Starting & Supporting a Certification Study Group

April 22, 2021

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CERTIFICATION
INSTITUTE

AGENDA

- Certification Overview
- Study group basics
- Panel
- Q&A
- Resources
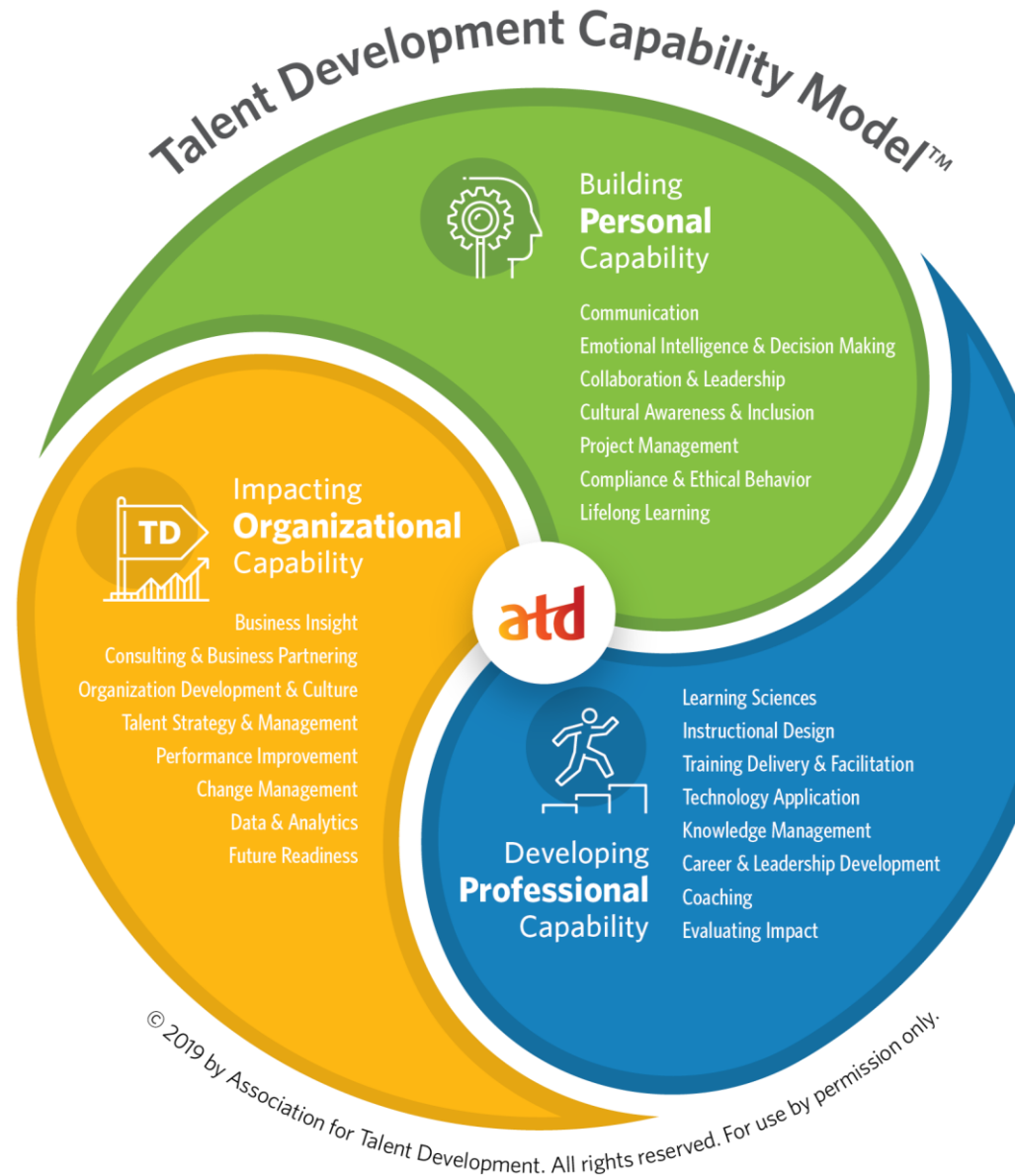
Professional Certification

Recertification

Exam

Eligibility

Certifications Grounded in Research

- Tied directly to the [Talent Development Capability Model](#)

- Exam Content developed by analyzing responses from target audience

- Exams cover a subset of knowledge and skills in capability model

Talent Development Capability Model™

Building Personal Capability
- Communication
- Emotional Intelligence & Decision Making
- Collaboration & Leadership
- Cultural Awareness & Inclusion
- Project Management
- Compliance & Ethical Behavior
- Lifelong Learning

Impacting Organizational Capability
- Business Insight
- Consulting & Business Partnering
- Organization Development & Culture
- Talent Strategy & Management
- Performance Improvement
- Change Management
- Data & Analytics
- Future Readiness

Developing Professional Capability
- Learning Sciences
- Instructional Design
- Training Delivery & Facilitation
- Technology Application
- Knowledge Management
- Career & Leadership Development
- Coaching
- Evaluating Impact

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ATD CI Certifications

Associate Professional in Talent Development (APTD)	Certified Professional in Talent Development (CPTD)
• 3 years of experience plus 28 hrs professional development • Focused on knowledge needed at 3-year mark • Focus on foundational knowledge	• 5+ years of experience plus 60 hrs professional development • Focused on application and decision making • Deeper focus on organizational capabilities

Study Group Basics

- Structure
- Format
- Size
- Length of meetings
- Timing
- Use of SMEs

Panelists

- **Lisa Garcia, CPTD**

- **Hani Ramadan, CPTD**

- **Kevin Rufty, APTD**

- **Debbi Spranza, CPTD**

- **Noel Zykowski, CPTD**

Why start a study group?

- To address a personal or chapter need
- Existing groups at inconvenient times
- International candidates have different needs
- No study groups running at the time
- Needed accountability
- Wanted others' perspective and study suggestions
- Was participating in pilot – limited materials

Value of a Study Group

- Accountability
- Camaraderie from all going through at same time
- Learning from study group members and speakers
- Summaries, explanations, and examples presented
- Meeting folks from all over – diversity in learning
- Professional connections and synergies
- Improved understanding and chance of passing
- Relationships – have continued to meet as COP

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What was your study group format?

- Weekly meetings/every other week

- 10-12 week session

- Zoom, LinkedIn, WhatsApp, Free Conference Call, Google drive

- Meeting length: 1.5 hours, 2 hours

- Size of group 9-27+

- First hour outside speaker and one hour+ breakout groups

- Group members presented summary of capability

- Discussed planned material, study questions, case studies

- Moderators from sponsoring chapters help run the group
  - 2 current CPTD holder moderators, 1 support moderator,1 guest CPTD/APTD holder

Study Group Support

- Create a tracking system
- Access to video or audio-conferencing platform
- Time, organization and communication skills
- Support with administration of the group
- Study plan linked to target exam date
- Solicit feedback at the end of each session
- Participation from the students
- Commitment from the candidates
- Open communication to handle bumps in the road
- Be willing to try new things and pivot

Recruiting Members

- ATD helped reach out to Middle East candidates
- Chapter word of mouth and monthly newsletters
- LinkedIn, word-of-mouth, and ATD National groups
- LinkedIn, local chapter and ATD FB and LI Cert groups
- LinkedIn, word of mouth and ATD CI staff referrals

Using Outside Speakers

- Ask "graduates" of group to come back as a guest speaker

- Personal and ATD connections; partner with other chapters

- LinkedIn and personal connections

- Posted on the ATD FB cert group through local chapter

- Clear expectations to tie back to what is tested on the exam

- Have a backup in case speaker's schedule changes

- Guidelines for speakers on how to approach presentation

- Know what you need from them and familiarize them with what the candidates will be experiencing on the exam
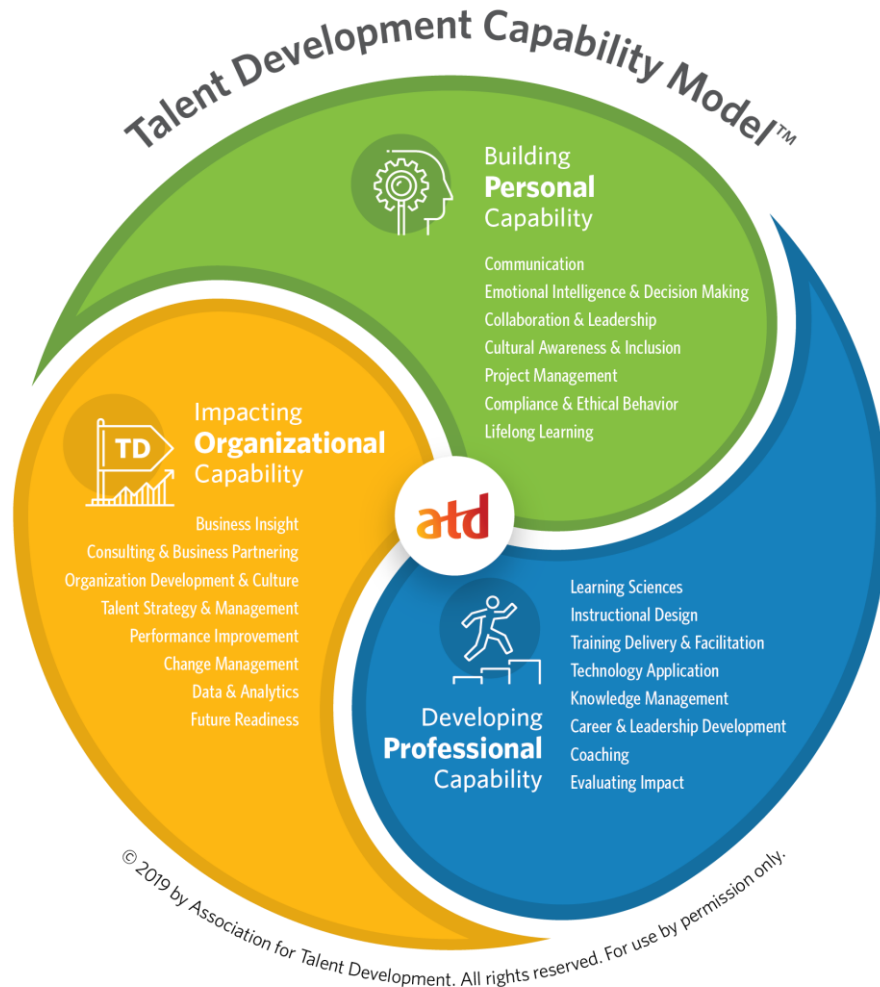
Lessons Learned

- Be the leader. If you can't find a group, make one

- Never underestimate the power of networking and the power of a group

- Standardize how you run the group and charge a modest fee

- Recruit quality speakers and prepare them to cover specific topics on the exam

- Real-world scenarios and helping people dissect the case study scenarios

- Get feedback often and make changes that will impact the group's success

- There is no one way to succeed on the exam

- Groups can operate in different ways and be successful

- Use the ATD resources and stay in touch with the ATD CI team

- As study group moderators, we do not teach the subject matter - students teach themselves with our support

Q & A

Type your questions in the chat

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Resources for Candidates

- Active candidates page
- CPTD Preparation LinkedIn Group
- APTD Preparation LinkedIn Group
- Chapter study group list
- Chapter locator
- Study Group Guide
- Study plan template
- APTD Handbook
- CPTD Handbook

Upcoming Exam Windows

CPTD Exam Registration Deadline	Upcoming Test Windows
May 1, 2021	June 2 – August 25, 2021 (July excluded)
July 2, 2021	August 4 – October 27, 2021 (September excluded)
September 5, 2021	October 6 – Dec. 22, 2021 (November Excluded)

CPTD Exam Page

APTD Exam Registration Deadline	Upcoming Test Windows
June 6, 2021	July 7 – September 22, 2021 (August excluded)
July 31, 2021	Sept. 1 – November 24, 2021 (October excluded)
October 2, 2021	Nov. 3, 2021 – Jan. 26, 2021 (December excluded)

APTD Exam Page