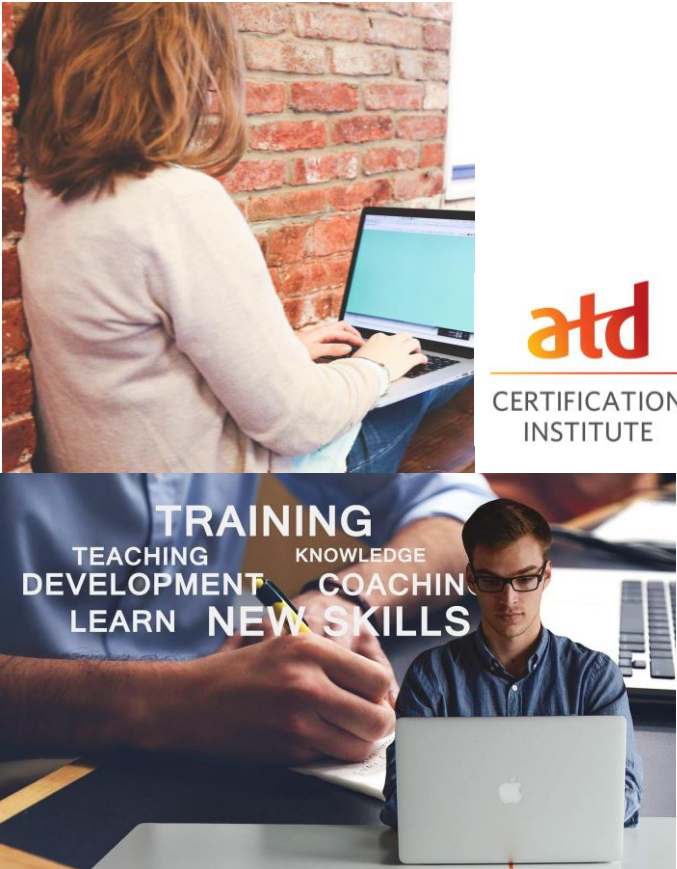


# Certification Simplified

October 6, 2022



CERTIFICATION  
INSTITUTE



# Agenda

Certification Basics

APTD Simplified

CPTD Simplified

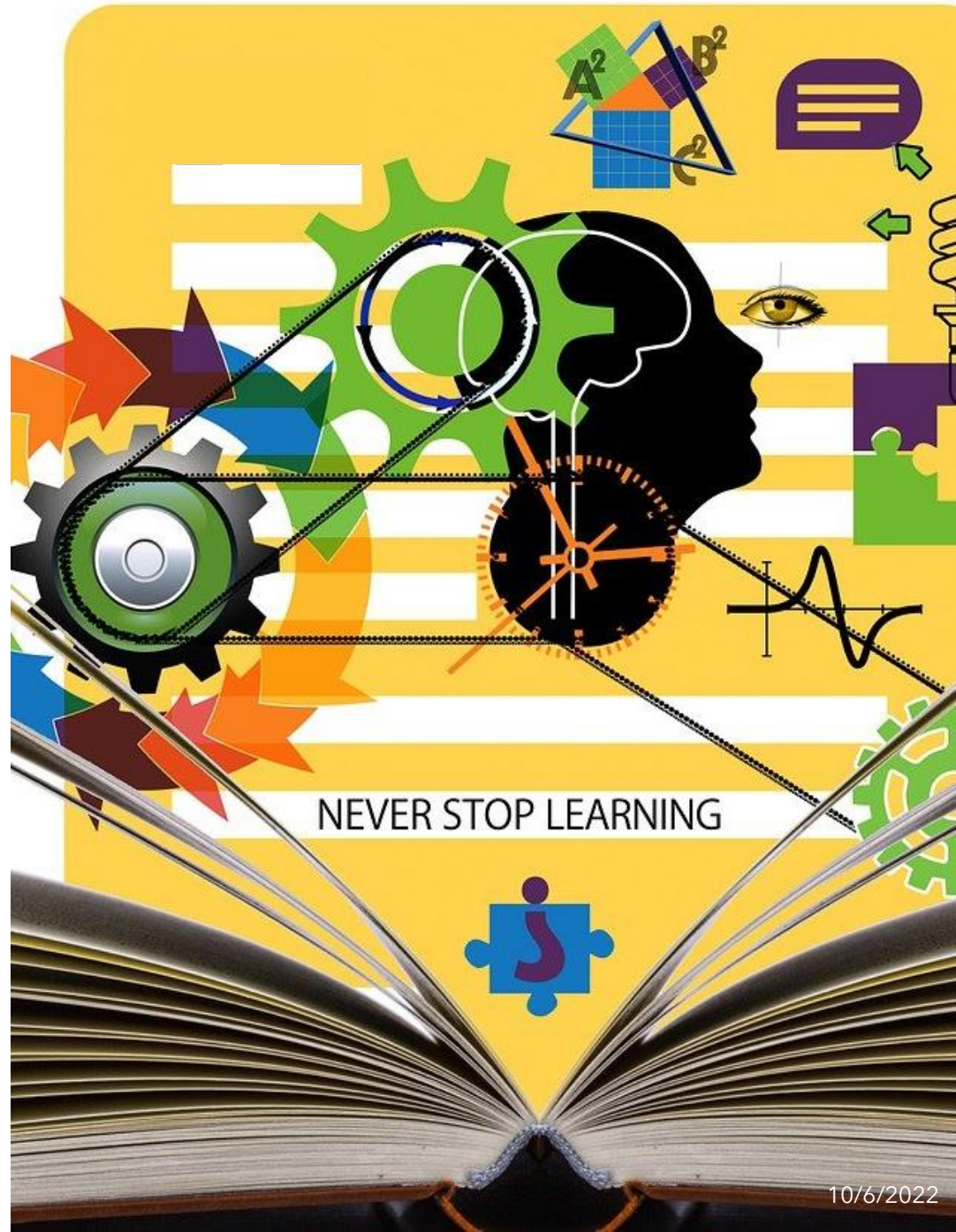
What's the Difference?

How to Start

# Certification Basics

- Professional distinction
- Based on industry standards
- Indicates commitment to lifelong learning

*It is not a course- you come into the process already having done **professional development** and with a certain amount of **work experience**.*





ASSOCIATION FOR  
TALENT DEVELOPMENT



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CERTIFICATION  
INSTITUTE

**ATD** &  
**ATD CI**

ATD is a professional organization for talent development professionals.

ATD CI was formed in 2005 under ATD as a separate entity measuring and evaluating professional standards.

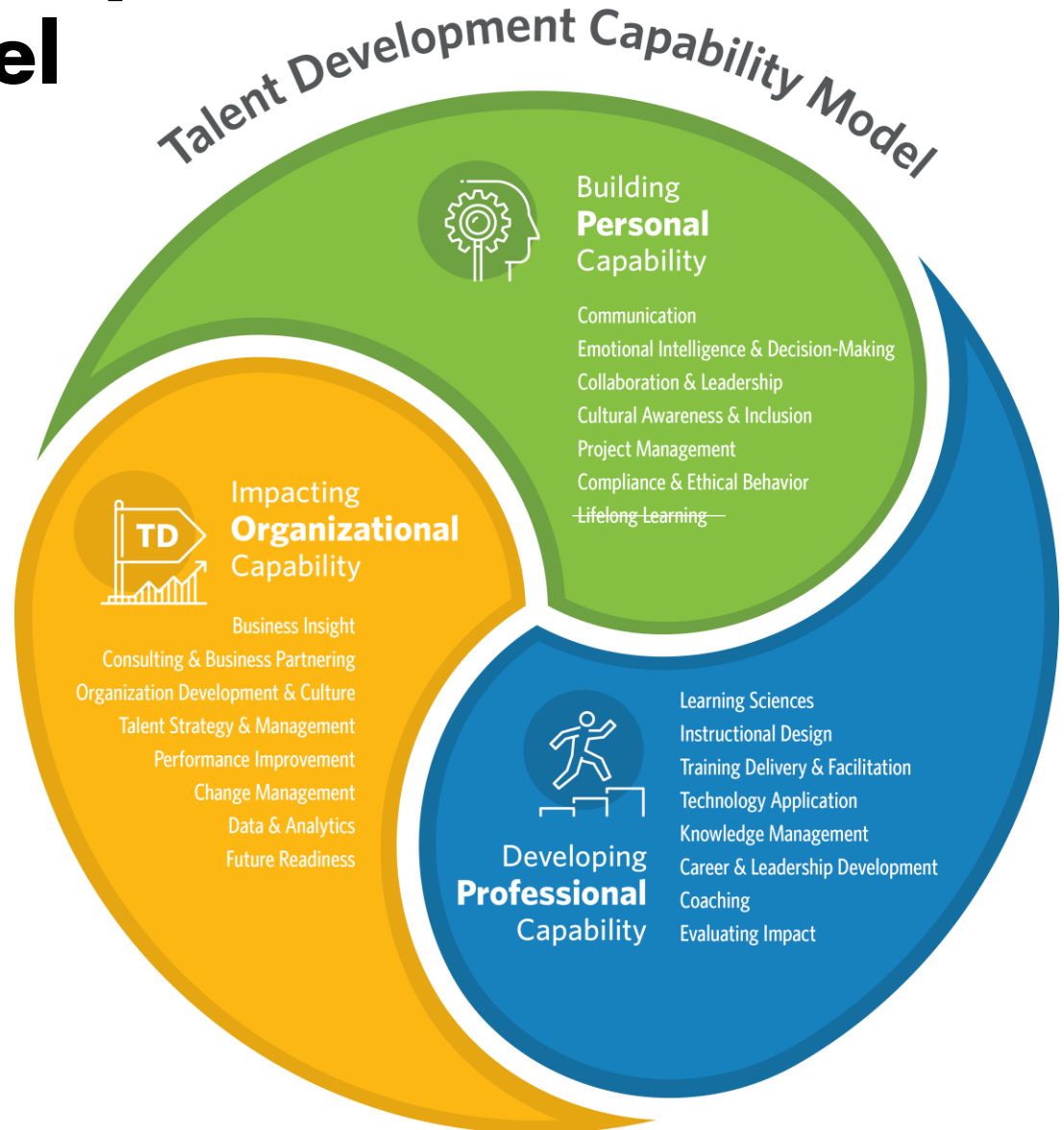
# ATD CI Certifications are based on the ATD Talent Development Capability Model

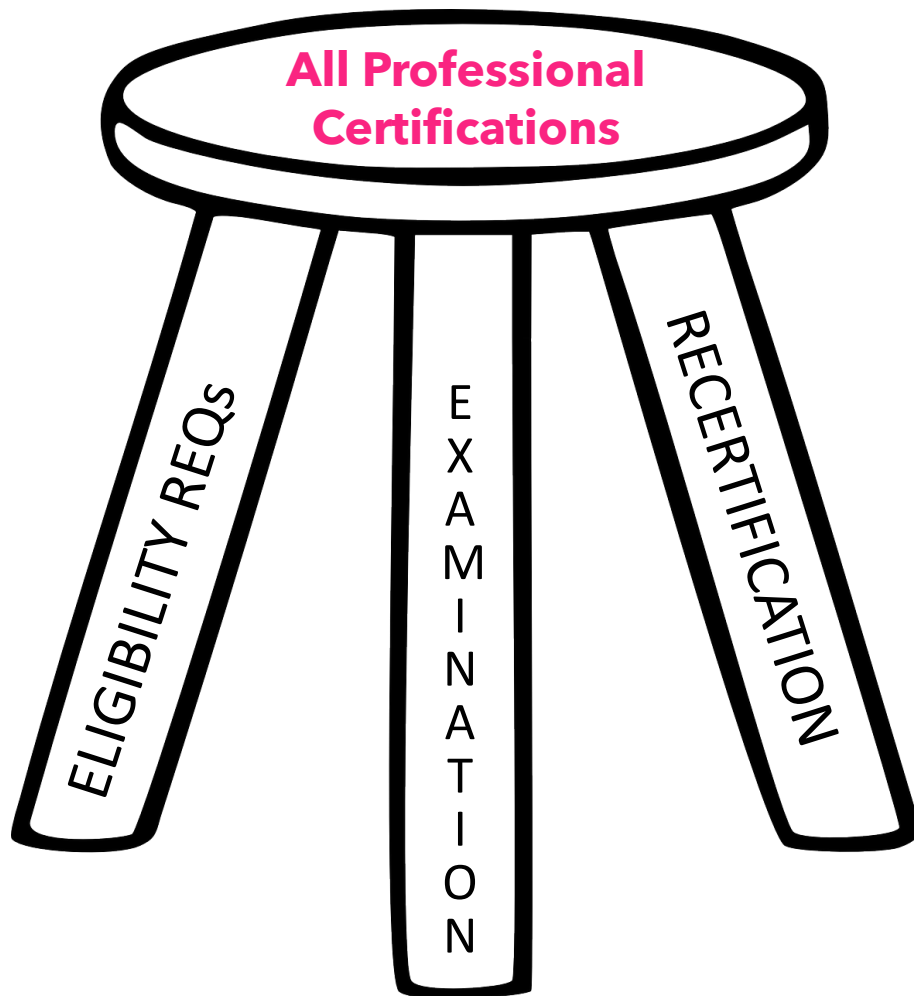
- Research-based
- Released in 2019
- Subject Matter Experts decided the content of the exams based on the years of experience.



# ATD CI Certifications are based on the ATD Talent Development Capability Model

The exams cover 22 of the  
23 capabilities seen here.





## Professional Certifications rest on the three legs of:

Eligibility Requirements (to earn)  
Examination (to earn)  
Recertification (to maintain)

College degrees and certificate programs differ greatly from certifications, but could be a good choice in your situation.



**Name:** Jo

**Education:** BS in Business

**Years in TD:** 2, but mostly in an admin role

**Wants:** Manager role working with high potential employees

**Best route:** Jo needs education & experience



**Name:** Jeff



**Name:** Sonya





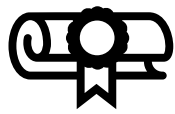
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**Name:** Jeff  
**Education:** BS in Business also has a PMP  
**Years in TD:** 7 as a ISD  
**Wants:** Manager role  
**Best route:** Jeff needs specialized knowledge in how to lead a team



**Name:** Sonya



or



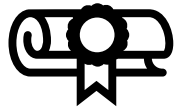
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**Name:** Sonya  
**Education:** BS in Education  
**Years in TD:** 6 as a trainer/ training manager after transitioning from K-12  
**Wants:** To strike out on her own as a consultant  
**Best route:** Sonya needs a way to differentiate herself



or



**Name:** Jo  
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**Wants:** To strike out on her own as a consultant  
**Best route:** Sonya needs a way to differentiate herself

# What earning a certification says about you

## ***You are:***

well-versed in the talent development body of knowledge

willing to challenge yourself

driven to go above and beyond

bringing current best practices to your organization

dedicated to a career in talent development

committed to lifelong learning and keeping up with changes in the field

# Top 5 Reasons for Earning an an ATD CI Certification

Indicates professional growth

Validates job-specific competency

Job mobility/marketability of my skills

Boosts confidence for job performance

Supports and promotes professional standards



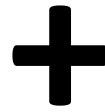
# **APTD**

## **Simplified**

# APTD Eligibility Requirements



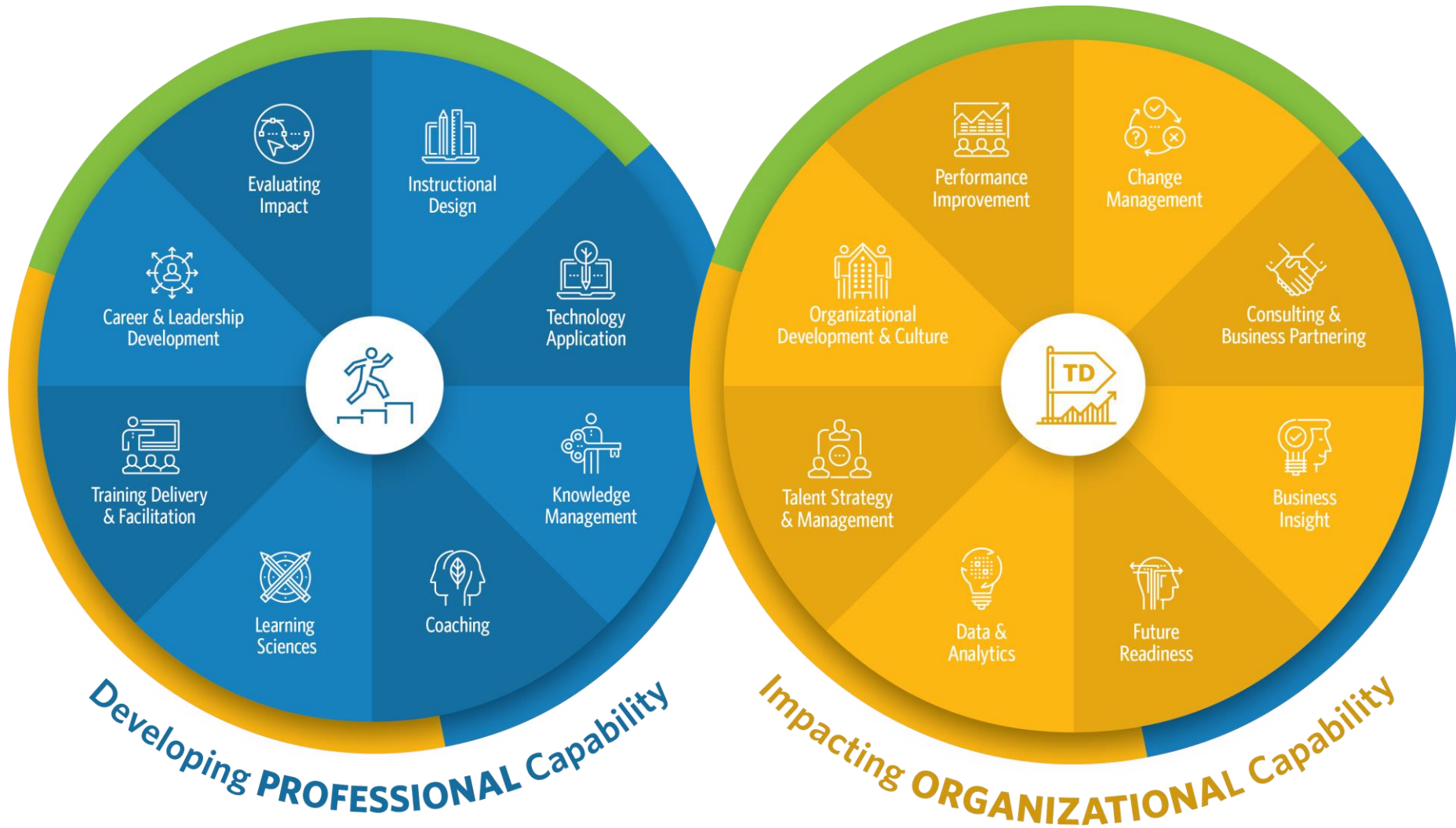
**3** Years of Work Experience



**28** Hours of Professional Development

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

Learning by taking courses, attending conferences, or watching webcasts that cover topics in the Developing Professional Capability and/or Impacting Organizational Capability domains of the Talent Development Capability Model



**A closer look at the Professional and Organizational Capabilities**



# APTD Facts and Figures

Established in 2017

Created for early-career professionals and those with a narrower job focus

2-hour exam with 115 multiple choice questions

Must score a 500 on a scale of 200-800

Currently has a 68.3% overall pass rate

Over 1000 APTD certifications have been earned.

Largest APTD population outside the US is in Saudi Arabia and China.

Certificants report that it takes between 3-6 months to prepare to test once they decide they want to pursue certification.

To recertify, you must have 45 hours of professional development every 3 years.



## Pricing

Registration Fee:     \$499 ATD Member  
                                   \$699 Non-member

*Through October 14, automatically receive 20% off when you apply and purchase the registration.*



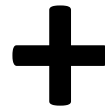
# **CPTD**

## **Simplified**

# CPTD Eligibility Requirements



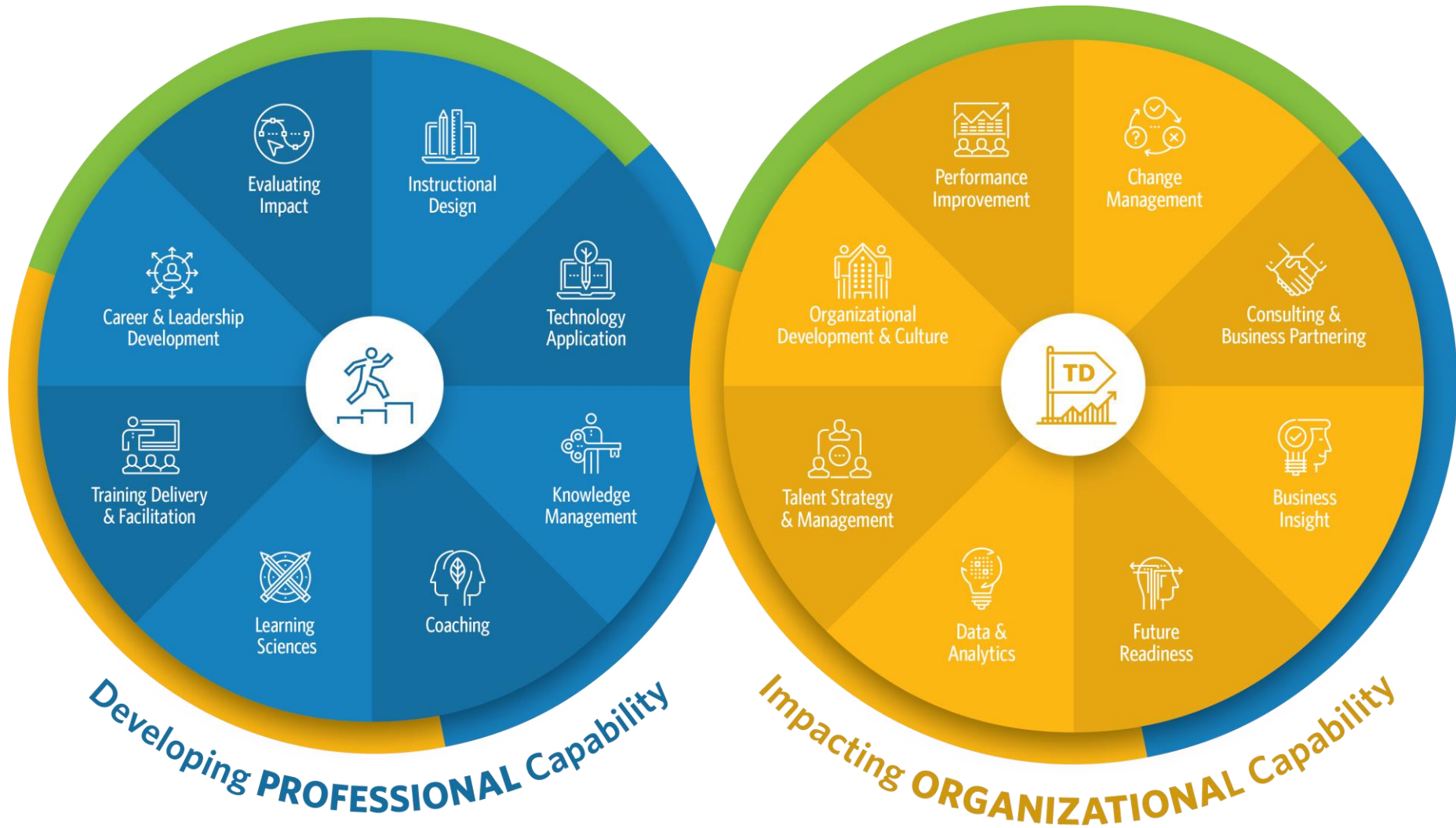
**5** Years of Work Experience



**60** Hours of Professional Development

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

Learning by taking courses, attending conferences, or watching webcasts that cover topics in the Developing Professional Capability and/or Impacting Organizational Capability domains of the Talent Development Capability Model



**A closer look at the Professional and Organizational Capabilities**

# CPTD Facts and Figures

Established in 2006

Created for TD professionals who want to lead people or distinguish themselves from others

3-hour exam with 90 multiple choice questions and 10 case management questions

Must score a 500 on a scale of 200-800

Currently has a 73.7% overall pass rate

Over 3000 APTD certifications have been earned.

CPTDs can be found on every continent except Antarctica.

Certificants report that it takes between 6-9 months to prepare to test once they decide they want to pursue certification.

To recertify, you must have 60 hours of professional development every 3 years.



## Pricing

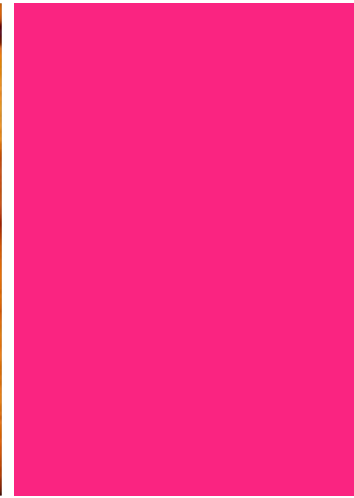
Registration Fee:     \$975 ATD Member  
                                   \$1350 Non-member

*Through October 14, automatically receive 20% off when you apply and purchase the registration.*

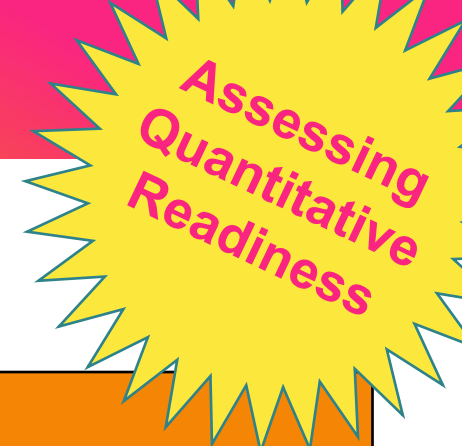
# **APTD vs. CPTD**

Comparing the two certifications must be done on several levels.



Otherwise, it's going to be like comparing oranges and apples.



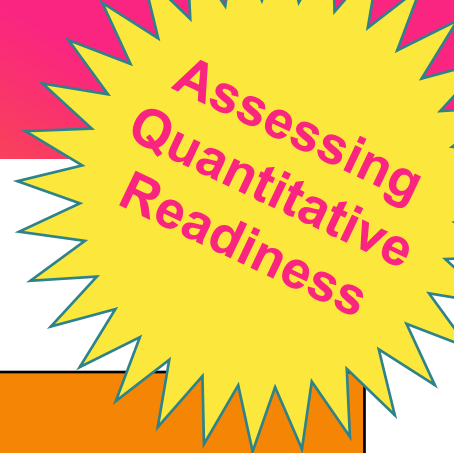





# 1. Consider Eligibility



<b>Work Experience</b> in TD working with adults	<b>Professional Development</b> Covering topics in Professional and Organizational domains	<b>Certification Path</b>
3 years (or 36 months) of work experience	28 hours of learning / education / coursework / conference sessions / webcasts	
5 years (or 60 months) of work experience	60 hours of learning / education / coursework / conference sessions / webcasts	

## 2. Consider the Content





General Bloom's Taxonomy on knowledge and skills of exam	Career Aspirations*	Certification Path
Knowledge and Application	Early in career and wanting to distinguish yourself; in a narrowly-defined role and wanting to validate knowledge and skills	
Application and Analysis	Management aspirations; having a broader role in an organization and wanting to validate knowledge and skills	

### 3. Think about timing and resources

How far out are you planning to earn the certification?	How much financial support do you have?*	Professional Support*	Certification Path
3-6+ months	\$	What study groups are available?  Is there a colleague willing to go through the process with you?	
6-9+ months	\$\$	What's going on personally and professionally?	

# Prep Courses through ATD

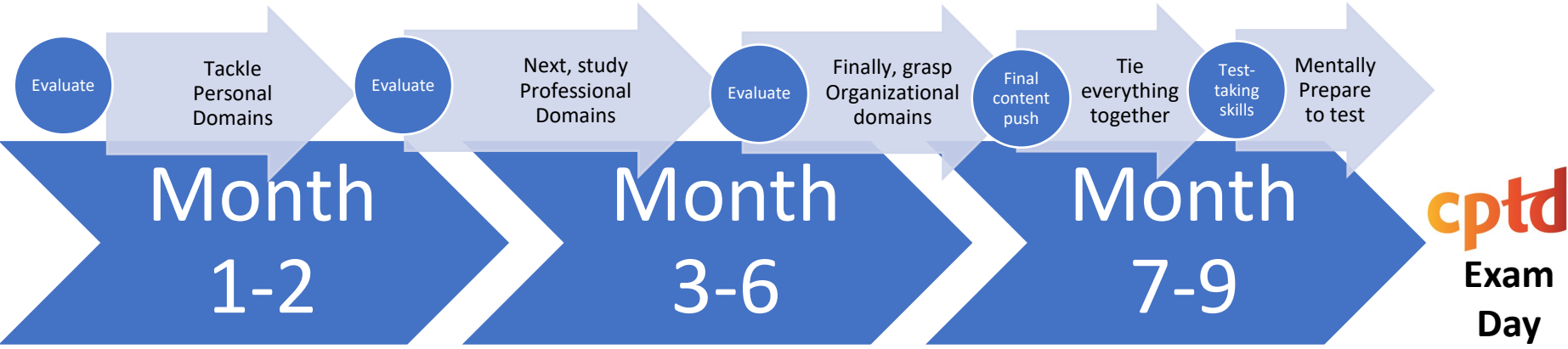
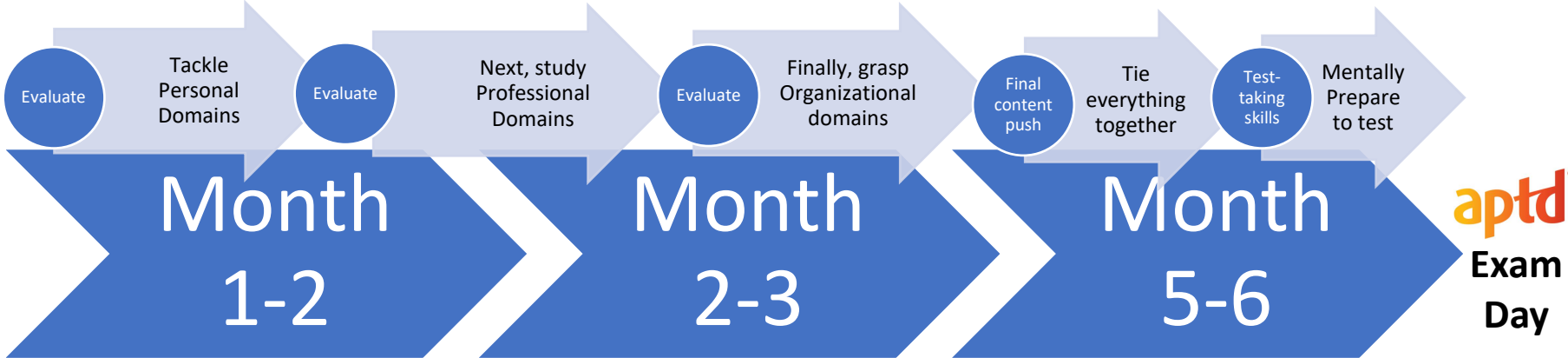
<p><b>12-month On Demand Prep Course includes:</b> Content on all capabilities tested, access to an online e-reader of the TDBoK, 3 attempts at a full-length Practice Test, access to live sessions, discussion boards, flash cards</p>	<p><b>Certification Path</b></p>
<p><b>APTD Prep Course:</b> \$1295 ATD Members/ \$1495 Non-Members</p>	
<p><b>CPTD Prep Course:</b> \$1695 ATD Members/ \$1895 Non-Members</p>	

# Other ways to Prepare

Join a [Chapter] Study Groups or form your own!

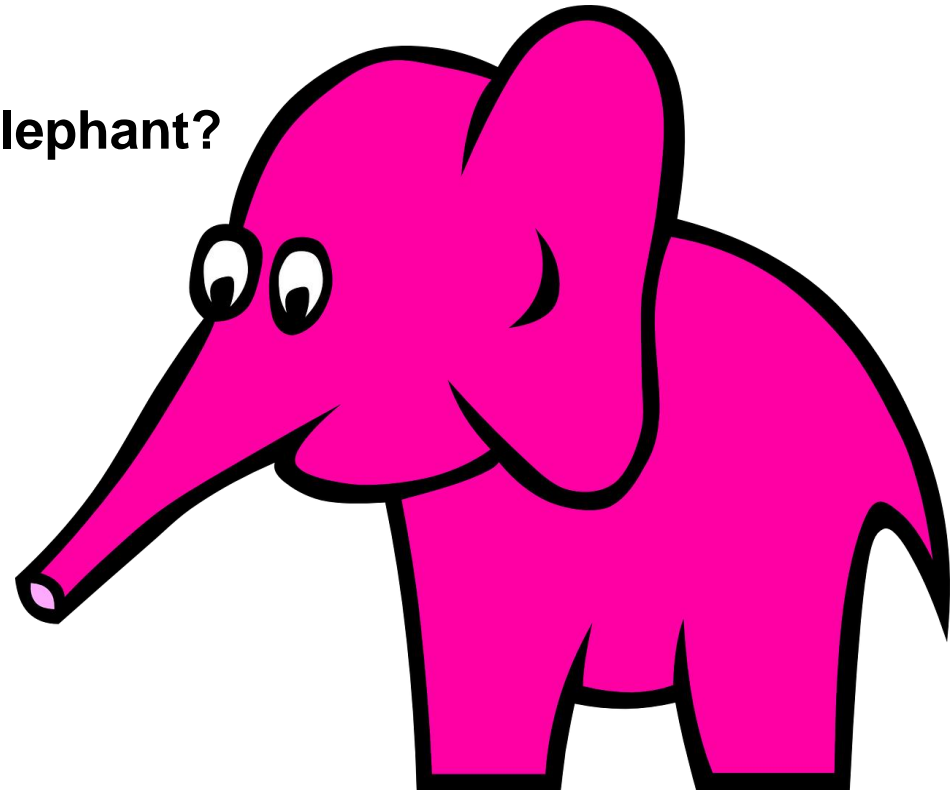
Complete self-study using the free [Study Guide](#) and the [APTD](#) or [CPTD](#) Reference Reading List.

# Sample Timelines



## 4. Additional considerations

- Look at sample questions and gap assessments in handbooks
- Read some blogs or watch prior webcasts featuring certificant
- Finally, how do you wash an elephant?



# Prepare to prepare

Understand everyone's journey will be different (*there is no silver bullet*)

Identify your particular gaps (*focus on your weaker areas*)

Create a personal plan that includes a target testing window, support and accountability partners (*the hardest part is sticking to a plan*)

Understand that the exam is *practice based* and will require you to *apply* what you know - not just recall memorized terms

Successful certificants report that studying with a buddy or in a group were invaluable to their process





**The way to get started is to quit talking and begin doing.**

Walt Disney



# Starting Feels Like the Hardest Part

Make a “To Do” list

Talk to a trusted colleague or mentor about your thoughts on earning a certification

Make it a 2023 goal to earn  
*Write it down!*

Talk to an APTD or CPTD about their experiences or consider talking to an ATD CI Staff Member  
*ATD CI Office Hours are every 1<sup>st</sup> Friday!*

If you decide you want to do it, it’s just like training for a race or practicing for a recital.  
*It takes work and a desire to earn it.*



apt<sup>d</sup>®  
cpt<sup>d</sup>®

**Thank you for  
your time!**

[certification@td.org](mailto:certification@td.org)