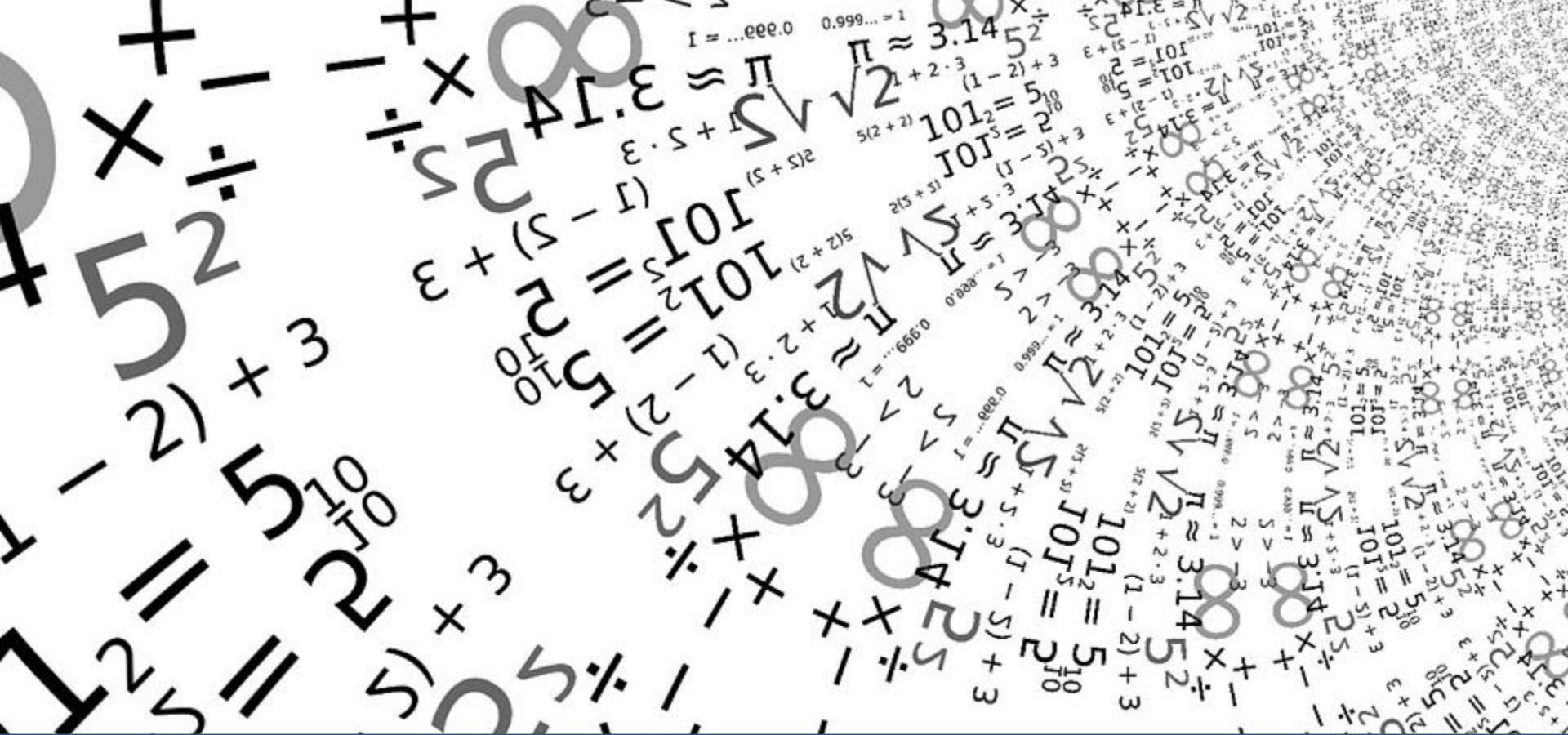




# Certification Program Update May 2020





# 2019 by the Numbers

# APTD Statistics

- 2019 – **346** candidates  
*(more than double the year before)*
- 2019 – 198 **new** APTDs
- Total APTDs – **445**





**In the United States,  
APTDs reside in  
45 states + DC**

**APTDs reside in 26  
countries**

**Top 5**

- United States
- China
- Saudi Arabia
- Egypt
- India





## CPLP Statistics

- 2019 – **355** candidates  
*(20% increase)*
- 2019 – **185** new CPLPs
- Total CPLPs – **2,850**

## CPLPs reside in 95 countries

### Top 5 are:

- United States
- India
- Saudi Arabia
- Canada & Malaysia (*tied*)
- UAE



**CPLP certificants reside in all  
50 states + DC**

# Certification Champion Award



# 2019 Program Achievements



# Offered Digital Badging

## Why Use a Digital Badge?

- Encrypted data
- Real-time validation
- Outlines what knowledge and skills the credential validates

## ATD CI Issued 2,424 badges

- 60% overall acceptance rate
- 74% acceptance rate for newly awarded badges

## Sharing Badges

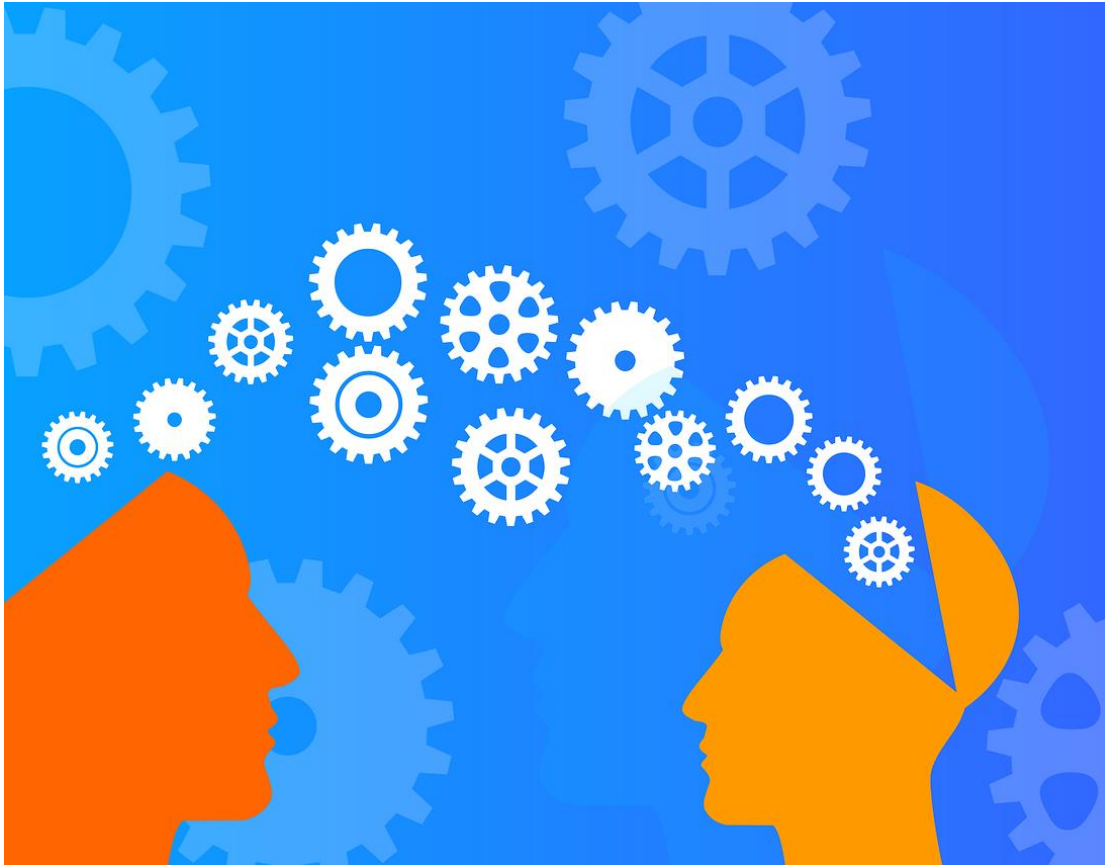
- 8,613 badge views
- 62% have shared to LinkedIn Profile



# Focus on International Markets

- Translated the APTD brochure into Chinese
- Launched a WeChat group for certificants & those preparing
- Information sessions held at 8 international ATD Summits
- Developed a blueprint for recognizing certificants the China Summit that can be used in other countries





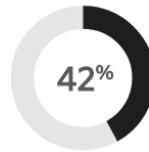
# Capability Model and Exam Design Updates

- **Led the development of the Talent Development Capability Model**
  - Designed Framework
  - Developed interactive Capability Model
- **Reviewed Certification Program in light new Capability Model**
  - Outline of exam content
  - Exam format
  - Eligibility criteria
  - Recertification requirements

# Talent Development Capability Model



# Capability Model Self-Assessment



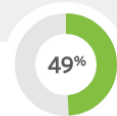
My Overall ATD  
Capability Model Score

Capability Model

Self-Assessment

My Report

## Full Model Assessment



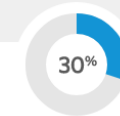
**Building Personal Capability**

37 of 49 skills assessed



EXPLORE

UPDATE



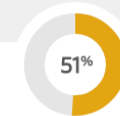
**Developing Professional Capability**

45 of 71 skills assessed



EXPLORE

UPDATE



**Impacting Organizational Capability**

60 of 69 skills assessed



EXPLORE

UPDATE

# Develop a Personalized Learning Plan



**Congratulations!**

You finished your self-assessment.

You can now choose a path and create a learning plan that will help you close knowledge and skills gaps to prepare for the next step in your career.

## ATD CI Certifications

Get your APTD or CPTD Certification

CHOOSE A CERTIFICATION

## Role-Based Paths

Pursue an ATD-recommended development path

CHOOSE A PATH

## Build Your Own Path

Develop your skills to close your gaps

SELECT YOUR RESOURCES

Maybe later, close the window.

You can always choose one of these options later


# Filter Resources That Fit Your Timeline and Preferences

Add non-ATD activities, as well

Learning Resource Selector    Your Learning Plan <sup>24</sup>    View all Learning Paths <sup>✓</sup>

## Let's Build your Learning Action Plan

For the options below, choose resources to help you fill your identified gaps. Your selections will automatically be added to your Learning Plan.

 **BUILDING PERSONAL CAPABILITIES**

Filter by All Resources

- 4 Project Management
- 2 Communication
- 2 Collaboration and Leadership

25 ALL RESOURCES


8 Courses

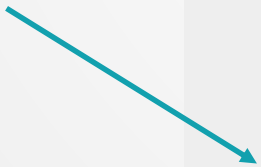
3 Publications

2 Webinars

8 Articles

**My Resources** Add to Your Plan

 **Business Model Generation**





## BUILDING PERSONAL CAPABILITIES

Filter by All Resources

4

Project Management ^

2 of 4 Selected

Skill in evaluating and prioritizing implications, risks, feasibility, and consequences of potential activities.

Resources to develop your skill ^



Add to Plan



Agile for Instructional Designers

[See Details](#) v



Project Management for Learning Professionals Certificate

[See Details](#) v

Already in your learning plan +



Project Management for Trainers

[See Details](#) v



4 Skills to Become an E-Learning Project Management Pro

[See Details](#) v

Completed!

Select from  
ATD  
Resources  
Tied to  
Developing  
Specific  
Capabilities



My Learning Goal:

## CPTD Certified Professional in Talent Development

12 of 25

Your Completed Resources

[Add or Remove Resources](#)

### Your Completed Learning Resources



### Prioritize Your Learning Plan

Create and name sections to organize your learning plan. Drag and drop your items into any section. Tap the box when you complete a learning resource

Completed: 3

Completed



Agile for Instructional Designers

[See Details](#)

Completed 9/15/20



Agile for Instructional Designers

[See Details](#)

Completed 07/10/20



Title for this Learning Object

[See Details](#)

Completed 04/27/20



This Month: 4

Completed



Agile for Instructional Designers

[See Details](#)



ATD Master Trainer™ Program

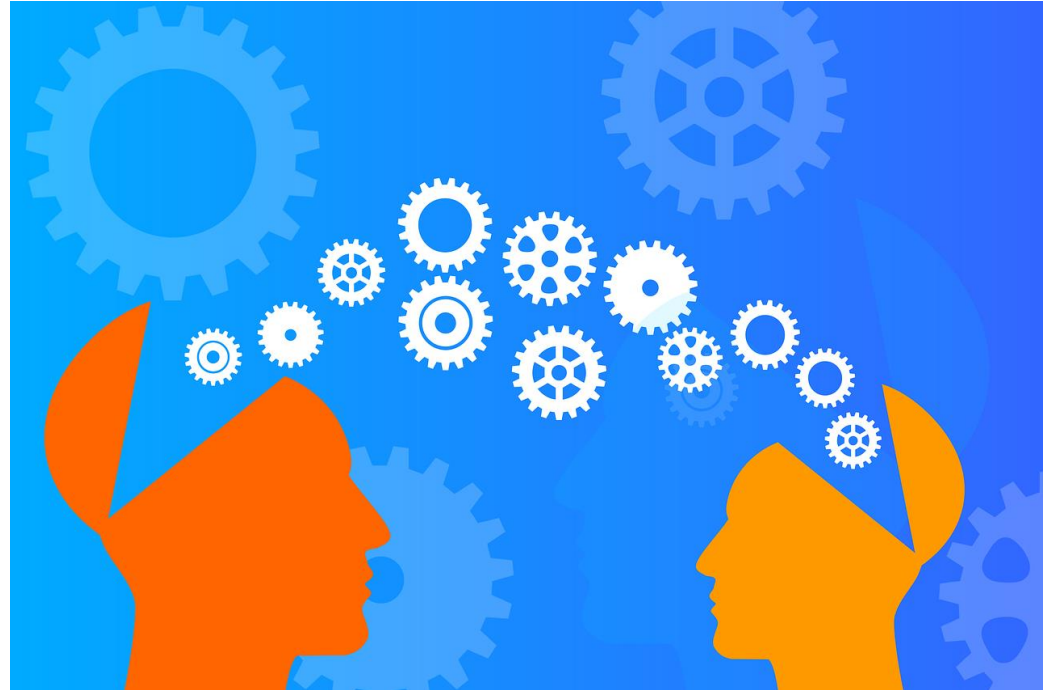
[See Details](#)

You are Enrolled



Record Your  
Progress to  
Stay on Track

# Program and Exam Changes



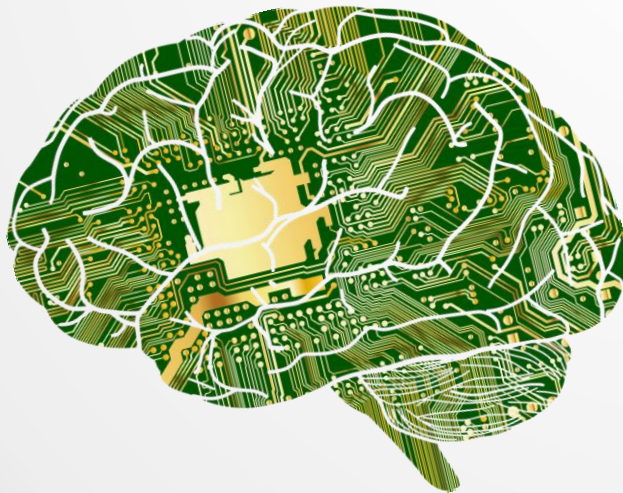
# Factors in Program Changes

## Our Goals Were to:

Increase **face value**

Better candidate **experience**

Provide measurement against a standard that's **reliable and valid**



## Information We Considered:

**Changes/Updates** as a Result of the Talent Development **Capability Model**

Satisfaction survey **results**

Exam performance **data**

Trends in **professional development**

Certification industry **best practices**

# Associate Professional in Talent Development (APTD)

**Eligibility** – 3 years of experience **PLUS** 28 hours of professional development

- *ANY Master series course satisfies entire professional development requirement*

**Exam Content** – Grounded in Capability Model

- Subset of appropriate foundational knowledge
- 125 questions

Building Personal Capability – 20%

Developing Professional Capability – 50%

Impacting Organizational Capability – 30%



# Certified Professional in Talent Development (CPTD)

**Name Change** – reflects wider scope of Capability Model and recognizes job roles not solely in learning

**Eligibility** – 5 years of experience **PLUS** 60 hours of professional development

- *ANY **Master** series course or **APTD** satisfies entire professional development requirement*

**Exam Content** – Grounded in Capability Model

- Subset of appropriate knowledge and skills
- 150 questions – a single exam
  - Focuses on critical thinking and professional judgement in one-the-job scenarios

Building Personal Capability – 20%

Developing Professional Capability – 45%

Impacting Organizational Capability – 35%



# Getting the CPTD Word Out

- New CPTD packages
  - *Fun surprises*
- New certification toolkits
- Information to share with your leadership
- Announcements and details to all those who posted an ad with ATD Job Bank
- Ads in *CLO* and *CTDO* magazine and on various web pages
- Employer focus group



# Additional New Features

- **Coming this summer** – *Remote proctoring* for new exams
  - Candidates will have choice of brick and mortar test center or online proctoring
- **Available now** – new *Certification Portal*
  - Online recertification tracking
  - Print a digital certificate
  - Review expiration date
  - A single set of contact details tied to td.org account



# Recertification Policy Changes

- **When does your certification expire?**
  - **Before April 30, 2021** – no changes now; *changes impact your NEXT recertification*
  - **May 1, 2021 or later** – must report a **minimum** number of **continuing education hours** in new capability areas (*you must be a participant*)

Categories	APTD Points Per Three-Year Period		CPTD Points Per Three Year Period	
	Minimum Required	Maximum Allowed	Minimum Required	Maximum Allowed
Continuing Education	30	15	45	20
Speaking & Instructing		15		20
On-the-Job Experience		15		20
Research & Publishing		15		20
Leadership & Recognition		15		20
Professional Membership		10		15
<b>TOTAL Required</b>	<b>40 points</b>		<b>60 points</b>	



# What Are the New Capability Areas?

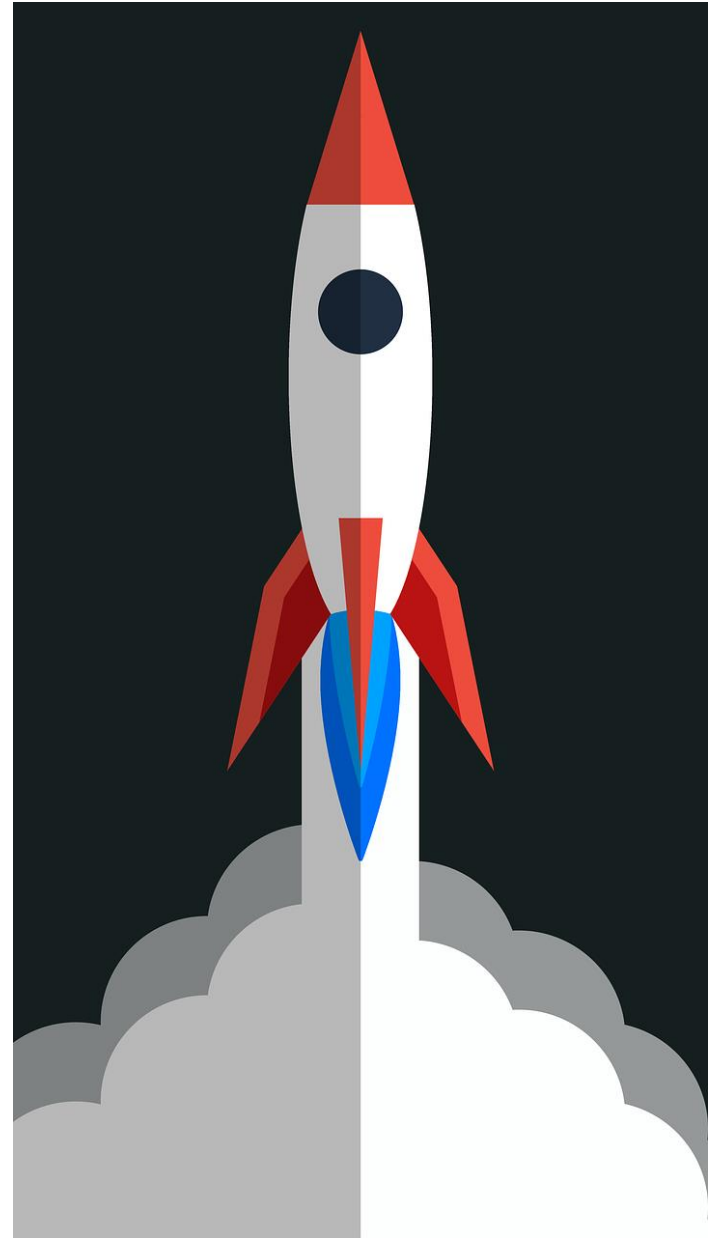
## **APTD – 15 points must cover:**

**Communication**  
**Emotional Intelligence & Decision Making**  
**Collaboration & Leadership**  
**Project Management**  
**Compliance & Ethical Behavior**  
**Technology Application**  
**Knowledge Management**  
**Career & Leadership Development**  
**Coaching**  
**Business Insight**  
**Consulting & Business Partnering**  
**Organization Development & Culture**  
**Talent Strategy & Management**  
**Performance Improvement**  
**Change Management**  
**Data & Analytics**  
**Future Readiness**

## **CPTD – 20 points must cover**

**Communication**  
**Emotional Intelligence & Decision Making**  
**Collaboration & Leadership**  
**Compliance & Ethical Behavior**  
**Technology Application**  
**Career & Leadership Development**  
**Business Insight**  
**Consulting & Business Partnering**  
**Organization Development & Culture**  
**Data & Analytics**  
**Future Readiness**

# Looking Ahead



# 2020 Is a Year of Implementation



New exams



New delivery processes



New certification portal



Advocating for the value of certification – both APTD and the new CPTD



Growing awareness of the credentials internationally

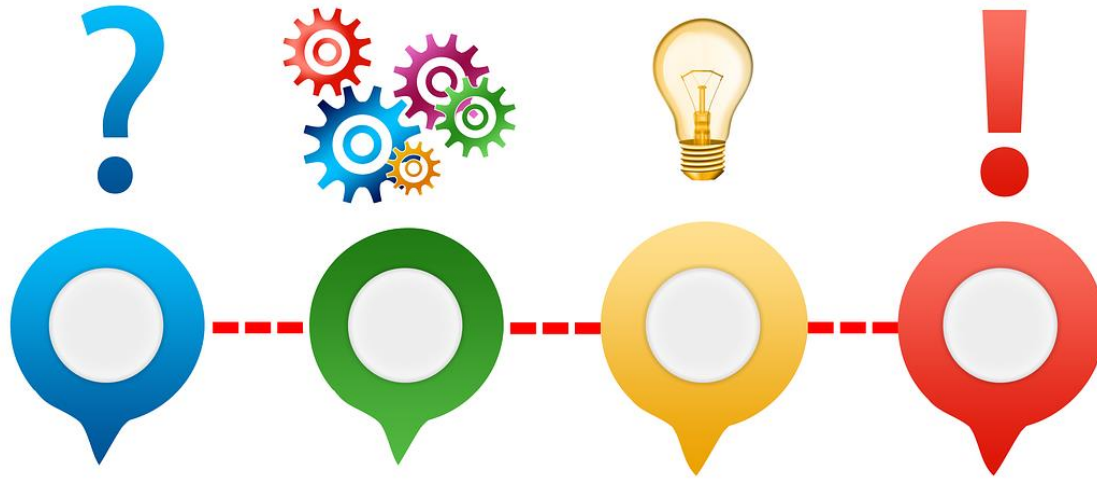


Increasing candidates domestically



Advancing adoption of the Capability Model as a new standard in talent development

# Questions & Feedback



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