ATD Certification and New Talent Development Capability Model™

Building **Personal** Capability

Impacting **Organizational** Capability

Developing **Professional** Capability

atd Association for Talent Development

Agenda and Presenters

| Time (IST) 05:30 P.M. – 07:00 P.M.	Agenda
05.30 p.m. – 06.00 p.m	Topic: ATD's New Capability Model Speaker: Wei Wang CPTD, Senior Director, ATD Global, ATD
06.00 p.m. – 06.05 p.m.	Q&A from attendees
06.05 p.m. – 06.30 p.m.	Topic: ATD Professional Certification Programs Speaker: Morgean Hirt, Director of Credentialing, ATD
06.30 p.m. – 06.35 p.m.	Q&A from attendees
06.35 p.m. – 06.50 p.m.	Topic: Personal experience and journey of becoming a CPTD professional: Opportunities and benefits Speaker: Seema Menon, CPTD, ATD Master Facilitator
06.50 p.m. – 07.00 p.m.	Q&A from attendees
07.00 p.m.	Conclusion

Wei Wang, CPTD
Senior Director,
ATD Global, ATD
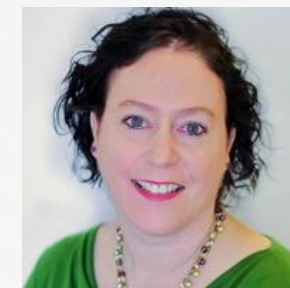
Morgean Hirt
Director of
Credentialing
ATD

Seema Menon
CPTD, ATD Master
Facilitator

atd Association for Talent Development

About ATD

- Largest global association for talent development professionals

- More than 36,000 members in over 120 countries

- Our members and customers include talent development managers, trainers, instructional designers, performance consultants, frontline managers, workplace learning professionals, and more.
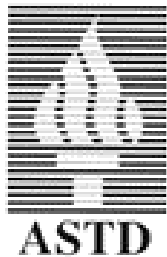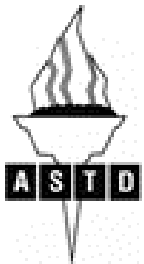
ATD Offerings

ATD Talent Development Capability Model™

Association for Talent Development

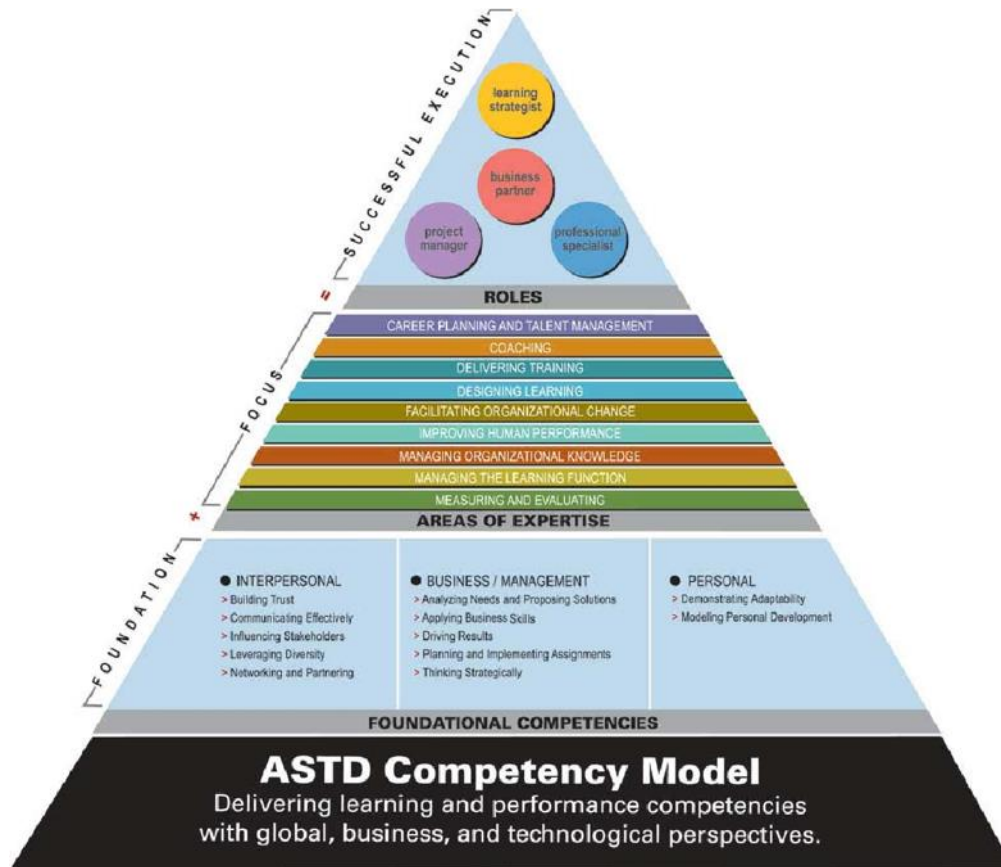ATD Competency Research

Certified **3,000+** professionals

Trained **100,000+** learners through our competency-based education courses

Since 1978, nine competency studies have been conducted

ATD Competency Studies
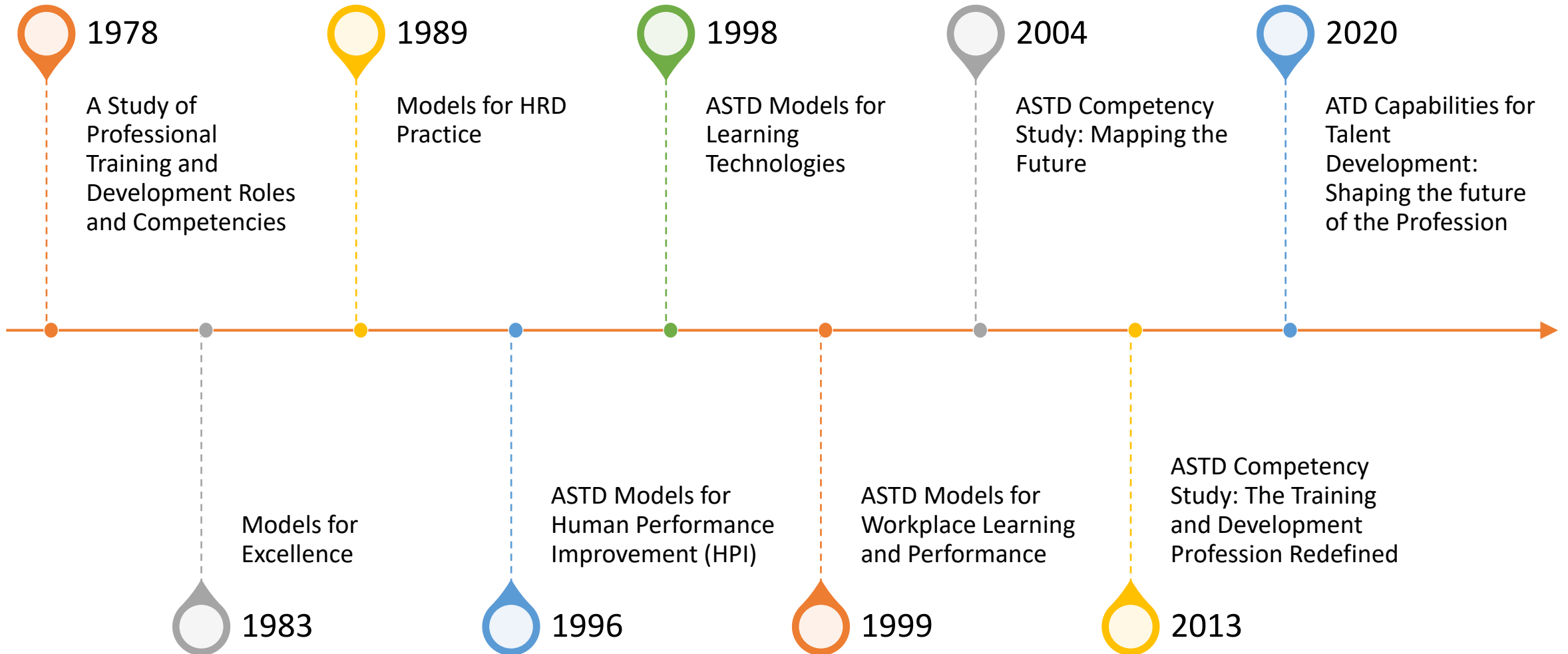
ATD Previous Competency Studies

2004

2013

WHY NOW

Top Industry Trends Identified in the Study

1. Digital Transformation
Advances occurring rapidly; new technologies offer new paradigms for learning

2. Data Analytics
Need to capture, organize, and leverage analytics to actionable talent strategies

3. Information Availability
Learners are driving their own learning agenda; cognitive science changing our understanding of learning; need to guide and critically analyze information

4. Learner-Centric
Need to create processes and systems to support formal and informal lifelong learning for competitive advantage
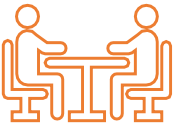
5. Business Partnership
Need to collaborate with business leaders in organization to convey value of learning and how it supports organizational strategy and competitive advantage

6. Foundational skills
Importance of interpersonal skills that are needed for partnering across the organization, communicating business advantages, and advocating for how talent development practices can help achieve organizational goals

More Than 3,000 Professionals Contributed to the Research

75 countries

3,000+ survey responses

23% are from outside of the U.S.

13 industry leaders as advisory group

12 representatives in Task Force

Chapter leaders, NAC, and many SMEs

ATD Talent Development Capability Model™

The new Talent Development Capability Model is a framework to guide the talent development profession in what practitioners need to know and do to develop themselves, others, and their organizations.

What should you **know** and **do** to be successful **now** and in the **future** in global environment?

From Competency to Capability

Competency

- Having the knowledge and skills necessary to perform a **current** job

- One element of capabilities

Capability

- Flexible and adaptable to meet **future** needs

- The integration of knowledge, skills, and personal qualities used effectively and appropriately in response to varied, familiar, and unfamiliar circumstances

(Nagarajan and Pabhu 2015)

ATD Talent Development Capability Model™
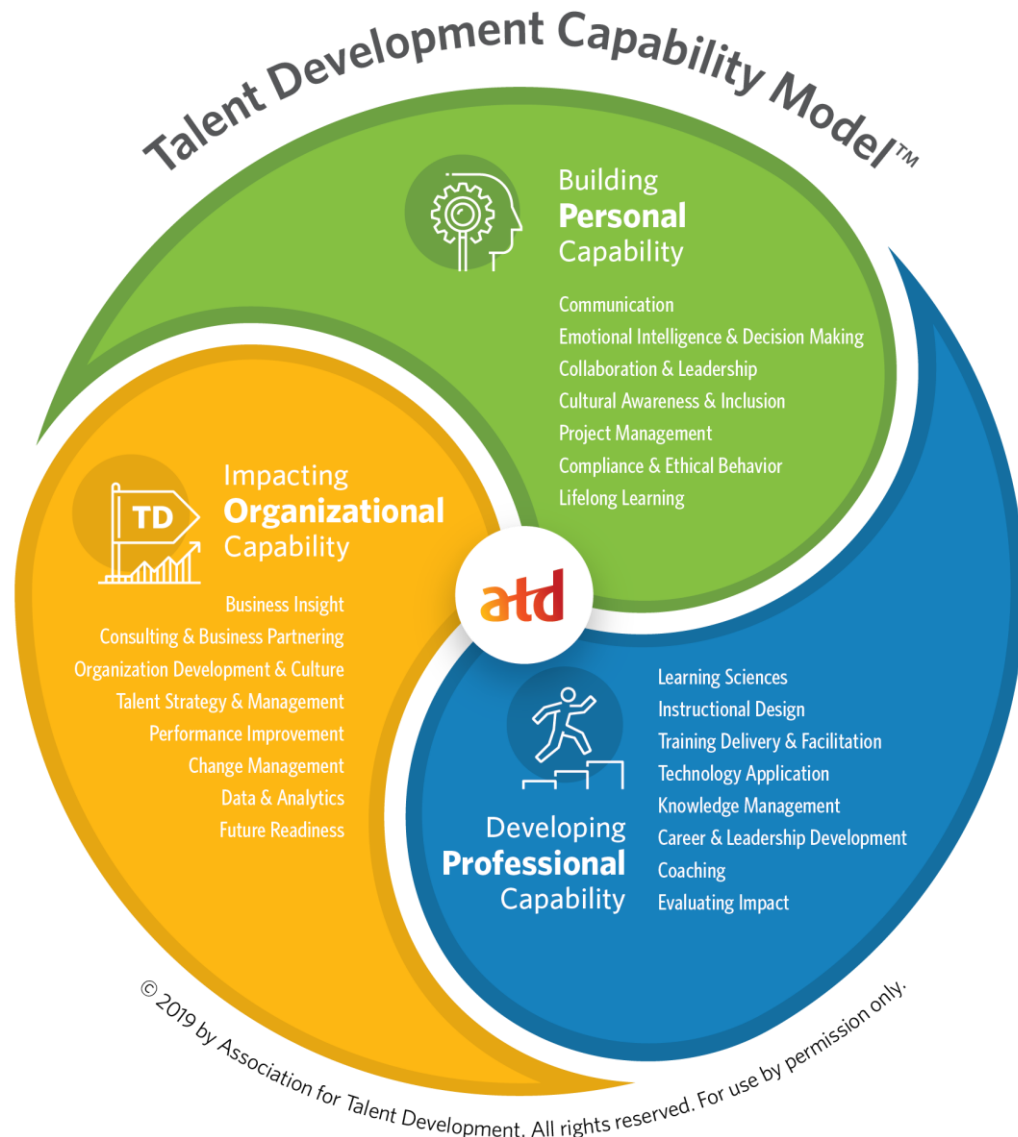
3 domains of practice

23 **capabilities**

188 knowledge and skill statements

Research showed talent development professionals need to blend knowledge and skills from these three domains to be most effective.
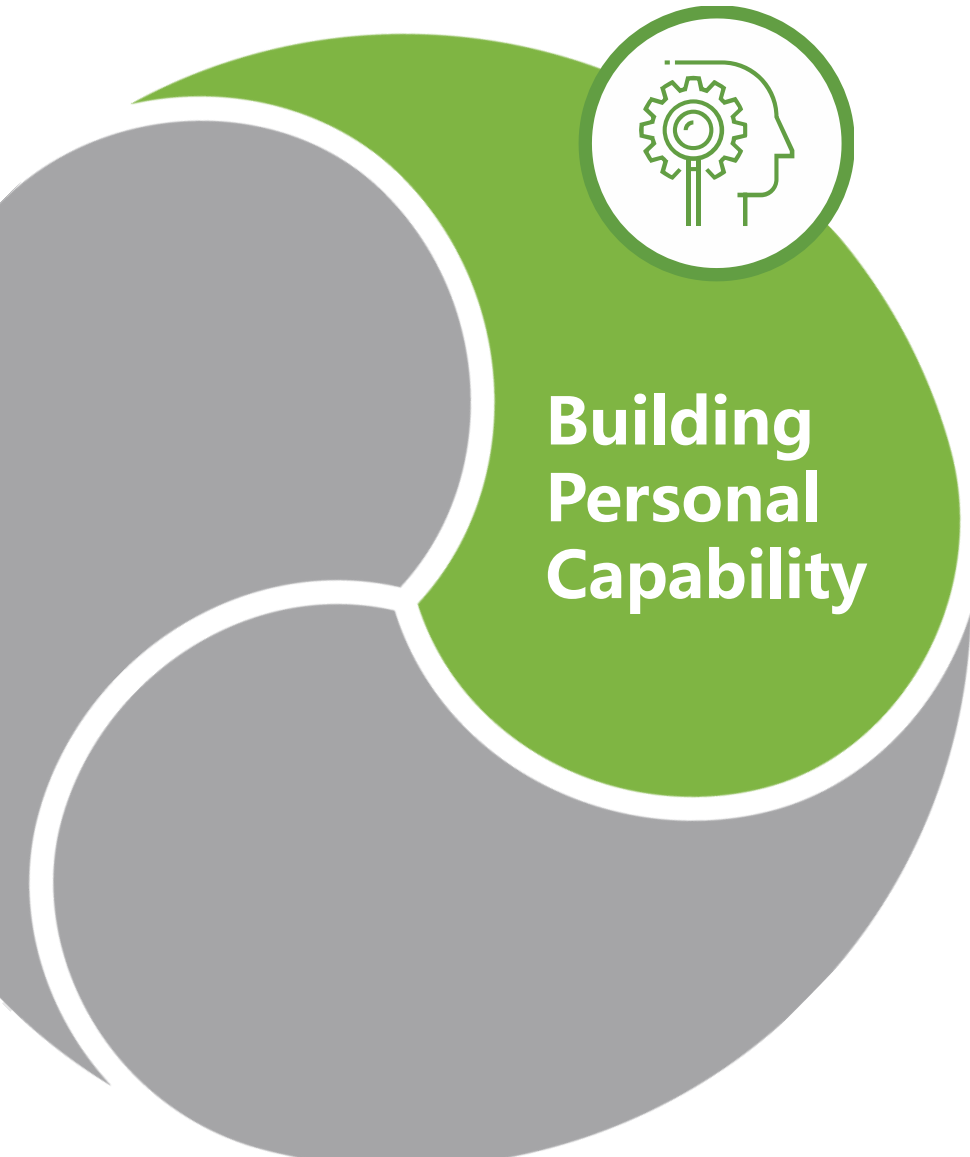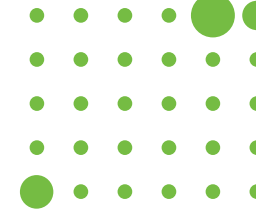
Building **Personal** Capability

This domain of practice embodies the foundational or enabling of abilities that all working professionals should possess to be effective in the business world.

These largely interpersonal skills, often called soft skills, are needed to build effective organizational or team culture, trust, and engagement.

Building Personal Capability

Lifelong Learning

Project Management

Emotional Intelligence & Decision Making

Cultural Awareness & Inclusion

Compliance & Ethical Behavior

Communication

Collaboration & Leadership

Building PERSONAL Capability

Poll

What are the most important personal capabilities for you?

(please select the top 3)
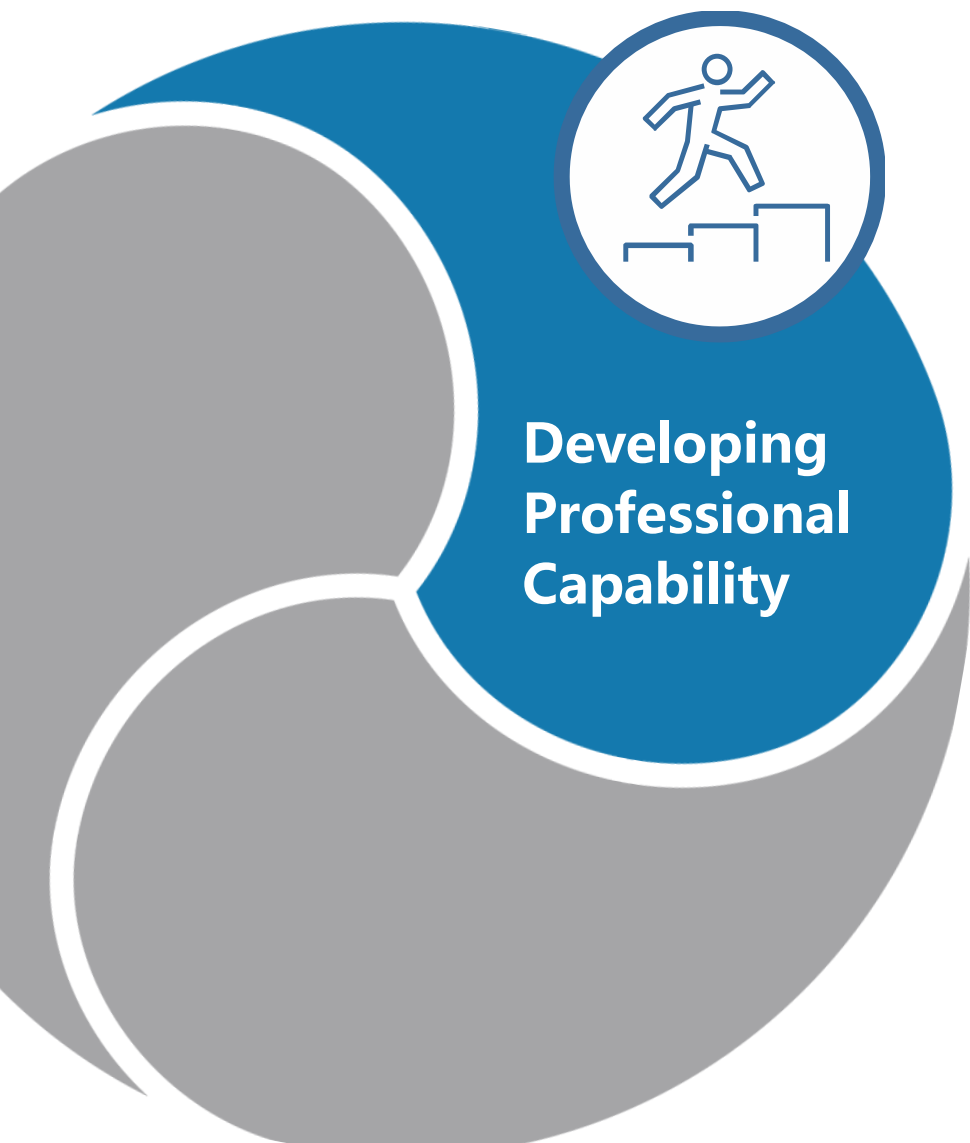
Developing **Professional** Capability

This domain of practice embodies the knowledge and skills that talent development professionals should possess to be effective in their roles of creating the processes, systems, and frameworks that foster learning, maximize individual performance, and develop the capacity and potential of employees

Developing PROFESSIONAL Capability
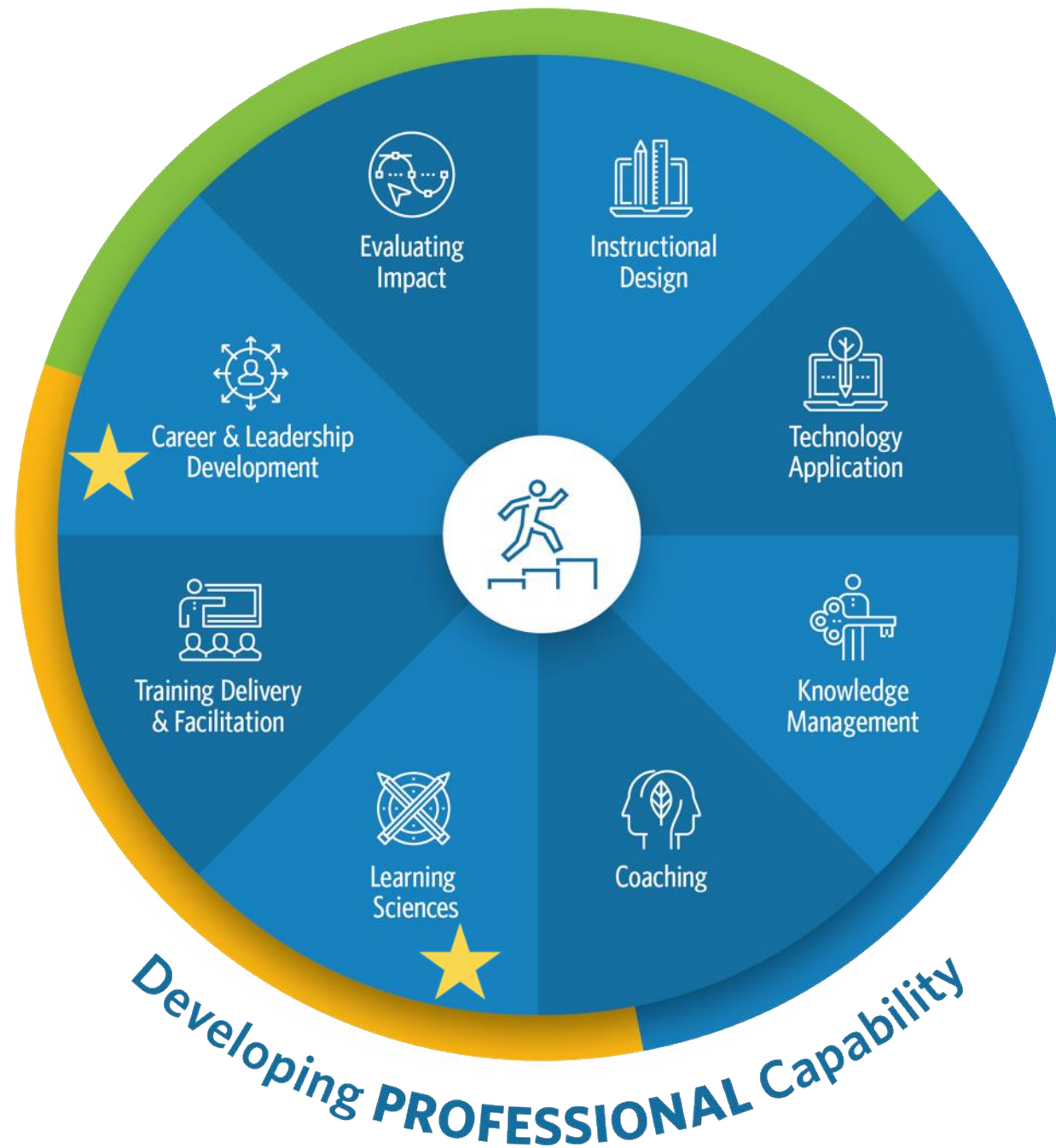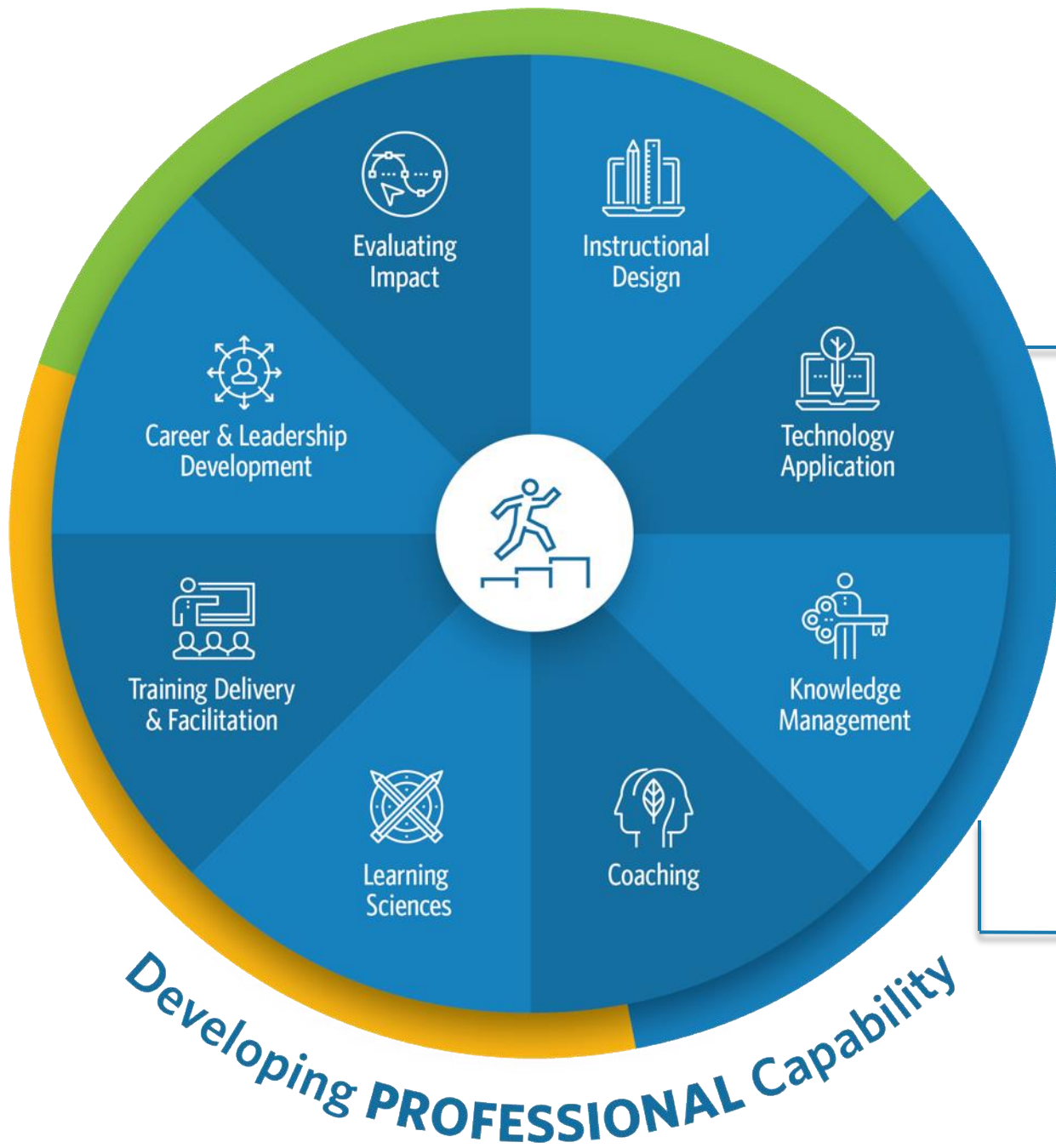
Poll

In the next 6 months, what professional capabilities will your organization focus on? (please select the top 3)

Developing PROFESSIONAL Capability

Evaluating Impact

Instructional Design

Career & Leadership Development

Technology Application

Training Delivery & Facilitation

Knowledge Management

Learning Sciences

Coaching

Impacting **Organizational** Capability

Impacting Organizational Capability

This domain of practice embodies the knowledge, skills, and abilities needed by professionals to ensure talent development is a primary mechanism driving organizational performance, productivity, and operational results.

Performance Improvement

Change Management

Consulting & Business Partnering

Organizational Development & Culture

TD

Business Insight

Talent Strategy & Management

Data & Analytics

Future Readiness

Impacting ORGANIZATIONAL Capability

Poll

In the next six months, which organizational capabilities will your organization focus on? (please select the top 3)

How can an Individual apply the model?

- Assess their current knowledge and skills against what they need to succeed in the future

- Use it to determine possible career path

- Pursue Capability Model Based Credential!

Any questions on ATD's New Capability Model?

Wei Wang, CPTD
Senior Director,
ATD Global, ATD

atd Association for Talent Development

ATD Professional Certification Programs -
What Are They and Why Should You Consider One?

Certification = assessment of ability to apply professional knowledge and skills against an established standard

ATD established a ***new global standard*** for talent development with the Talent Development Capability Model

ATD Certification programs are grounded in the Talent Development Capability Model

This is ***not*** a training program designed to transfer knowledge or skill – although you may learn a few things while preparing

What Is a Professional Certification Program?

ATD CI Certification Has Several Steps

Eligibility

- Years of experience in talent development
- Professional development

Current Resume

Application

Agree to Uphold Code of Ethics

Payment

Standardized Exam

Recertification Every 3 Years

Associate Professional in Talent Development

- **Three (3)** years of experience in talent development

- **28 hours** of professional development

- 115 multiple-choice questions

- 2 hours to test

- Focuses primarily on the *foundational knowledge* required to be successful in talent development

Exam Covers a Subset of Knowledge from Capability Model

- **Personal Capabilities – 20%**
- **Professional Capabilities – 50%**
- **Organizational Capabilities – 30%**

- Review the Test Content Outline

Associate Professional in Talent Development

Certified Professional in Talent Development*

- **Five (5)** years of experience in talent development

- **60 hours** of professional development

- 150 multiple-choice questions

- 3hours to test

- Focuses primarily on *critical thinking and professional judgement* applied in on-the-job situations

* formerly the CPLP – Certified Professional in Learning and Performance

Certified Professional in Talent Development

Exam Covers a Subset of Knowledge from Capability Model

- **Personal Capabilities – 20%**
- **Professional Capabilities – 45%**
- **Organizational Capabilities – 35%**

- Review the Test Content Outline

How to Test

Available all over the world at PearsonVue testing centers (www.home.pearsonvue.com/atd)

ATPD exams: July, September, November 2020

CPTD exams: August – September & mid-November – December 2020

Applications due at least 30 days before testing begins

Years of Experience

Working with ***adults***, performing talent development activities as described in the Developing Professional Capability and/or Impacting Organizational Capability domains of the Talent Development Capability Model

Reported Activities Must Be:

- Formal + Informal Learning Accepted
- Trackable and reportable
- Focused on Professional and Organizational Capabilities
- Greater than 30 minutes in length
- Acquired within the last 3 years for APTD or 5 years for CPTD

Examples of Commercially Available Providers

Professional Development

Reasons for EARNING ATD CI Credential

Indicates professional growth

Validates job-specific competency

Job mobility/ marketability of my skills

Supports and promotes professional standards

Boosts confidence for job performance

survey respondents who feel having an ATD CI credential has helped them keep pace with industry.

84%

Preparing for Certification – Everyone Needs Their Own Plan

Read the **APTD** or **CPTD Certification Handbook**

- Do the Gap Analysis
- Review the Test Content Outline
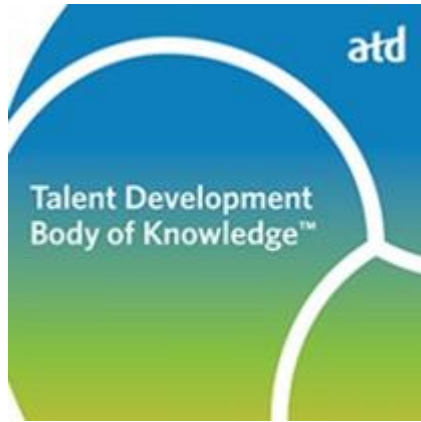- Suggested Reading List
- Sample Questions

Make a **Study Plan**

- Think about how you learn best
- Consider your options (time, finances, etc.)
- *Estimated* 40-80 hours prep time

Use the **Study Planning Guide**

- Create a specific plan for your preparation

ATD Education Prep Resources

Talent Development Body of Knowledge

One resource for talent development professionals no matter where they are in their career

OnDemand Prep Courses have been updated to reflect the new content and a new platform

On demand adaptive delivery with access to content covered on the exams

Added features like access to a SME to ask questions puzzling you & full-length practice test

Any questions on ATD Professional Certification Programs?

Morgean Hirt
Director of Credentialing
ATD

atd | Association for Talent Development

Seema Nagrath Menon

CPTD®, COTU

International Speaker, ATD Expert Master Facilitator, Marshall Goldsmith Certified Coach and Senior Learning & Development Specialist

CALM
worldwide

Center for Action in Learning Management

Seema Nagrath Menon
CPTD®

Managing Director

United Arab Emirates
Phone: +971 56 180 30 40
seema.menon@thecalm.co
www.calmworldwide.org

My Story - *Why did I Choose CPTD?*

Validation from a respected & recognised global certification body like ATD

Credibility - help me stand out in a competitive job market

Gold Standard - being one of the best in my profession

Exposure & Application of area's of expertise in TD that I was not familiar with

Understand the best practices for my work

Life long learner

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Morgean Hirt

Director of Credentialing

ATD

Seema Menon
CPTD, ATD Master
Facilitator

Q&A Session!

Association for Talent Development

ATD Resources

- Talent Development Capability Model www.td.org/capabilitymodel

- ATD CI Certification Programs www.td.org/certification

- ATD Education Catalog https://www.td.org/education-courses/digital-catalog

- ATD Membership https://www.td.org/join-atd