What Are Employers Looking For? Certification Matters!

CERTIFICATION INSTITUTE
Association for Talent Development
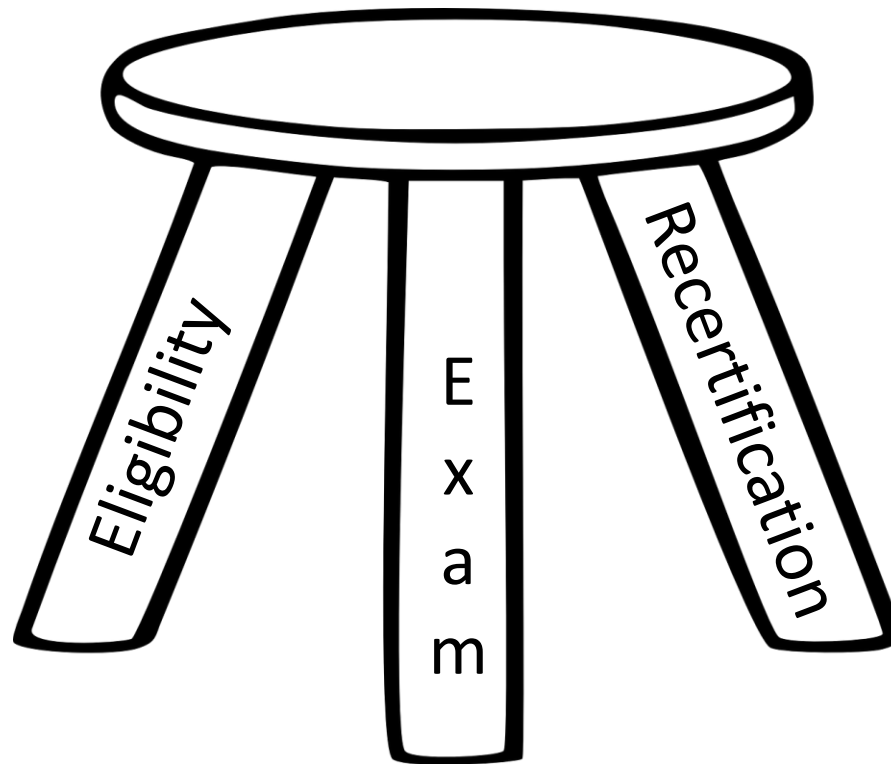
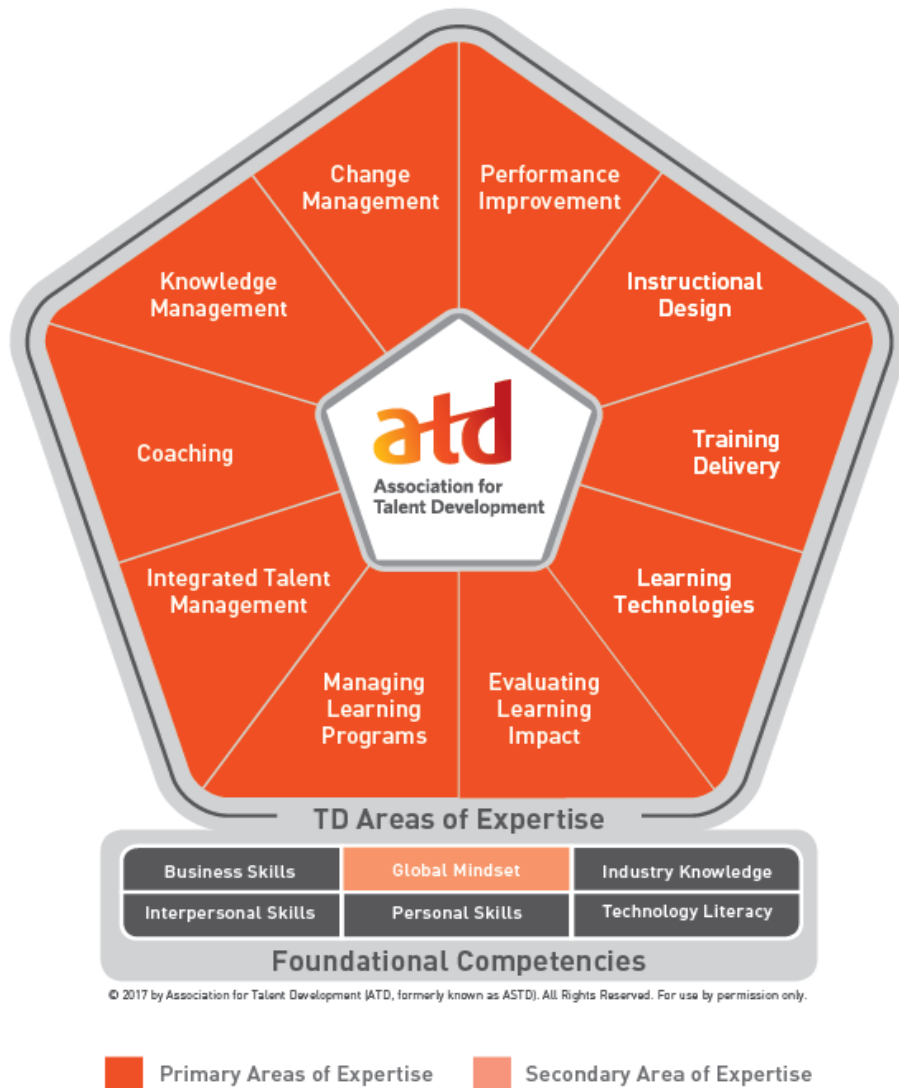*Elevating the Talent Development Profession*

Today's Agenda

- Certification Basics
- What are employers looking for?
- Skills that are lacking
- Value of certification
- Company support & recognition
- Building a business case
- Advice for certification candidates
- Q&A

Understanding Certification: 3 Legs of the Certification Stool

The ATD Competency Model

TD Areas of Expertise (pentagon diagram):

- Change Management
- Performance Improvement
- Knowledge Management
- Instructional Design
- Coaching
- Training Delivery
- Integrated Talent Management
- Learning Technologies
- Managing Learning Programs
- Evaluating Learning Impact

Center: atd — Association for Talent Development

Foundational Competencies

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

■ Primary Areas of Expertise　　■ Secondary Area of Expertise

ATD CI credentials are based on the ATD Competency Model
www.td.org/compmodel

- 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 Credentials

aptd — ASSOCIATE PROFESSIONAL IN TALENT DEVELOPMENT — ATD CERTIFICATION INSTITUTE

CPLP® — 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 roles and aspirations are focused on a few areas of expertise.

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.

❑ 50% of your time in talent development activities

❑ At least 3 years of experience

❑ 3 primary areas of expertise: Instructional Design, Training Delivery, Learning Technologies

❑ One Knowledge Exam

❑ 100% of your time in talent development activities

❑ 5+ years of related education/experience

❑ 10 areas of expertise: Instructional Design, Training Delivery, Learning Technologies, Evaluating Learning, Managing Learning Programs, Talent Management, Coaching, Knowledge Management, Change Management, Performance Improvement

❑ 2 exams – Knowledge & Skills Application Exam

Meet Our Panelists

- Richard Cordrey
- Joe Dusing
- Cathy Schaefer

What are Employers Looking For?

- Business acumen & leadership
- Curiosity, critical thinking, self awareness
- Variety of skill sets
- Knowledge & ability to put into practice
  - Needs assessment
  - Evaluation
  - Knowledge management
  - ISD
  - Facilitation

What's Missing?

- Blend of business and L&D skills
- Understand the business
- Link TD to business outcomes
- Accidental trainers
- Multi-skilled
- Flexibility & adaptability
- Prefer certification

Value to Organization

Baseline of knowledge

Validation of methods

Credibility & awareness

Professionalism of team

Ability to meet varied needs

Value to Individuals

Reignited self-development

Evidence of knowledge

Filled skill gaps

Built confidence

Improved marketability

Company Support & Recognition

- Opportunity to grow internal team
- Build consistency & common language
- Commitment to future development
- Fill knowledge gaps
- Provide financial support
- Special projects for recertification
- Study and prepare together

Building a Business Case

- Focus on organizational strategy
- TD → vision
- Knowledge & skills → objectives
- Areas of expertise most valued
- Link to current projects & needs
- Long term development plans
- Recruitment tool

Should I Pursue a Certification?

- Does it support your goals?
- Are you interested in the content?
- Demonstrates level of rigor
- Commitment to your professional development
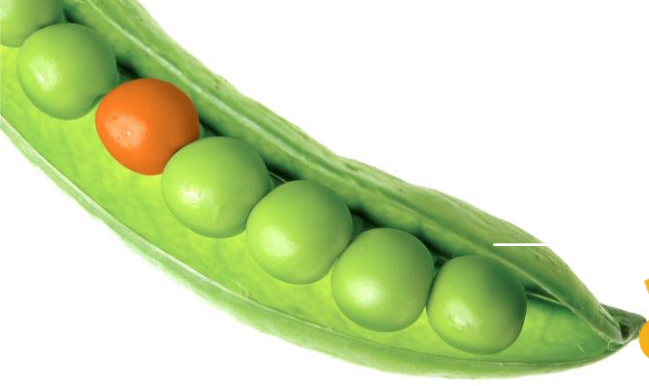- Consider investing in yourself

Questions for Panelists?

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

Competency Model Changes

- Competency model updates this year
- Changes will be announced in early 2020
- Exams in 2019 and first half 2020 will not be affected by the changes
- Exams for new model expected mid-2020

	aptd ASSOCIATE PROFESSIONAL IN TALENT DEVELOPMENT ATD CERTIFICATION INSTITUTE	**CPLP®** 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

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

atd

CPLP Exams

Knowledge Exam Registration Deadline	2019 & Early 2020* Testing Windows
November 6, 2019	December 4-20, 2019
December 8, 2019	January 8-29, 2020
February 4, 2020	March 4-25, 2020
April 6, 2020	May 6-27, 2020

Skills Application Exam Registration Deadline	2019 & Early 2020* Testing Windows
September 25, 2019	November 6-26, 2019
January 5, 2020	February 5-26, 2020
March 1, 2020	April 1-22, 2020
May 3, 2020	June 3-24, 2020

*Registration for 2020 windows not yet open

APTD Exams

APTD Exam Registration Deadline	2019 & Early 2020* Testing Windows
November 29, 2019	November 6- December 20, 2019
January 5, 2020	February 5-26, 2020
March 1, 2020	April 1-22, 2020
May 3, 2020	June 3-24, 2020

*Registration for 2020 windows not yet open

Resources

- [Active candidates page](#)
- Practice Test: www.td.org/skilltracker
- APTD: www.linkedin.com/groups/8660635
- CPLP: www.linkedin.com/groups/8664160
- ATD Learning System
  - **[APTD Edition](#)**
  - **[CPLP Edition](#)**

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: https://www.td.org/aptd

CPLP: https://www.td.org/cplp

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