

APTD vs. CPLP: That is the Question!

Denee D'Andrea, CPLP
Victoria Nelson, APTD
Sue Kaiden, Moderator



Elevating the Talent Development Profession

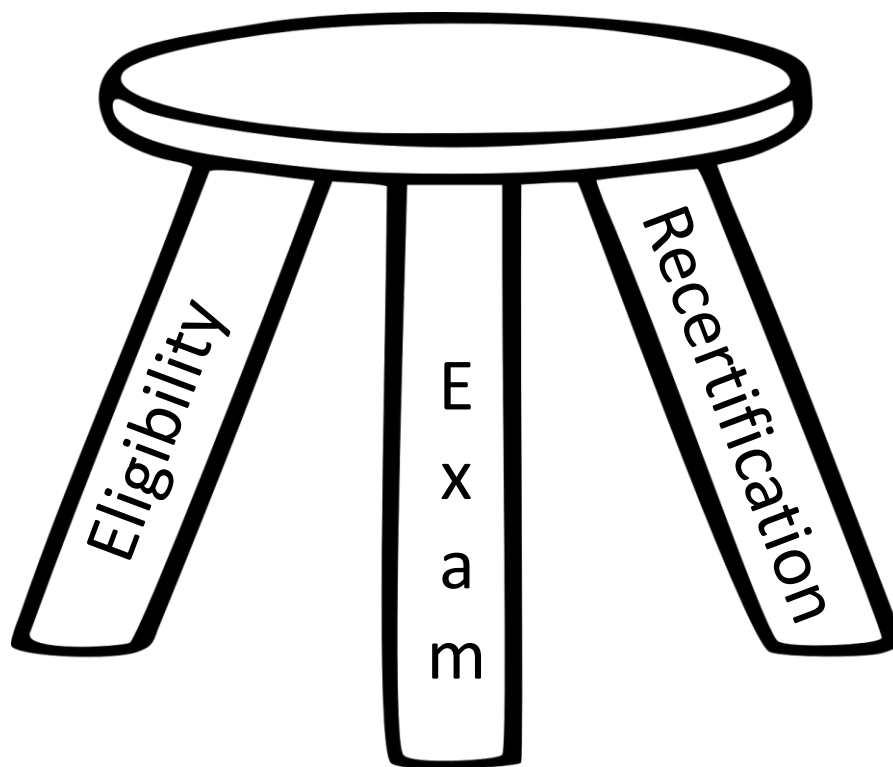
Learning Objectives

After the webcast, you will be able to describe:

- basics and benefits of certification
- key differences between the CPLP and APTD
- pros and cons of each of the ATD credentials
- credential holders perception of the value they have received from the certification
- important considerations when making your decision

What is Certification?

3 Legs of the Certification Stool



Why Certification?



- Helps individuals demonstrate expertise
- Assesses their knowledge, skills and experience
- Assures stakeholders, that the person holding the certification is competent and professional.

Education | Validation | Recognition



The Value of Certification

Value for individuals:

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

“Employers depend on the rigors of the certification process to develop, evaluate, and award the credential to the most qualified job seekers.”

~Elaine Biech



Do I Need a Credential?

Questions to ask yourself...



Do the homework!

Your first step is to decide which areas of expertise you would like to concentrate your time and effort.

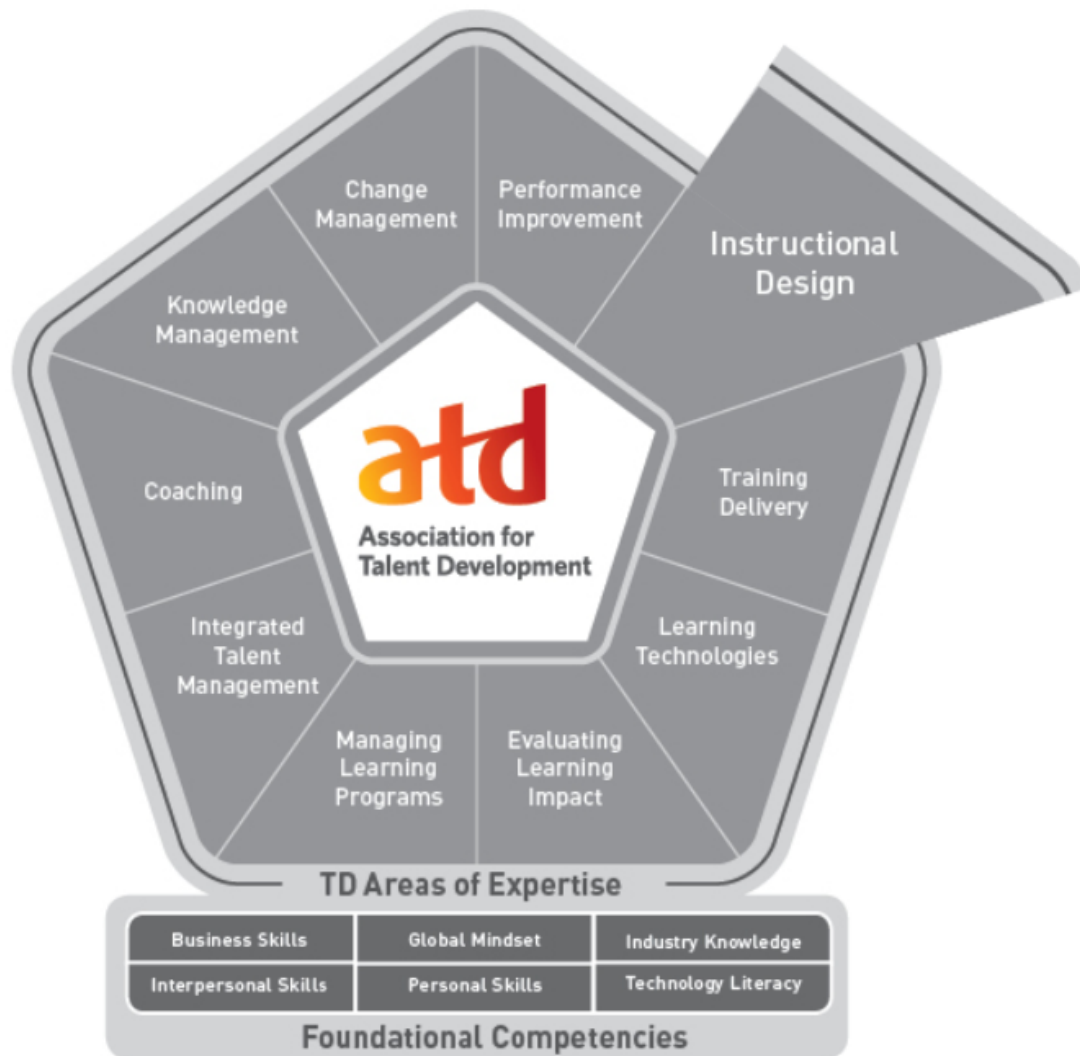


The ATD Competency Model



- 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



Instructional Design

Design and develop informal and formal learning solutions using a variety of methods.

Be able to:








- Conduct a needs assessment.
- Identify appropriate learning approach.
- Apply learning theory.
- Collaborate with others.
- Design a curriculum, program, or learning solution.
- Design instructional material.
- Analyze and select technologies.
- Integrate technology options.
- Develop instructional materials.
- Evaluate learning design.

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www.td.org/compmodel

What are Employers 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 (LDCP), Leadership Development & Succession Strategist (LDSS) Certification, Professional in Human Resources (PHR) Certification, or similar certification
 <p>Human Resources Generalist Green Dot Pasadena, CA, US Under resp... 3 we...</p> <hr/>  <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> <hr/>  <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>	<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>

Identify Your Gaps

Requirements	My Qualifications
Experience: Years in Specific Role, or Using Pertinent Skills	3-5 years of recent experience
Knowledge: Industry knowledge, body of knowledge required for role	Very knowledgeable about health care and can speak the language of nurses and clinicians. Doesn't have formal training on adult learning.
Skills: Transferable skills (e.g., Teaching/Training), Technical Skills (e.g., Software Packages)	Proof that she possesses the requisite skills to do training? Knowledge of the software packages?
Personality Traits: Soft skills (e.g., team player), Reliable, Persevering	Has good recommendations, references and examples that show she possesses these traits
Education/Training/Certifications: Degrees, Special Training, Industry Recognized Certifications	<ul style="list-style-type: none"> • No formal training or degree in the field • No industry certifications proving knowledge

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



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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 Ability to opt out of 3 AOE's	Every 3 years / 60 credits
Cost	\$400 ATD Member \$600 Non-member	\$900 ATD Member \$1250 Non-member

Denee D'Andrea, CPLP



Background

Started out in Culinary & Restaurant Management. Found passion after joining Human Resources after leading and developing teams. Decided she wanted to pursue specific focus on learning and performance and used ATD's framework and pursuit of CPLP as a way to guide her own development.



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Victoria Nelson, APTD



Background

Accidental trainer who helped train new hires during a big hiring phase and found she was good at it and enjoyed it. When the company established an official training team, she was approached to join the group. Took Training Certificate program and used ATD membership benefits to build a training tool kit.

What factors did you consider?

- Content covered
- Eligibility
- Time
- Money
- Resources available
- Study support
- Certifying organization



Why did you pursue a credential?

- Personal satisfaction
- Professional development
- Career advancement
- Demonstrated commitment to the profession
- Future job opportunities



Have you or your organization benefitted?

- Positive impression with employers
- Sets one apart from other candidates
- Higher level of credibility
- Knowledge learned has expanded role and coaching abilities
- Personal development

Advice for prospective candidates?

- Know your why
- Be sure you are committed
- Consider how much time you have to study
- Take advantage of study supports
- Do your research
- Understand your knowledge gaps
- Find someone in your organization or ATD to help you determine your best option



Questions for Panelists?

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



Choosing What's Next



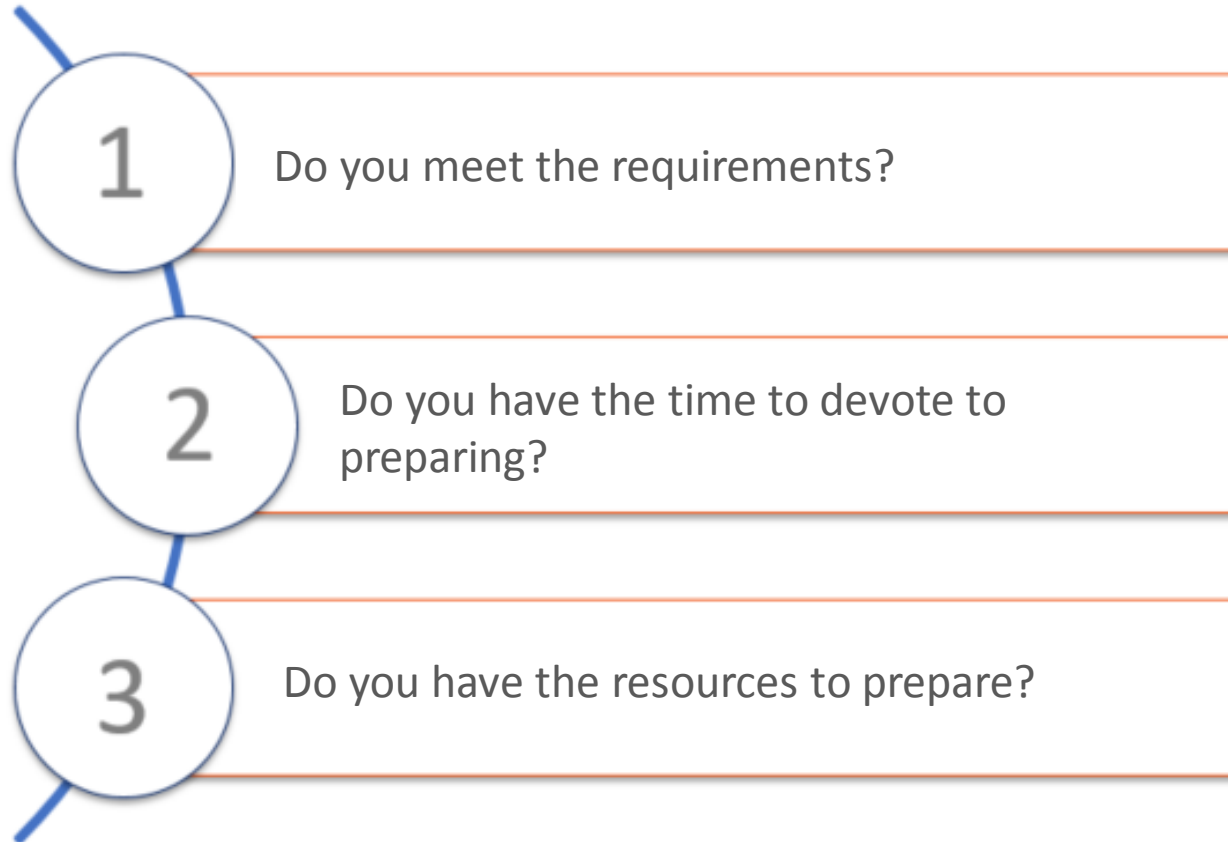
How to Decide on a Credential?

- Does the content match your career goals?
- How much time does it take?
- How much does it cost?
- How strong is the training or certifying organization?
- Can you build on the credential?
- Do employers recognize it?
- What do current credential holders say about it?

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

Next Steps



1

Do you meet the requirements?



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3 years of at least 50% of work
experience devoted to talent
development

OR

2 years of at least 50% of work
experience devoted to talent
development + 1 year of TD higher
education coursework OR an ATD
Master Instructional Designer OR ATD
Master Trainer

5 years of full time work experience
devoted to talent development

OR

4 years of full time work experience
devoted to talent development + 1
year of TD higher education
coursework OR an ATD Master
Instructional Designer, ATD Master
Trainer or APTD



2

Do you have the time to devote to preparing?



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Average of 3 months to prepare to take the APTD Exam



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Average of three-six months to take the CPLP Knowledge Exam

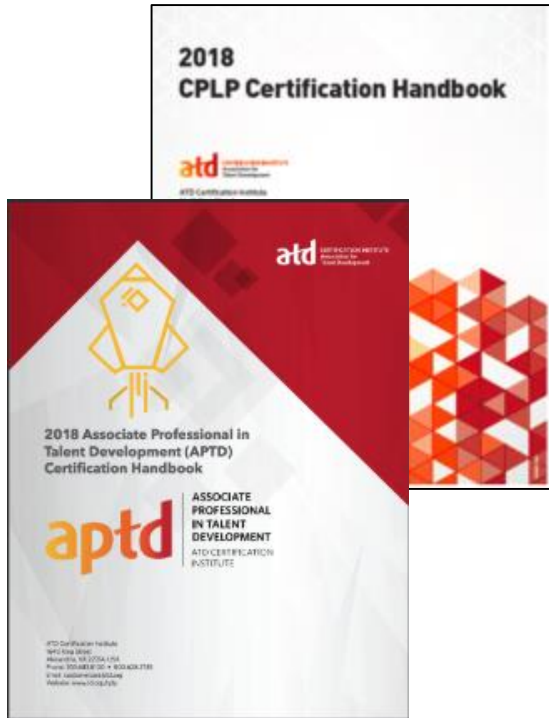
Average of three-six months to take the CPLP Skills Application Exam

3

Do you have the resources to prepare?

- Motivation
- Money
- Study materials
 - Learning system
 - Prep course
 - Study group

How to get started



APTD or CPLP Handbook

- Policies governing the program
- Schedules and Fees
- What to Expect at the Test Center
- Content Outline of the Exam(s)

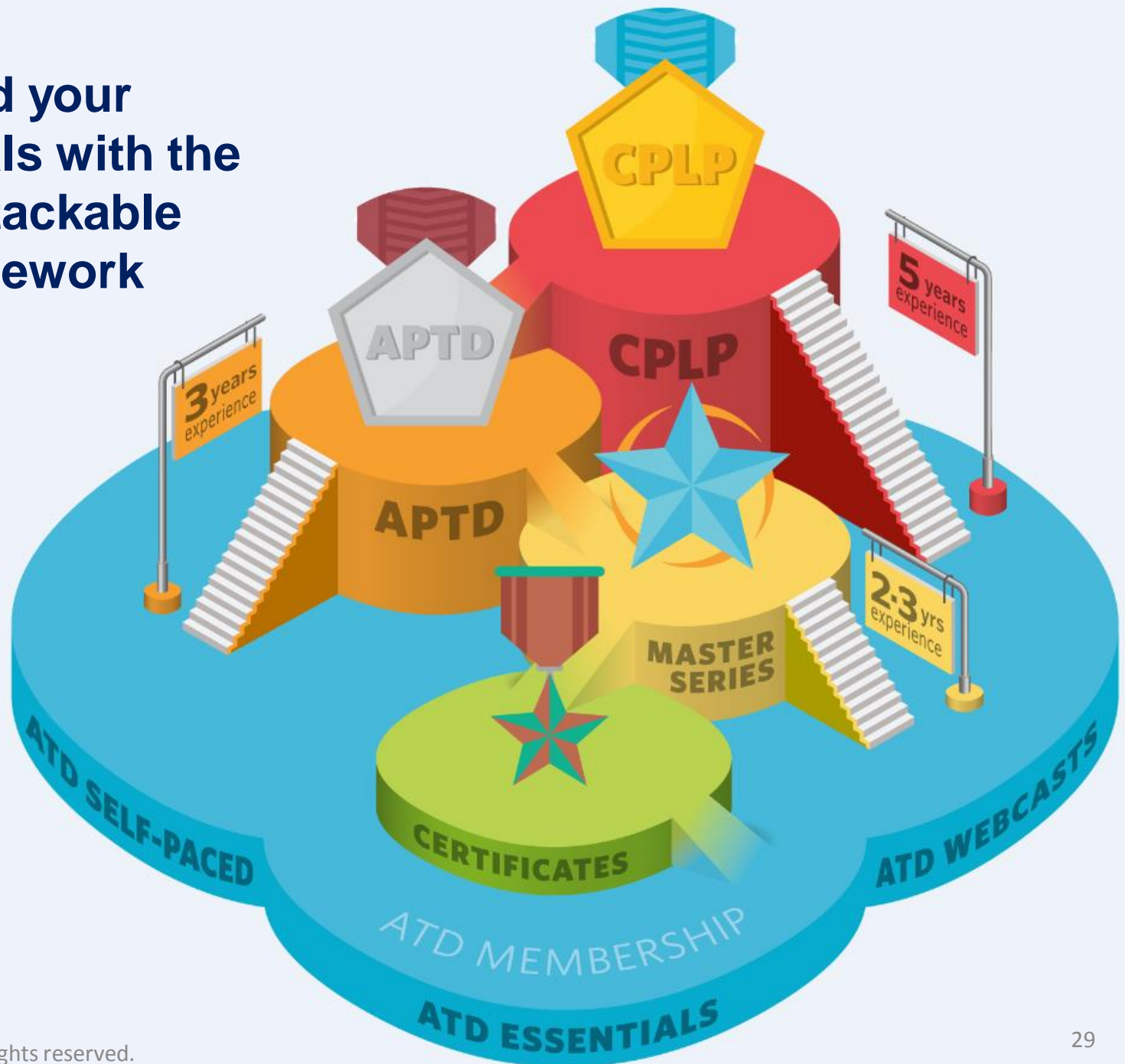
Download a copy of the Handbook

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

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



Build your credentials with the ATD Stackable Framework



What if I am not eligible?

- ATD Master Trainer or Instructional Designer provide one year of eligibility*
- Certificate Programs
 - Training, Instructional Design, eLearning and more
- Introductory programs, focused Essentials and on-demand courses

*Master's programs provide one year of eligibility and ability to opt out of one area of expertise on exam

Contact Us

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What about Test-out?



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First earning an **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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First earning an **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**.

