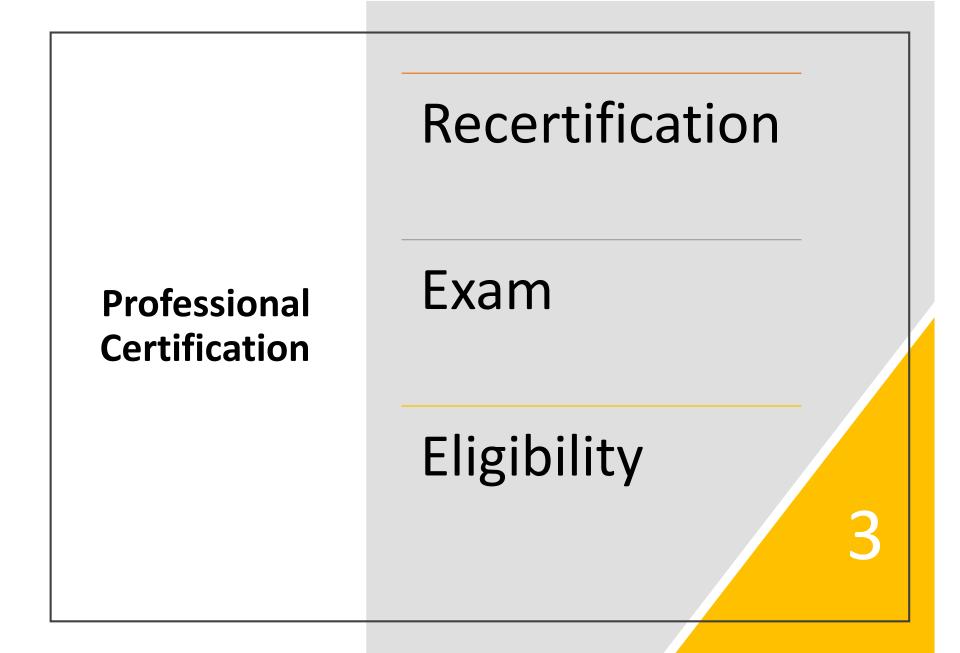
Panel: Do Employers Value Certification?

CERTIFICATION INSTITUTE

April 29, 2021

AGENDA

- Certification Overview
- Employer Perspective
- Panel
- Q&A
- Resources



Certifications Grounded in Research



- Tied directly to the <u>Talent</u> Development Capability Model
- Exam Content developed by analyzing responses from target audience
- Exams cover a subset of knowledge and skills in capability model

ATD CI Certifications

Associate Professional in Talent Development (APTD)

- 3 years of experience plus 28 hrs professional development
- Focused on knowledge needed at 3-year mark
- Focus on foundational knowledge



Certified Professional in Talent Development (CPTD)

- 5+ years of experience plus 60 hrs professional development
- Focused on application and decision making
- Deeper focus on organizational capabilities



Employer Perspective

- Assurance of knowledge level
- Industry standard
- Up to date
- Knowledge is amplified
- Common language
- Baseline of knowledge



Panelists

- Michele Berg, CPTD
- Jay Davenport
- Laura Klein Grochocki, APTD
- Laura Pasquini, CPTD

Value to Employers

- Increased expertise on TD staff --> other employees
- Engaged and enthusiastic employees
- Increased job satisfaction –higher productivity
- Validation of skills and knowledge
- Recertification \rightarrow up to date
- Common language among staff
- Higher ROI from training
- Better prioritization of business needs

Employer Perception - Hiring

- More certainty about skills and knowledge
- Shows commitment to professional growth
- Increasingly preferred or required
- Less time to get them proficient in their role
- Stand out from the crowd
- Heightens business acumen and understanding of organization as a whole

Pandemic Effect?

- Pivot during COVID required staff development → more value placed on effective talent development
- Certification provides an easy way for employers to validate expertise of remote workers
- COVD required huge demand for talent development services – increased value of team
- Financial stability and maintenance of growth expertise and effectiveness of TD team is key

Employer Support

- Supported whole TD team to get certified
- Commitment to personal development 10%
- Pay for exam fees and preparation materials
- Time to study, prepare and take exam
- Paired up team members for accountability
- Apprenticeship program
- Study/support groups

Certifying a Group

- Study and support groups
- Accountability and motivation
- Team experience and knowledge sharing
- Engage cross functional teams
- Common language and knowledge levels
- Increased credibility of the team
- Discount for groups > 5

Convincing Your Boss

- Align capability model to organizational business goals and problems
- Increased expertise in TD exponentially impacts other employees
- Value to internal and external customers
- Make a business case with financials
- Show how your new knowledge will be applied to current or upcoming project

Advice for Candidates

- Do it! It's validating and energizing
- Understanding and new knowledge gained are worth the time investment
- Figure out how you learn best
- Have a personal and professional reason
- Gain support of your boss



Resources for Employers and Candidates

- <u>Active candidates page</u>
- <u>Capability Model</u>
- <u>Content outline</u>
- <u>Study Group Guide</u>
- <u>Study plan template</u>
- <u>Study group webcast</u>
- <u>Value of certification webcast</u>
- Enterprise solutions

