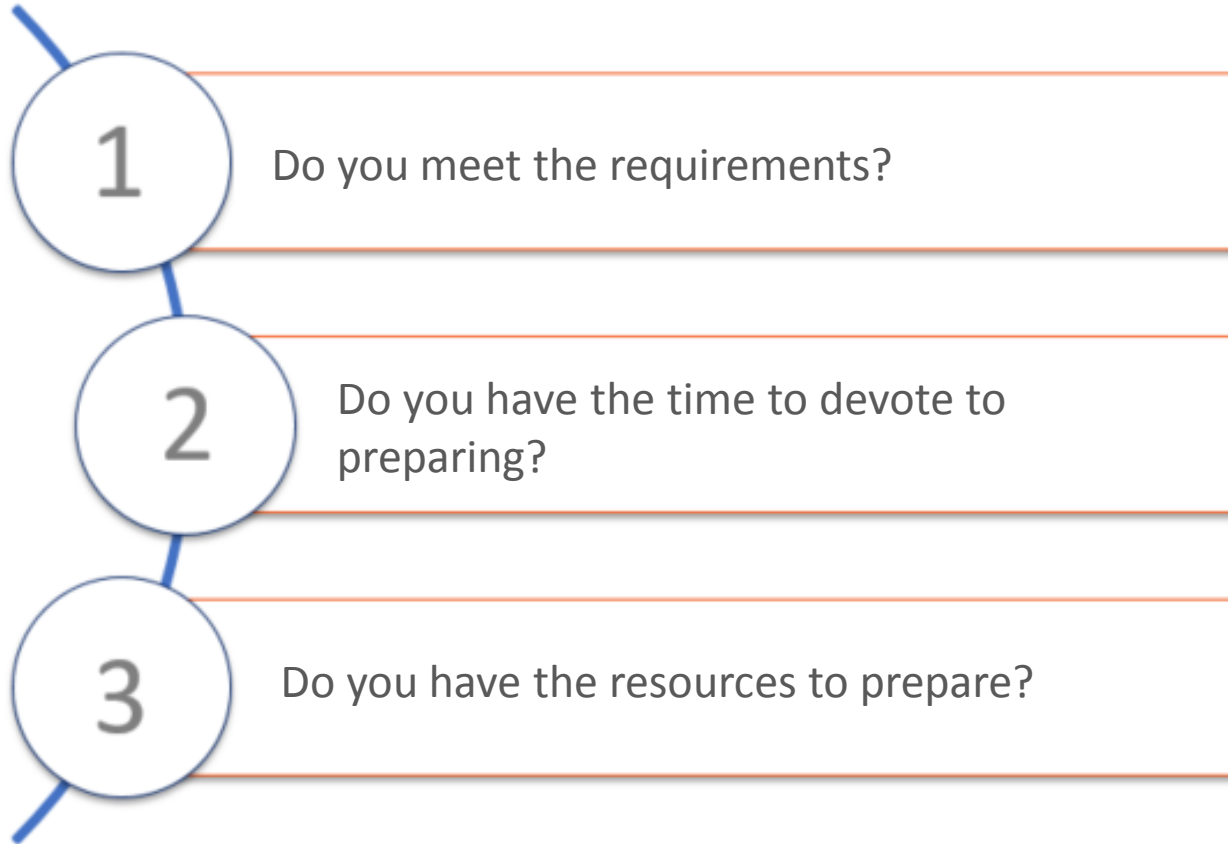
CPLP is best suited for seasoned TD professionals:

- 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.

10 Steps to Certification in 2019

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┌─────────────────┐      ┌─────────────────┐      ┌─────────────────┐      ┌─────────────────┐
│ Is certification │  →   │  Choose your    │  →   │   Assess your   │  →   │   Order the     │
│  right for me?   │      │  certification  │      │    readiness    │      │ Learning System │
└─────────────────┘      └─────────────────┘      └─────────────────┘      └─────────────────┘
                                                                                     ↓
┌─────────────────┐      ┌─────────────────┐      ┌─────────────────┐      ┌─────────────────┐
│      Study       │  ←   │ Register for the │  ←  │  Take a prep    │  ←   │    Take the     │
│                  │      │      exam        │      │ course or study │      │  practice test  │
│                  │      │                  │      │     group       │      │                 │
└─────────────────┘      └─────────────────┘      └─────────────────┘      └─────────────────┘
        ↓
┌─────────────────┐      ┌─────────────────┐
│  Take the exam   │  →   │    Celebrate    │
└─────────────────┘      └─────────────────┘
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Assess Your Readiness

1 Do you meet the requirements?

2 Do you have the time to devote to preparing?

3 Do you have the resources to prepare?

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

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

- 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)

10 Steps to Certification in 2019

Is certification right for me? → Choose your certification → Assess your readiness → **Order the Learning System**

↓

Take the practice test ← Take a prep course or study group ← Register for the exam ← Study

↓

Take the exam → Celebrate

Order the Learning System

ATD Learning System
- **APTD 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

Is certification right for me? → Choose your certification → Assess your readiness → Order the Learning System ↓

Study ← Register for the exam ← Take a prep course or study group ← Take the practice test

Study ↓

Take the exam → Celebrate

Practice Test

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

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

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

Self-Directed Learning Engine®
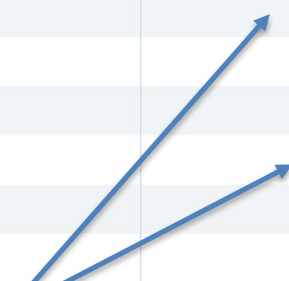Skill development made to order.

Practice Test Report

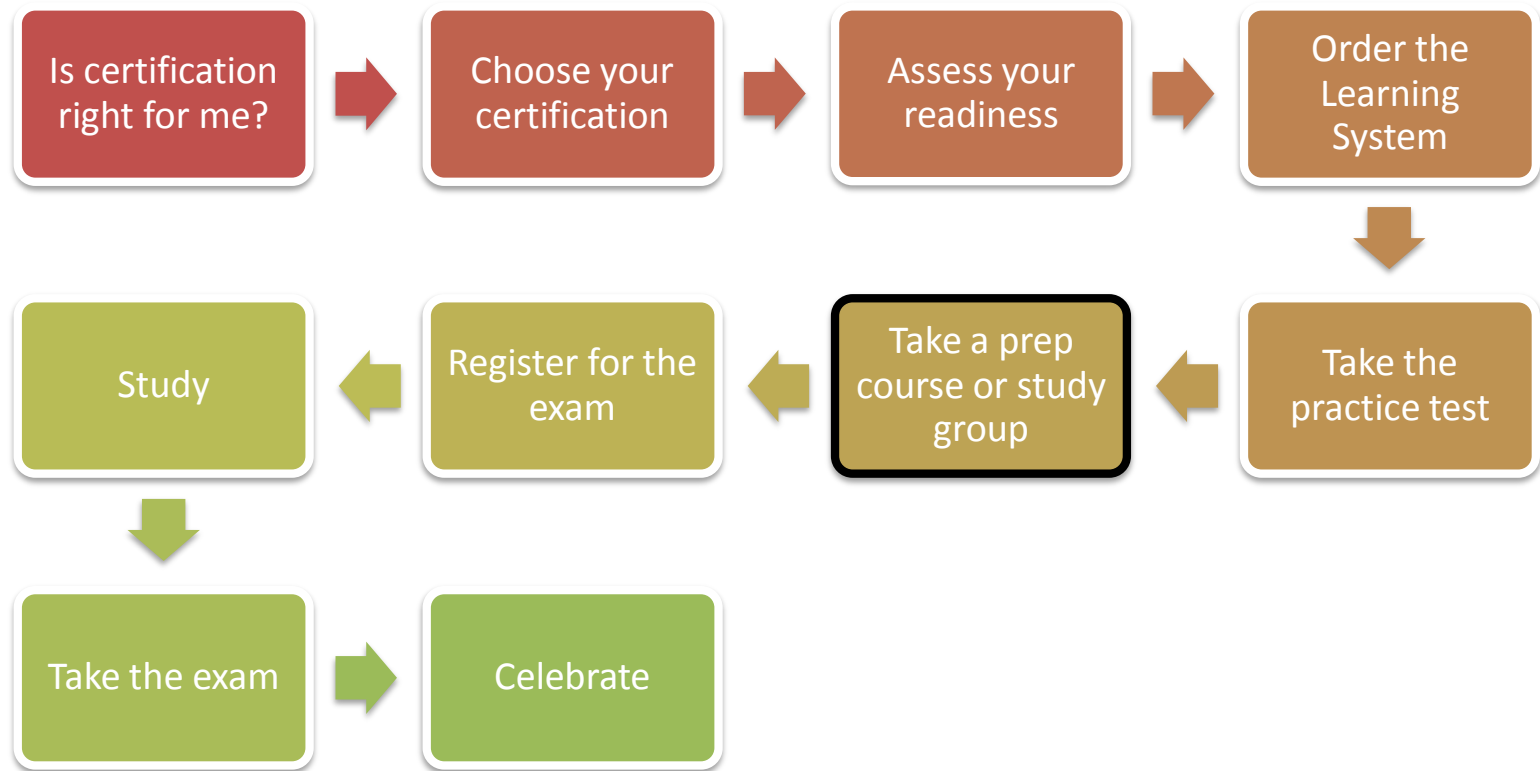| Practice Test Name	Questions Incorrect	Questions Correct	Point Total	Points Missed	Rating	Minimum Rqmt	Gap	Recommendations
Practice Test for CPLP (50 questions, 50 minutes)	14	36	50	14	3	4	-1	View

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

10 Steps to Certification in 2019

Is certification right for me? → Choose your certification → Assess your readiness → Order the Learning System ↓

Study ← Register for the exam ← **Take a prep course or study group** ← Take the practice test

Study ↓

Take the exam → Celebrate

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	• Guidance of instructor • Meet other candidates • Face to Face energy • Potential study buddies • Good kick-off for studies	• Time • Travel expenses • Condensed into 2 days
Instructor-Led Online	• Guidance of instructor • Spread out over 6-7 weeks • Can study in-between • More convenient • Potential study buddies	• Time • Energy in the room
On-Demand	• Convenience • Can review multiple times during preparation • Interactive quizzes	• No instructor • No interaction with other candidates • Self discipline needed
Learning System Only	• Least expensive	• 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

Join our group on LinkedIn

APTD: www.linkedin.com/groups/8660635
CPLP: www.linkedin.com/groups/8664160

10 Steps to Certification in 2019

Is certification right for me?	→ Choose your certification	→ Assess your readiness	→ Order the Learning System

Study	← Register for the exam	← Take a prep course or study group	← Take the practice test

Take the exam	→ Celebrate

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

Is certification right for me?	→ Choose your certification	→ Assess your readiness	→ Order the Learning System

Study	← Register for the exam	← Take a prep course or study group	← Take the practice test

Take the exam	→ Celebrate

Create a Study Plan

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

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 2 3 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												

10 Steps to Certification in 2019

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Is certification right for me? → Choose your certification → Assess your readiness → Order the Learning System
                                                                                                              ↓
Take the exam ← Study ← Register for the exam ← Take a prep course or study group ← Take the practice test
     ↓
Celebrate
```

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

10 Steps to Certification in 2019

Is certification right for me? → Choose your certification → Assess your readiness → Order the Learning System

Study ← Register for the exam ← Take a prep course or study group ← Take the practice test

Take the exam → Celebrate

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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