



How to Prepare for the APTD

APTD Panelists:

Eliza Blanchard

Ellen Katz

Mark McConnell

Bobbi Runte



Elevating the Talent Development Profession

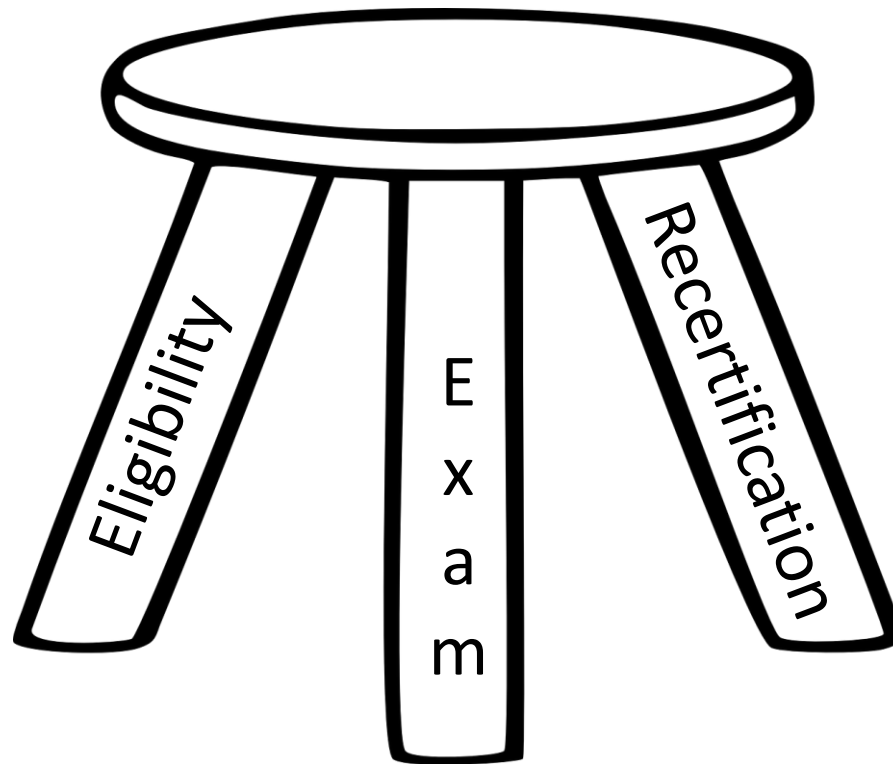
Agenda

- APTD Basics– 10 minutes
- Meet our Panelists – 10 minutes
- Panelist Insights – 20 minutes
- Q&A – 15 minutes
- Summary – 5 minutes

APTD Basics

- What is Certification?
- Who is the APTD for?
- What does it cover?
- Eligibility
- Exam
- Time & Money
- Prep Available

Understanding Certification: 3 Legs of the Certification Stool



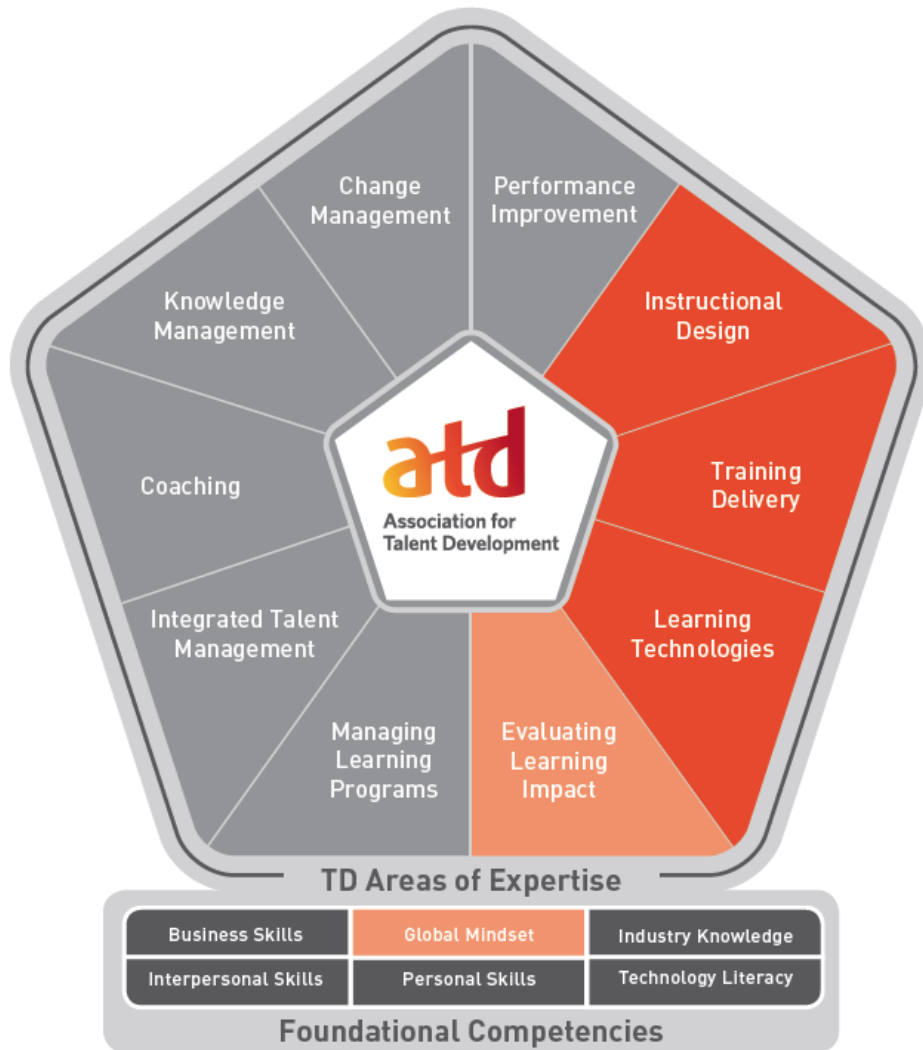
The ATD Competency Model



- 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

APTD Competencies & Weightings



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Exam Weightings

Instructional Design 37%
 Training Delivery 37%
 Learning Technologies 26%

Some questions on
 Evaluating Learning Impact &
 Global Mindset will be included
 on the exam.

◆ Primary AOE

◆ Secondary AOE



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.

APTD Profiles

Name: Beth

Job Title: Training Specialist

Role: Assist senior staff with developing and delivering training

Years of Experience: 2.5

Career Aspirations: Leadership position within Training and

Development; needs certification to showcase growing knowledge and skills



Name: Mike

Job Title: Sr. Emergency Medical Technician

Role: EMT for rescue squad with 50% of time training new squad members and delivering in-service training for entire squad

Years of Experience: 5.5

Career Aspirations: Crew chief/Captain with increased responsibility ensuring squad has up-to-date skills



aptd

ASSOCIATE
PROFESSIONAL
IN TALENT
DEVELOPMENT
ATD CERTIFICATION
INSTITUTE

Eligibility Requirements for the APTD

Option 1

3 years of experience in TD or other related discipline

Option 2

2 years of experience in TD or other related disciplines and successful completion of 1 ATD Masters program (Master Instructional Designer or Master Trainer)

50% Rule is in effect for both options



APTD Exam

- One exam
- 115 multiple choice questions
- 2 Hours
- Taken at testing center

Time & Money

- 3-6 Months to prepare
- Average 40-60 hours study time
- Exam fee: \$400 mem/\$600 non-member
- Learning System: \$200 mem/\$300 non
- Prep Course: \$895 mem/\$1195 non
 - Includes Learning System

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

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

On-Demand

- Anytime, anywhere

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

Meet Our Panelists

- Eliza Blanchard
- Ellen Katz
- Mark McConnell
- Bobbi Runte



Benefits of APTD

- Can explain what I'm doing and why
- Knowledge
- Confidence
- Pride
- Credibility
- Promotion!

Most Challenging

- Amount of studying required
- Depth of knowledge required
- Learning theories and methodologies
- Lack of formal training
- Questions harder than expected

Most Helpful

- Practice tests
- Weekly study time
- Talked to CPLPs
- Learning system
- On-demand course
- Prep course
- Quizlet

Advice for Aspiring APTD's

- Study, study, study
- Carve out time every week
- Take practice tests
- Live or digital study group
- Go beyond formal learning system
- Consider a prep course
- Study group guide in Learning System

Questions?

- Chat out your questions for the panelists
- Please indicate if it is for a specific panelist or a question for the panel in general

Are You Ready?

1

Do you meet the requirements?

2

Do you have the time to devote to preparing?

3

Do you have the resources to prepare?

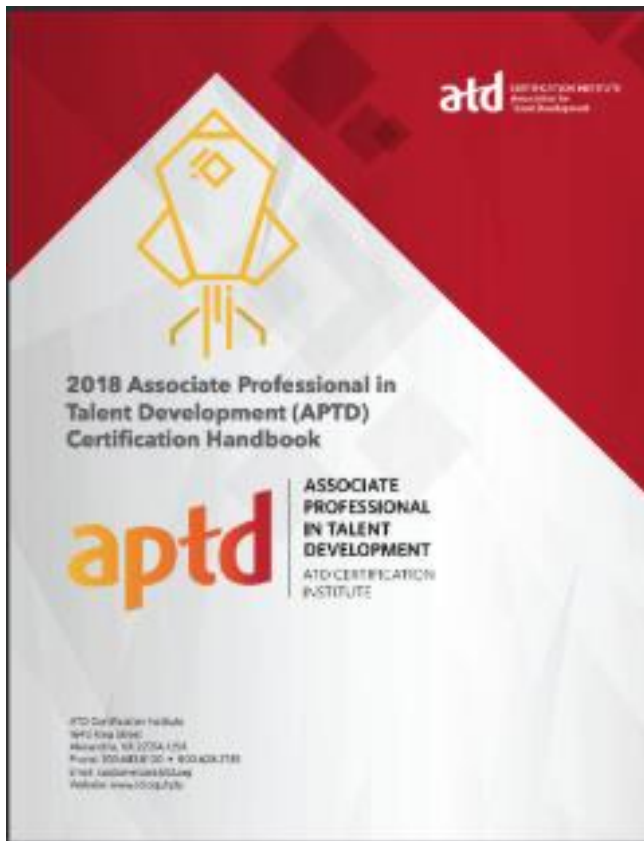
10 Steps to Certification in 2019



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																		

Next Steps?



APTD Handbook

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

Download a FREE copy of the Handbook

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



APTD: www.linkedin.com/groups/8660635





Explore our Website: td.org/aptd

Email our Team: Certification@td.org

Give us a call!



Sue Kaiden
703-683-7266

APTD & CPLP by the numbers

The first **Associate Professional in Talent Development (APTD)** credentials were conveyed in December 2017.

The **Certified Professional in Learning and Performance (CPLP)** program began in 2006 and since that year, over 2800 CPLP credentials have been earned.

APTDs and CPLPs come from all walks of life-
wherever there is a need for talent to be developed

Medicine



Gov't/Military



Higher Ed



Technology



Banking/Finance

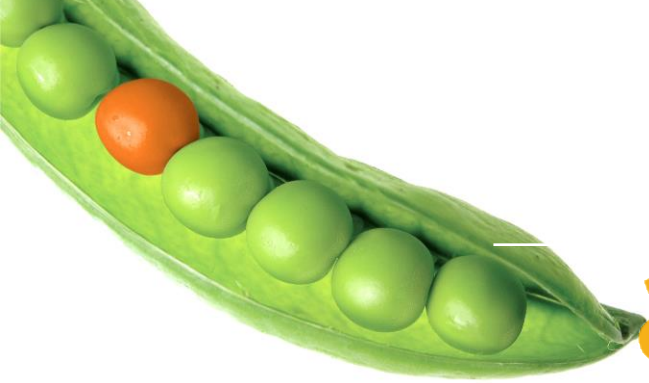


Non-Profit



Differences between a Certificate and a Certification

	Certificate	Certification
Eligibility	Usually no eligibility requirements	Industry standards mandate some kind of eligibility requirements
How Achieved	Sometimes awarded at the end of a specific class or course to recognize completion	Awarded after passing an assessment to recognize competence
Recertification	Usually no upkeep needed; once you earn a certificate, you're done	Continuing professional development is required to maintain the certification
Examples	ATD Masters & Certificate Programs; university-awarded certificates	APTD, CPLP, PMP, SPHR



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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 - ID, TD, LT (Also ELI and Global Mindset)	All 10 AOEs + 1 Foundational Competency
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