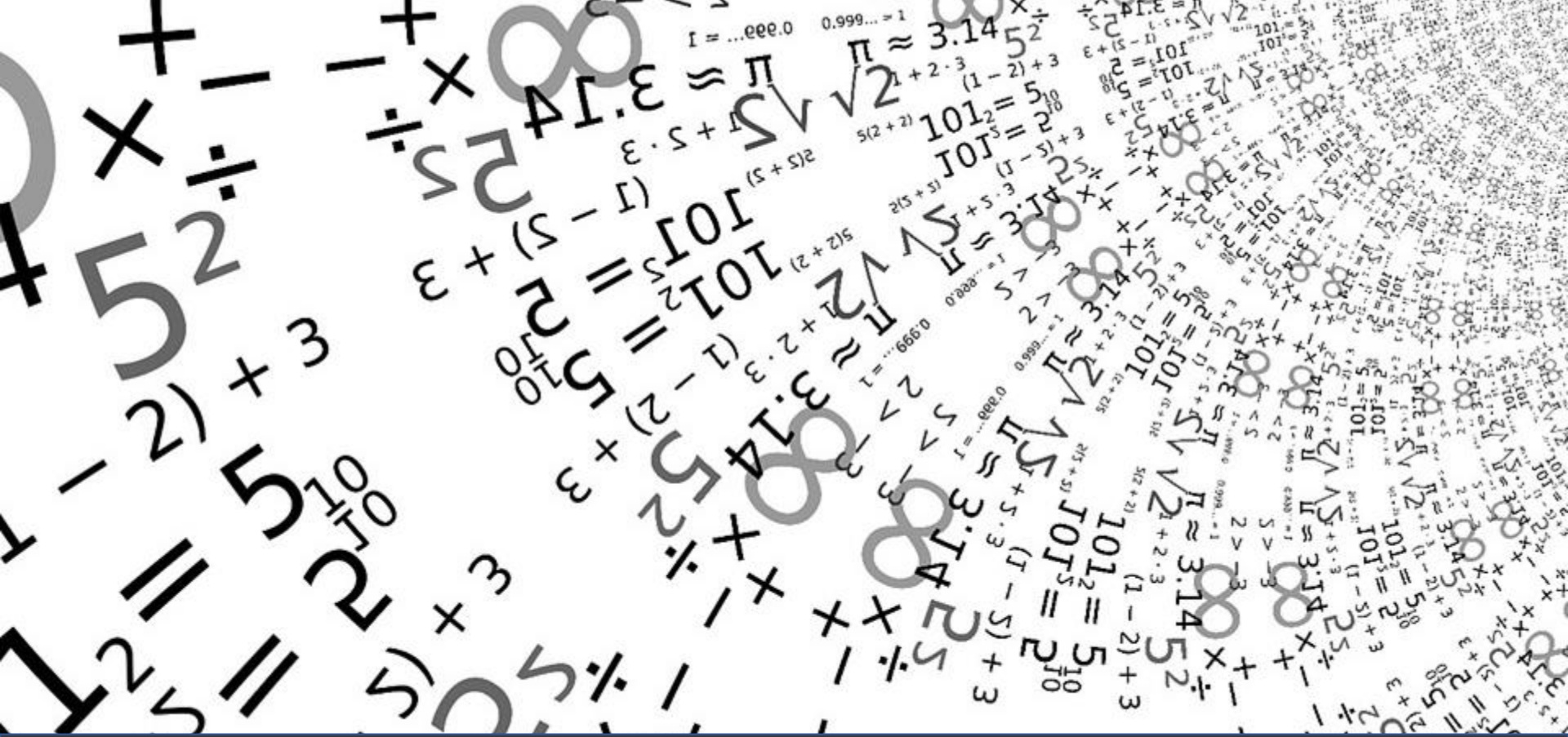
CERTIFICATION INSTITUTE

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® | atd CERTIFICATION INSTITUTE

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

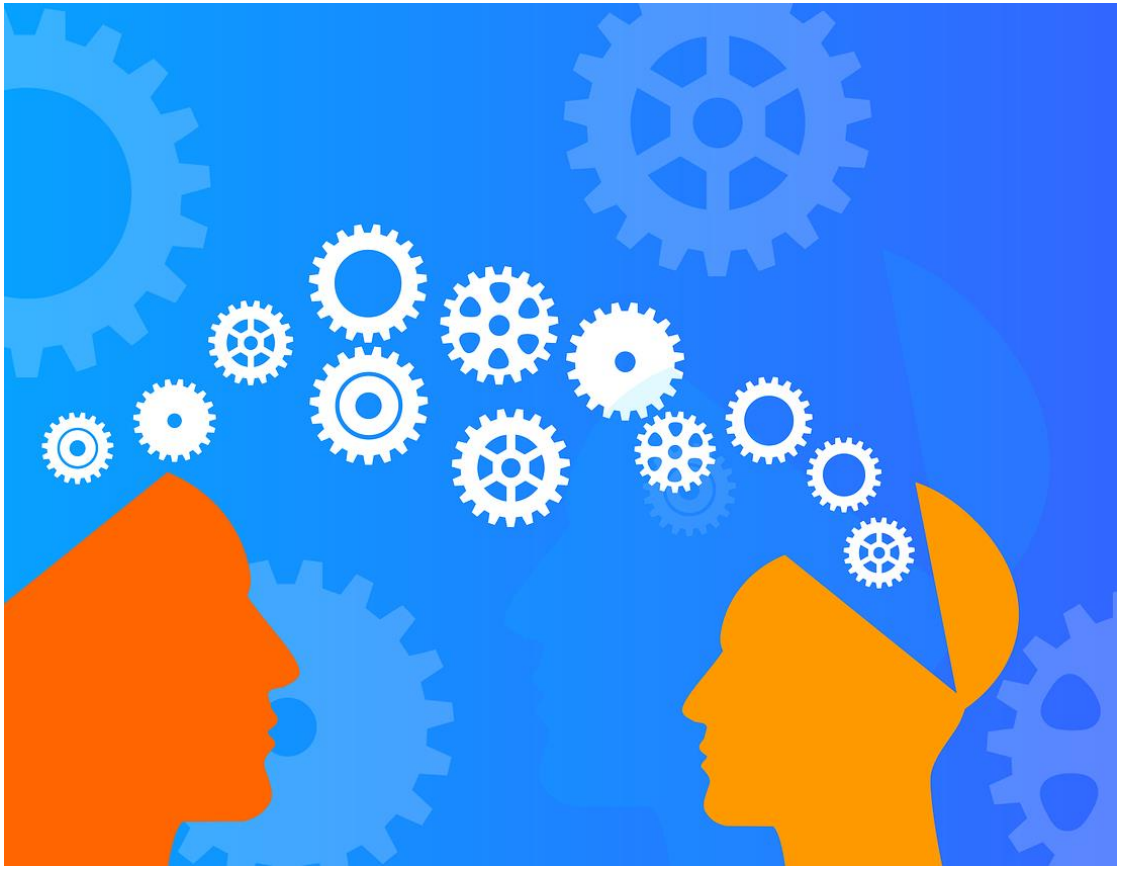
- 60% overall acceptance rate
- 74% acceptance rate for newly awarded badges

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



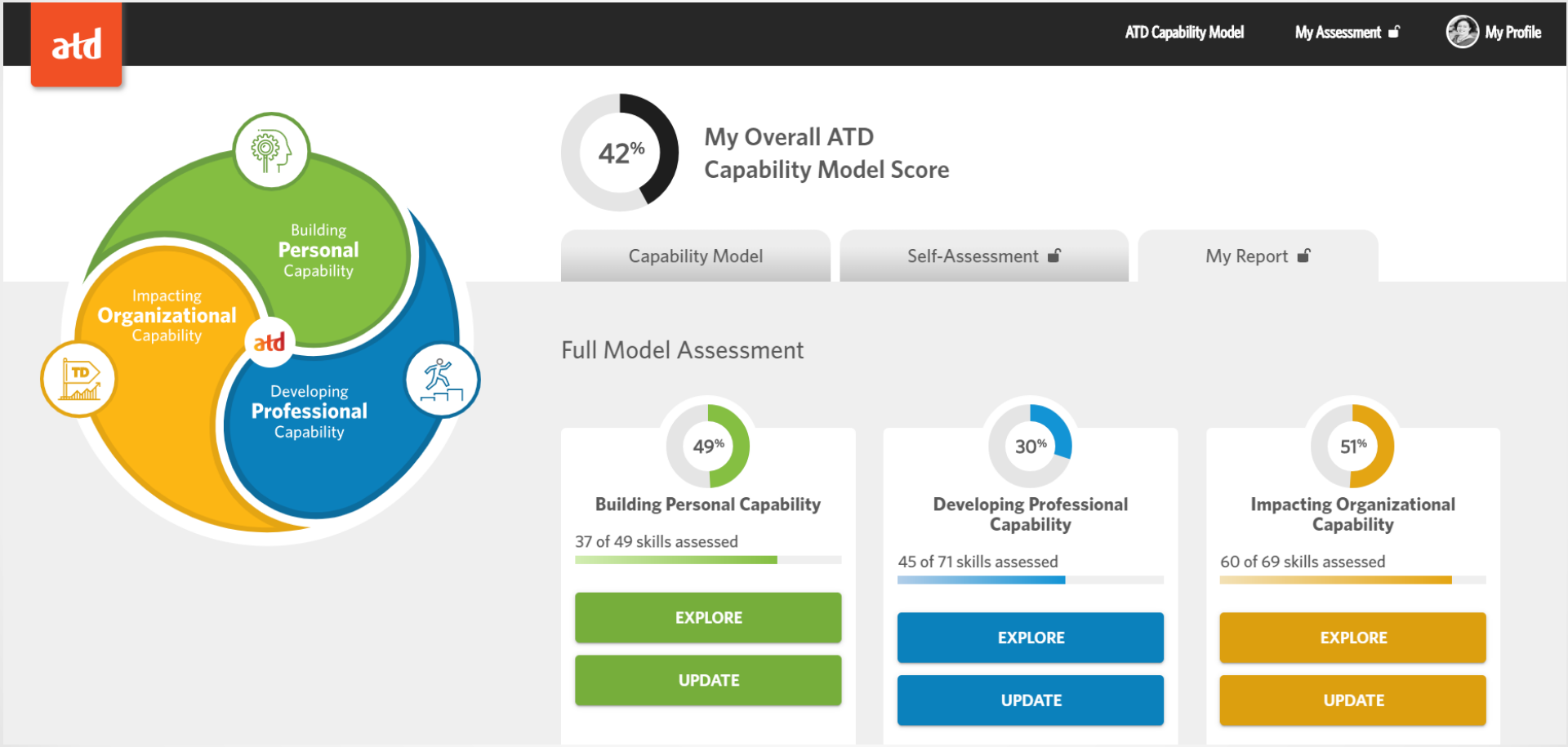
Capability Model and Exam Design Updates

- **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

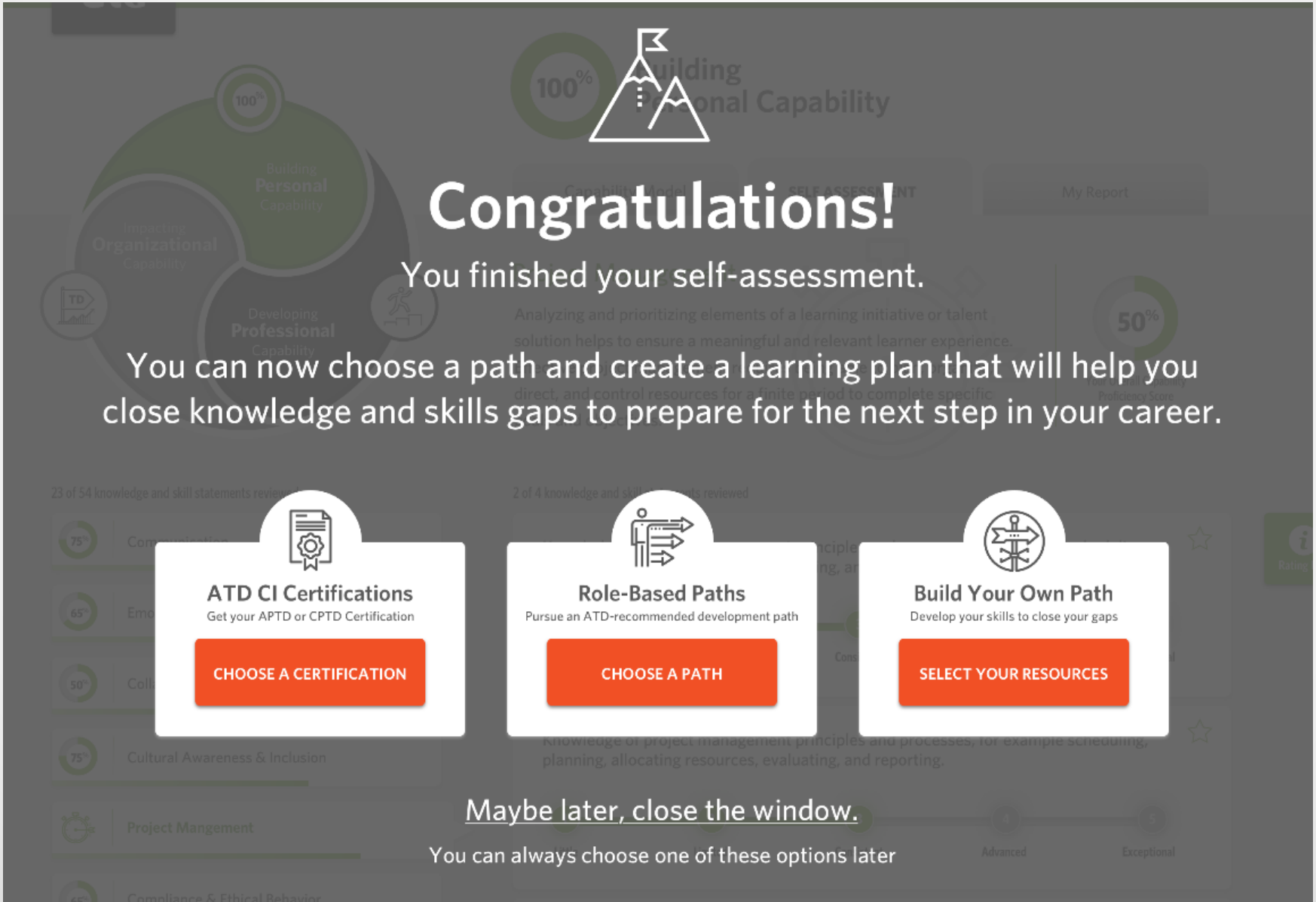
Talent Development Capability Model

© 2019 by Association for Talent Development. All rights reserved. For use by permission only.

Capability Model Self-Assessment

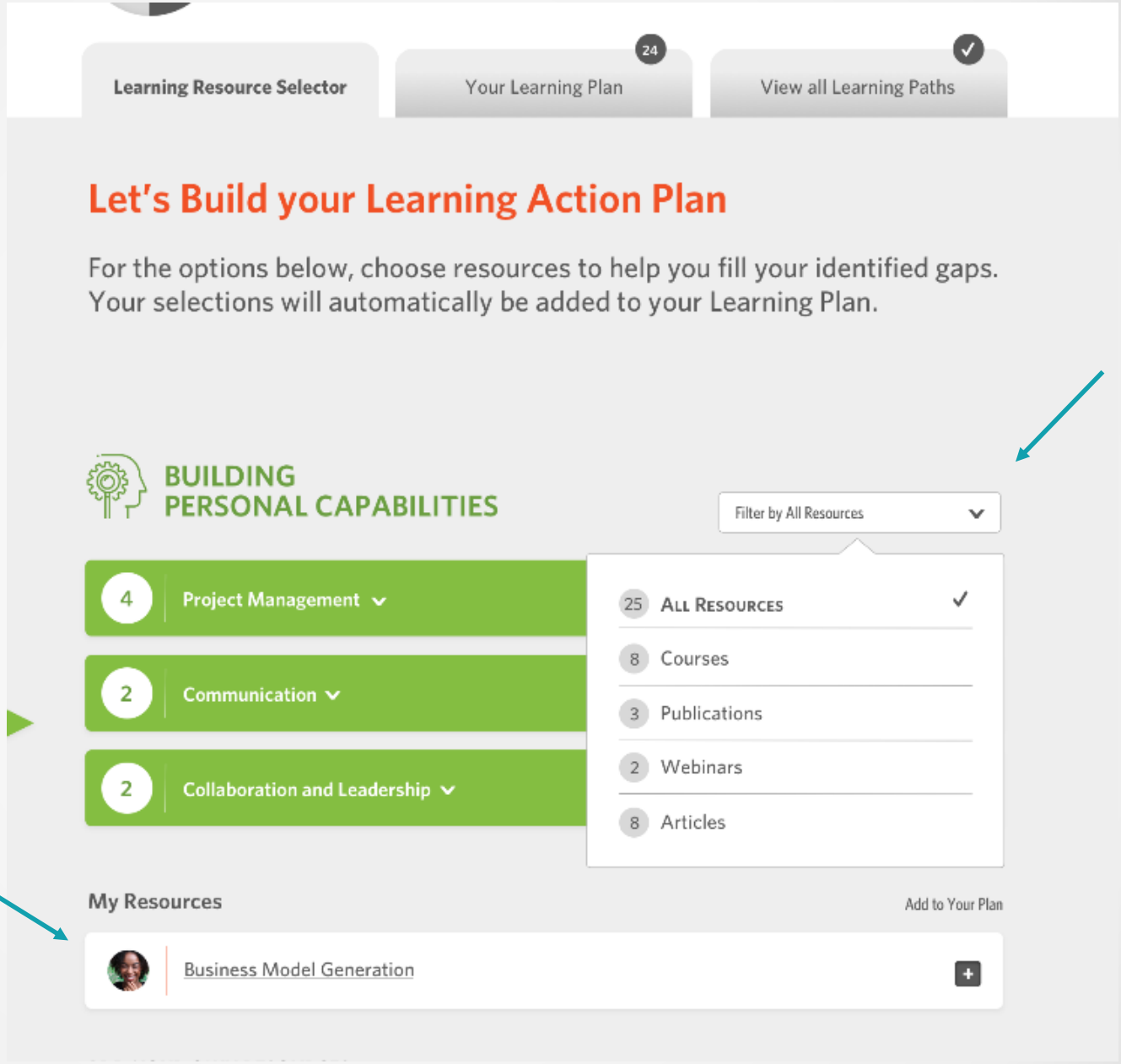


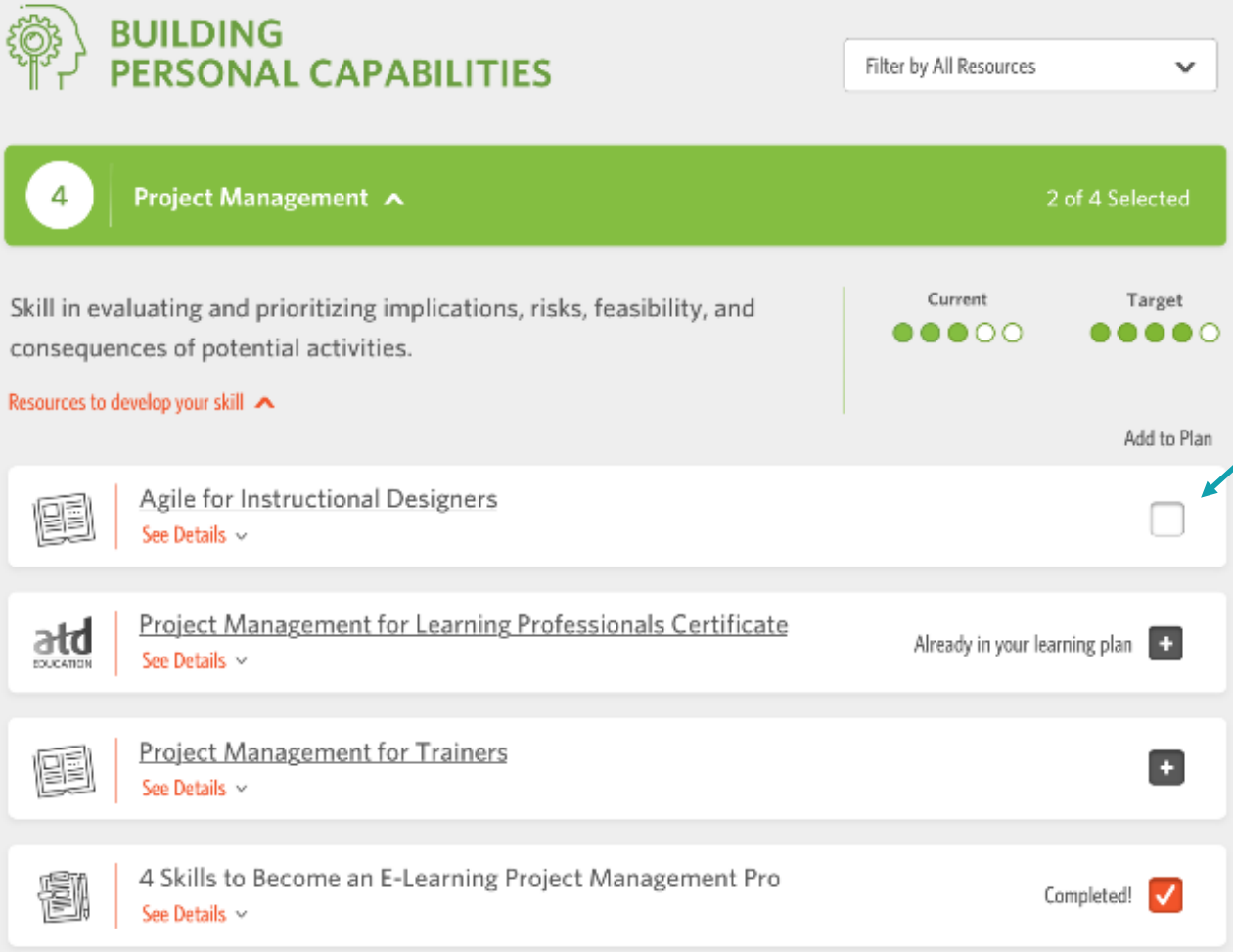
Develop a Personalized Learning Plan



Filter Resources That Fit Your Timeline and Preferences

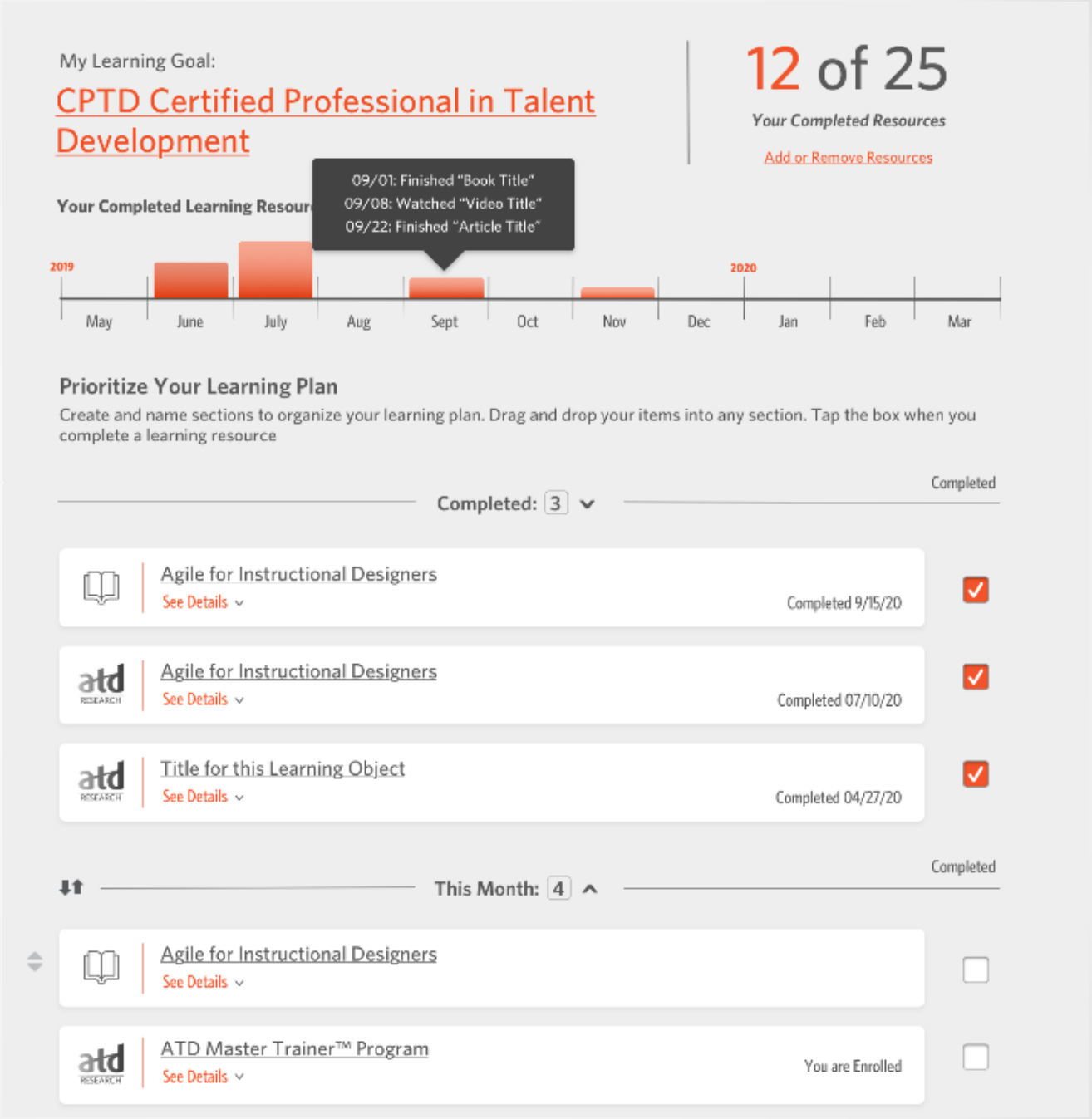
Add non-ATD activities, as well



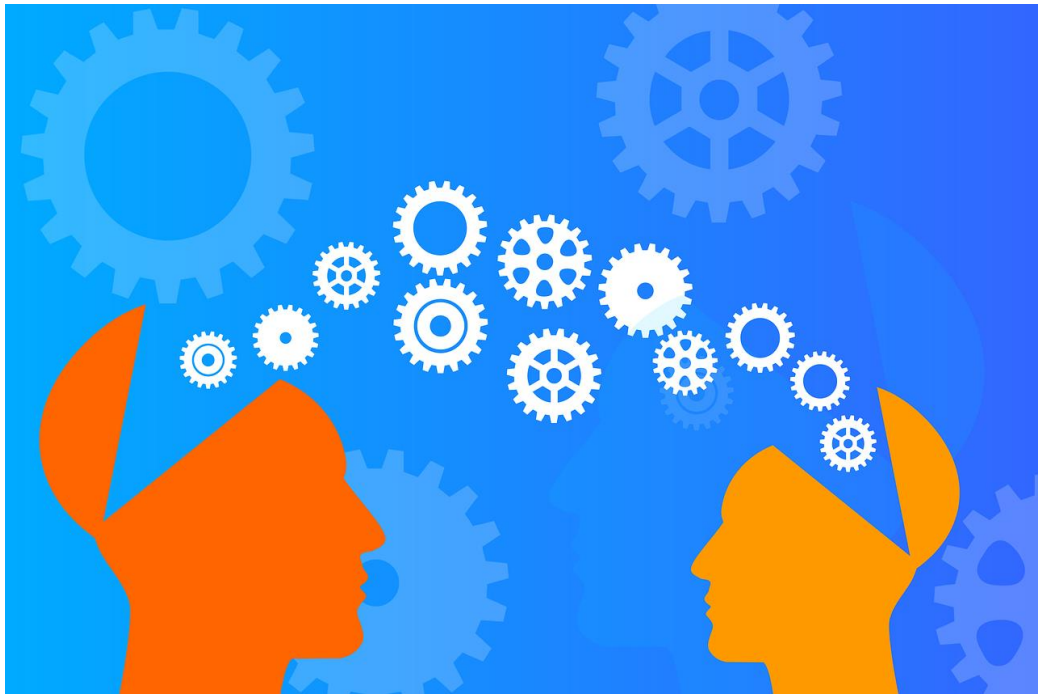


Select from ATD Resources Tied to Developing Specific Capabilities

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
TOTAL Required	**40 points**		**60 points**	

What Are the New Capability Areas?

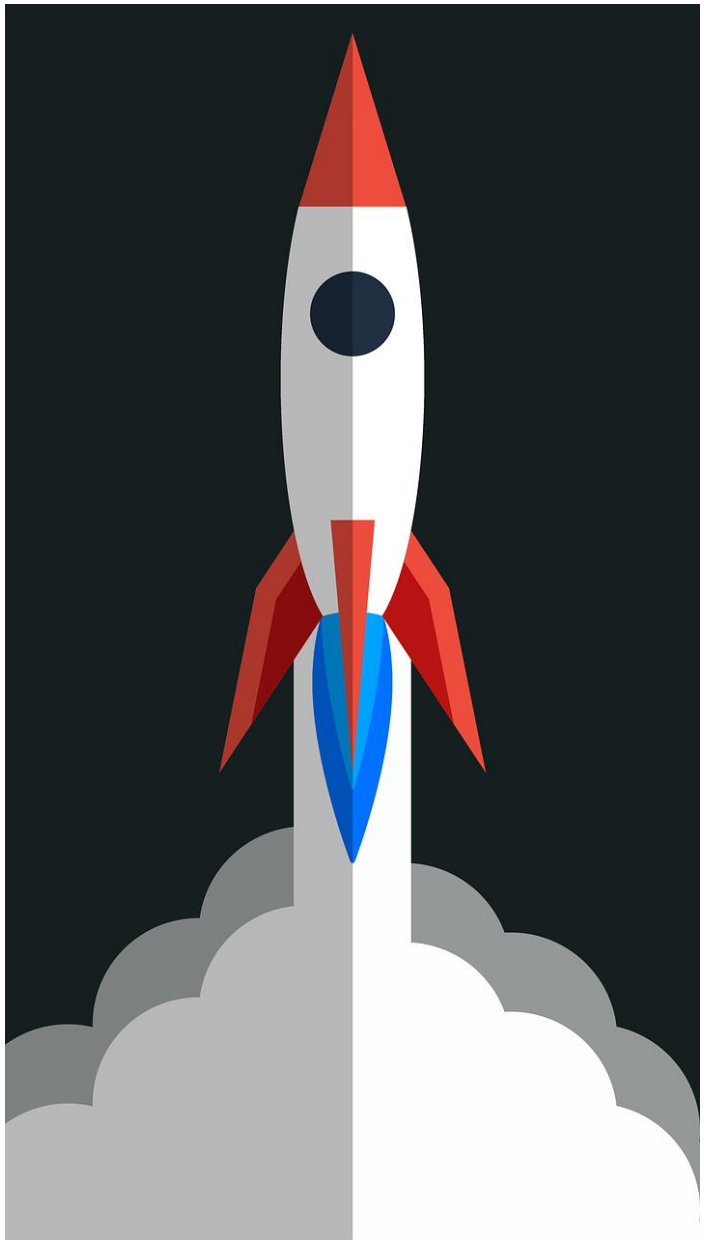
APTD – 15 points must cover:

- 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

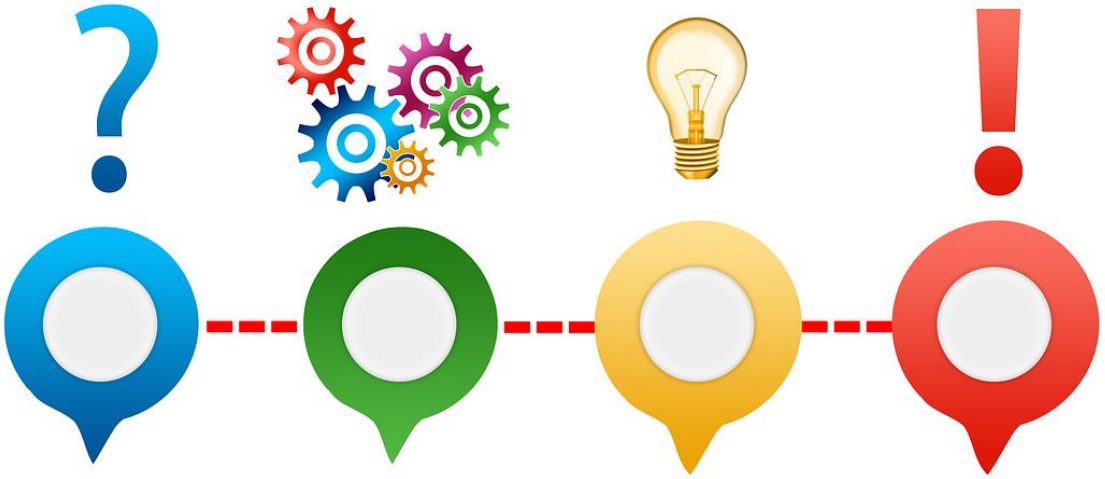
Advocating for the value of certification – both APTD and the new CPTD

Growing awareness of the credentials internationally

Increasing candidates domestically

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

Questions & Feedback



mhirt@td.org

certification@td.org