

Introducing

The Associate Professional
in Talent Development
(APTD) Certification
Program

March 30, 2017

Fostering Growth



- **Early career Talent Development (TD) professionals** want to formalize and recognize their role with a certification.
- A growing number of professionals are “**accidental trainers**” who want to deepen their skills.
- In the Spring 2016 ATD Skills Survey, the biggest gap between skills needed and skills possessed was in **Learning Technologies**.
- Having a **Global Mindset** combines an openness to different cultures and enables TD professionals to see common patterns and appreciate differences.

APTD Competencies Weightings

Exam Weightings

Instructional Design 37%

Training Delivery 37%

Learning Technologies 26%

Some questions on
Evaluating Learning Impact &
Global Mindset will be included
on the exam.



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◆ Primary AOE

◆ Secondary AOE

Eligibility Requirements for the APTD

Option 1

3 years of experience in TD or other related discipline

Option 2

2 years of experience in TD or other related disciplines and successful completion of 1 ATD Masters program (Master Instructional Designer or Master Trainer)



Differences between a Certificate and a Certification

	Certificate	Certification
Eligibility	Usually no eligibility requirements	Industry standards mandate some kind of eligibility requirements
How Achieved	Sometimes awarded at the end of a specific class or course to recognize completion	Awarded after passing an assessment to recognize competence
Recertification	Usually no upkeep needed; once you earn a certificate, you're done	Continuing professional development is required to maintain the certification
Examples	ATD Masters & Certificate Programs; university-awarded certificates	APTD, CPLP, PMP, SPHR

ATD Certificates & Assessment-Based Certificates



Stacking ATD's Offerings



Assessment-Based Certificates
includes coursework, projects,
and assessments. At completion,
a certificate is awarded.



Certifications
includes eligibility, assessment,
and recertification. At completion,
a certification is awarded.

ATD Stacking- Eligibility



Apply the ATD Master Trainer OR the ATD Master Instructional Designer certificate to the APTD or CPLP for a year's worth of eligibility.



Test-Out Options for APTD

test-out (verb): to prove competency in an area in order to be exempt from qualifying sections of an exam



Candidates successfully completing an ATD Master Instructional Designer OR an ATD Master Trainer certificate may test out of that section of the APTD Exam.

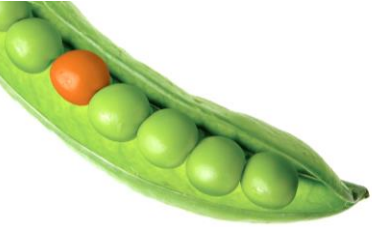


As an
example...

With a current ATD Master Trainer Certificate, an APTD Candidate can take the APTD exam and be tested only on


- Instructional Design
- Learning Technologies

Some questions on Evaluating Learning Impact and Global Mindset will be included on the exam.



Eligibility	Minimum 3 years	Minimum 5 years
AOEs Covered	3 primary AOEs - ID, TD, LT (Also ELI and Global Mindset)	All 10 AOEs + 1 Foundational Competency
Type of Exam	Primarily Knowledge	Knowledge & Skills
Certification Process	1 Knowledge Exam	1 Knowledge Exam + 1 Skills Application Exam
Recertification	Every 3 years / 40 credits	Every 3 years / 60 credits
Test-Out Option	May use qualifying ATD Masters to test-out of 1 area	COMING LATER IN 2018 May use qualifying ATD Masters to test-out of 1 area OR APTD to test out of 3 areas on Knowledge Exam

APTD Global Appeal

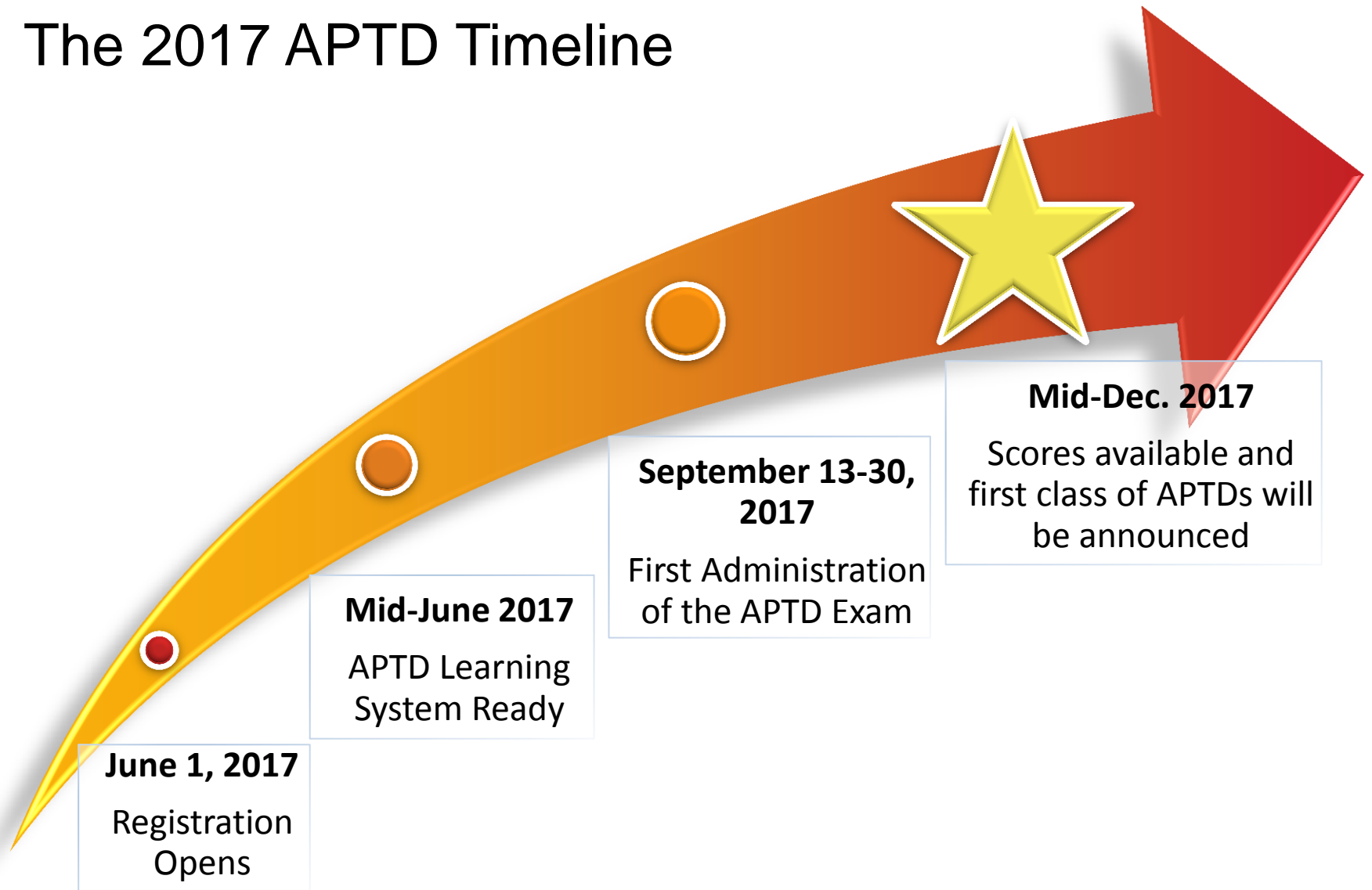
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- Global Mindset themes on exam
 - 500+ Test Centers Worldwide - including China, Middle East, India
 - Translation into other languages based on market demand

APTD Prep Options

- An APTD version of the online Learning System will be available in June for exam study
- Later in 2017...
 - A asynchronous, on demand course will be available
 - A study guide will be included for groups
 - ATD Chapters can sponsor a study group
 - Join study groups locally or online using social media



The 2017 APTD Timeline



APTD applications will open in late 2017 for 2018 administrations; 2018 dates TBA

Benefits of Earning the APTD

- Differentiate Yourself
- Validate Your Knowledge and Skills
- From ATD Masters Certificate to Certified Professional
- Use as a Stepping Stone to the CPLP
- Expand Your Professional Network
- Commit to Lifelong Learning



Preliminary Pricing Based on First Delivery*

\$600.00 member/nonmember
*Includes APTD Exam and APTD
Learning System*

**No transfers or refunds for candidates registering for 2017
administration; limited seating available;
2018 price increase*



For More Information

- Check out td.org/new-aptd. Sign up to be the first to receive APTD updates.
- Ask questions via aptdcertification@td.org
- APTD Candidate Handbook available mid-April

