

How to Choose the Right Credential

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Desired Outcomes

By the end of the session, you'll be able to:

- Understand the importance of having a primary career goal
- Know the difference between certifications and credentials
- List the pros and cons of pursuing a university degree versus an industry credential- for your situation
- Begin to start understanding the best ways to evaluate your options

WHERE DO
YOU WANT
TO GO?

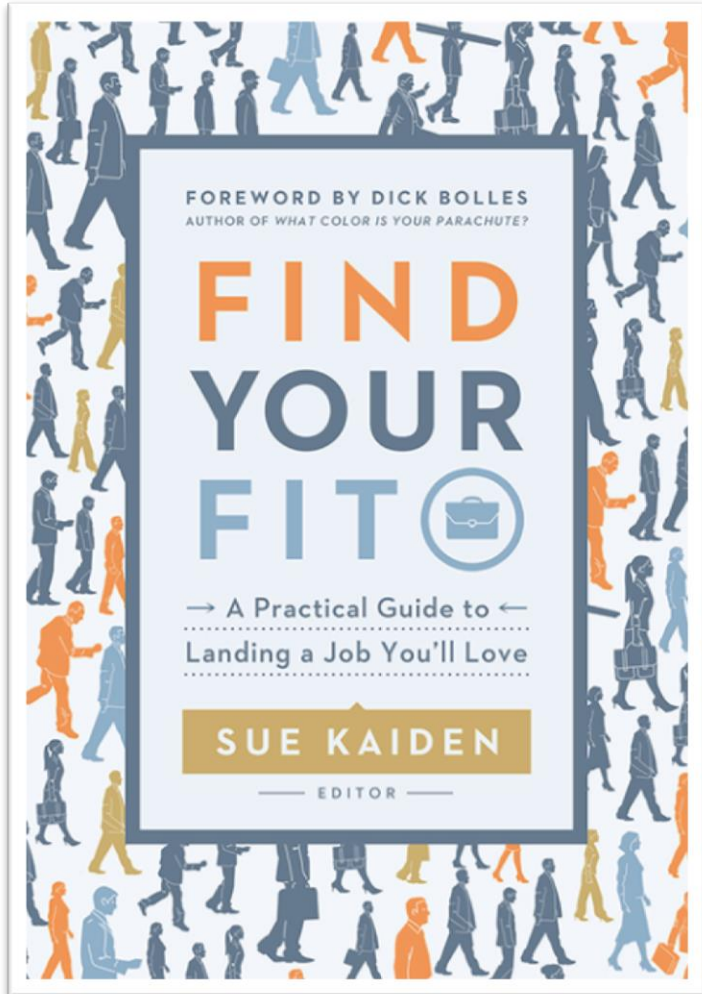




Importance of Career Goal Setting

Gets Results
Focuses Attention
Creates Accountability
Reaches Potential

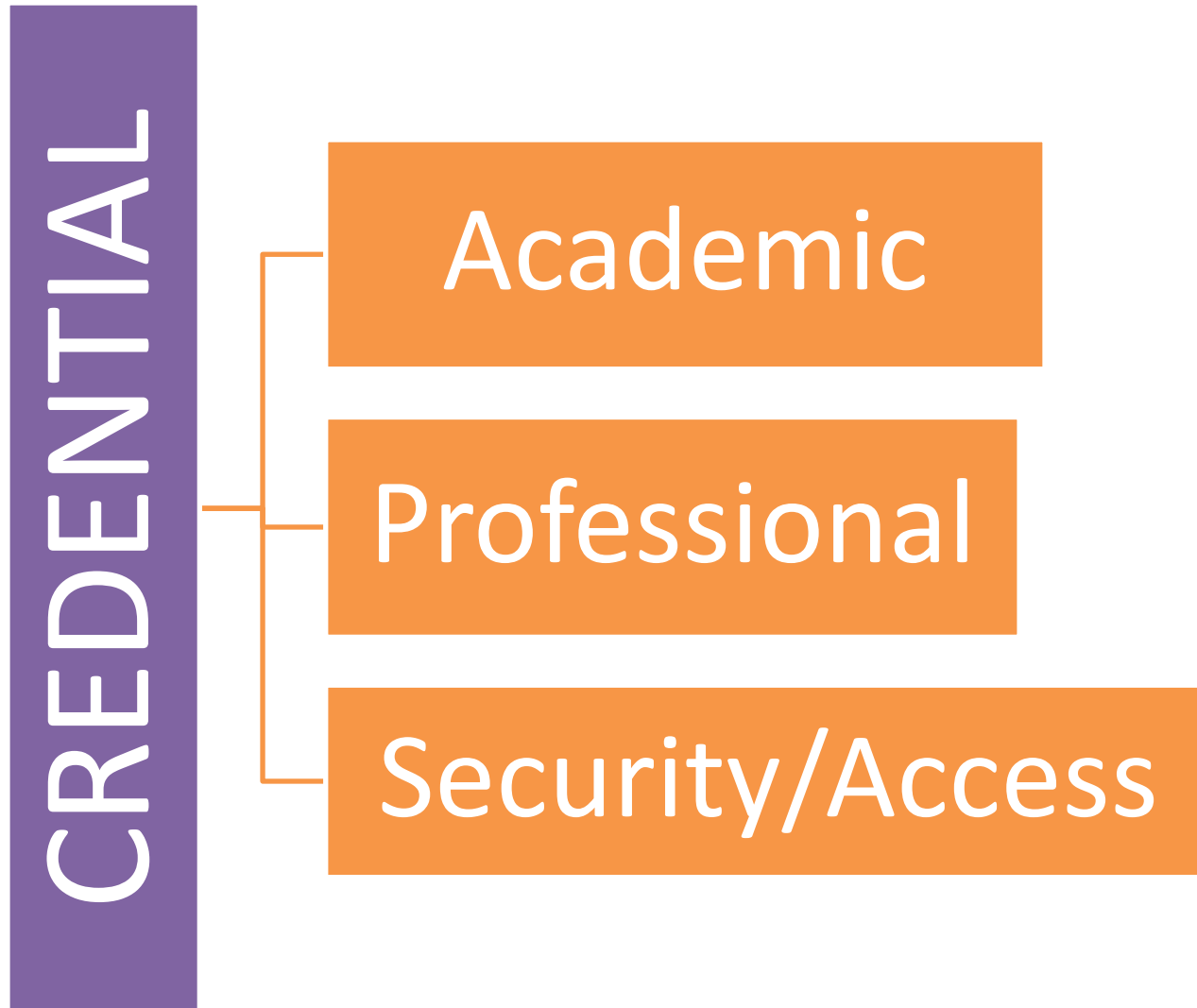
Tools to Help



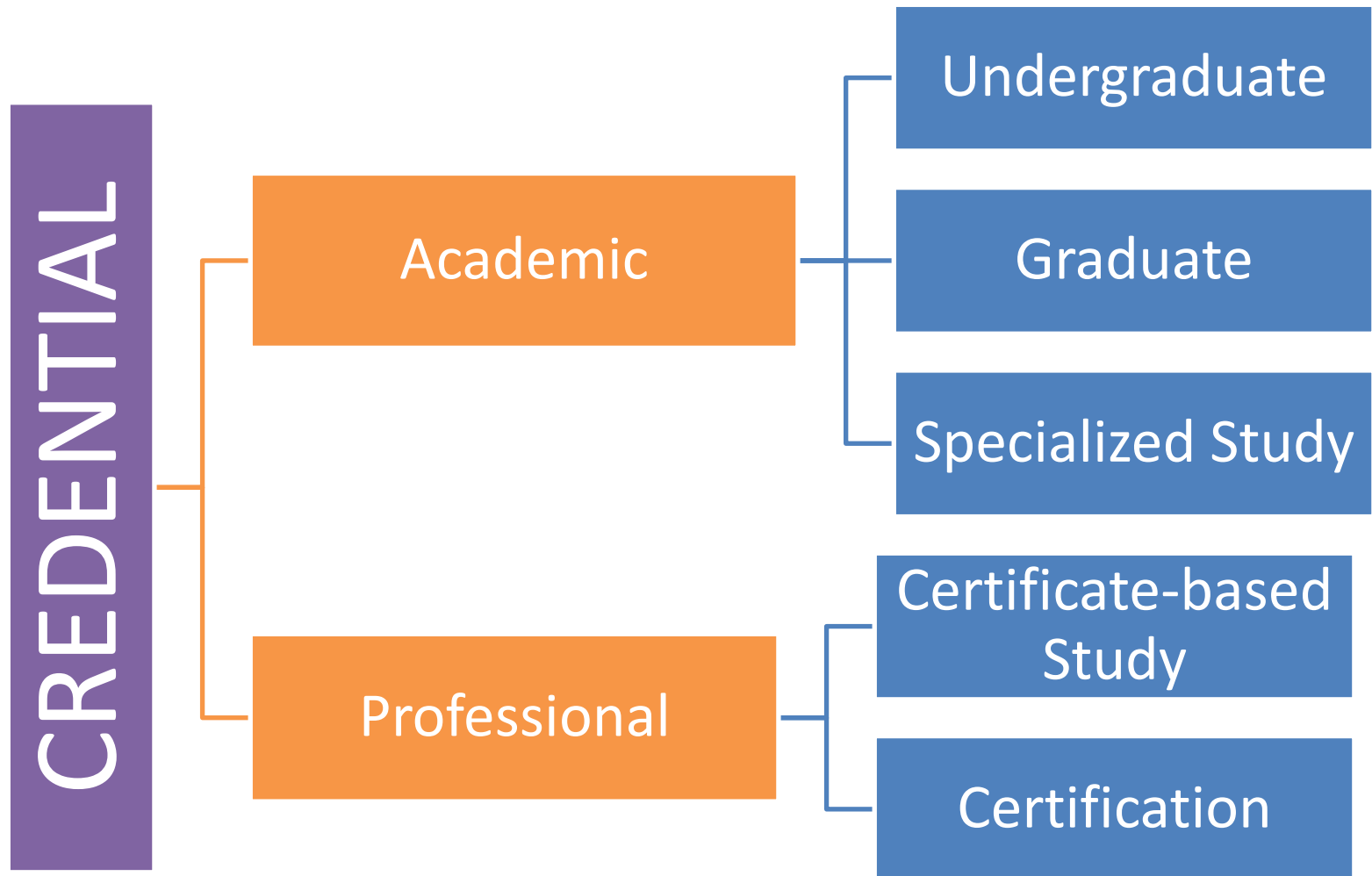
Mentor/Coach



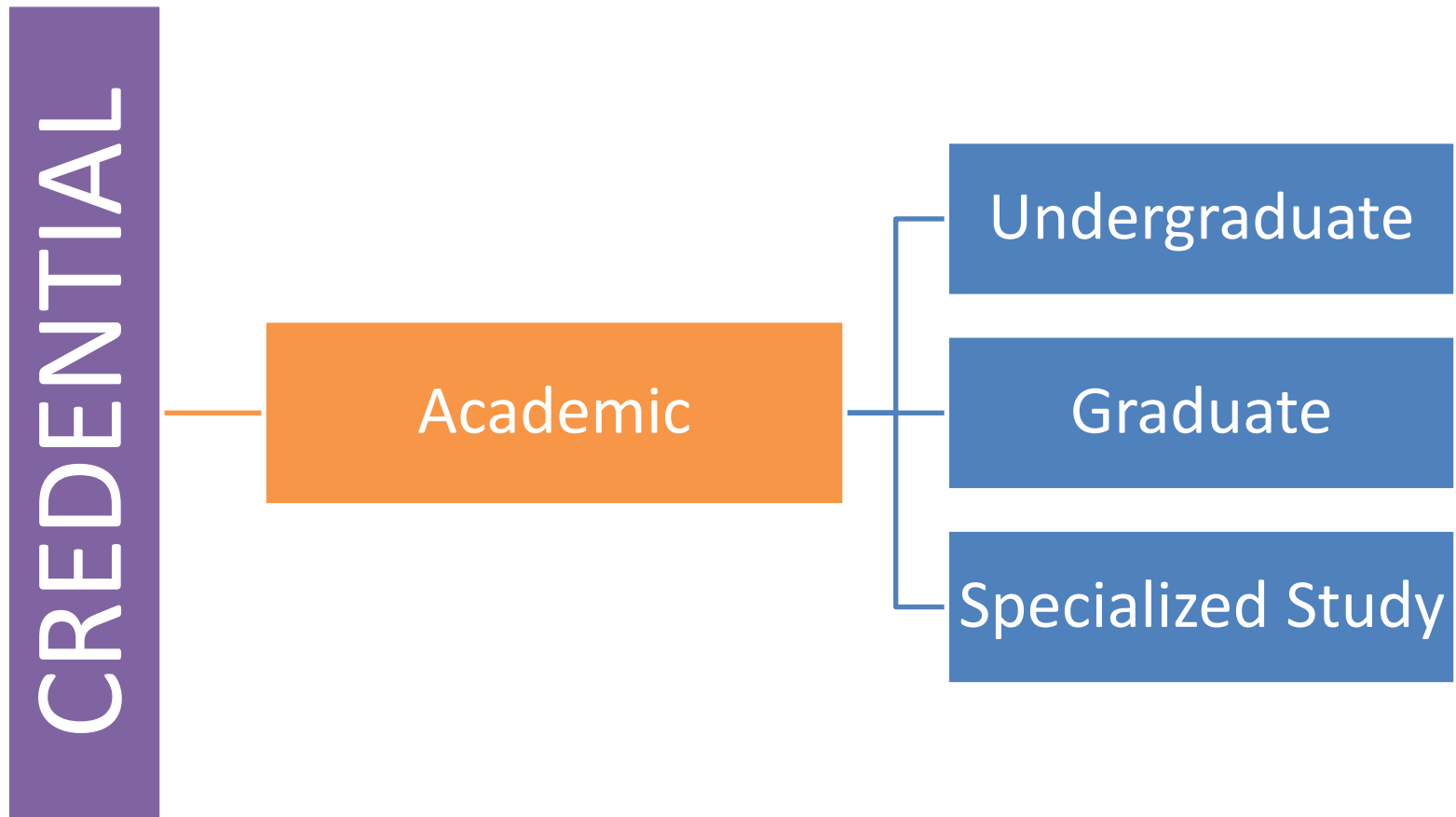
What's the Difference?



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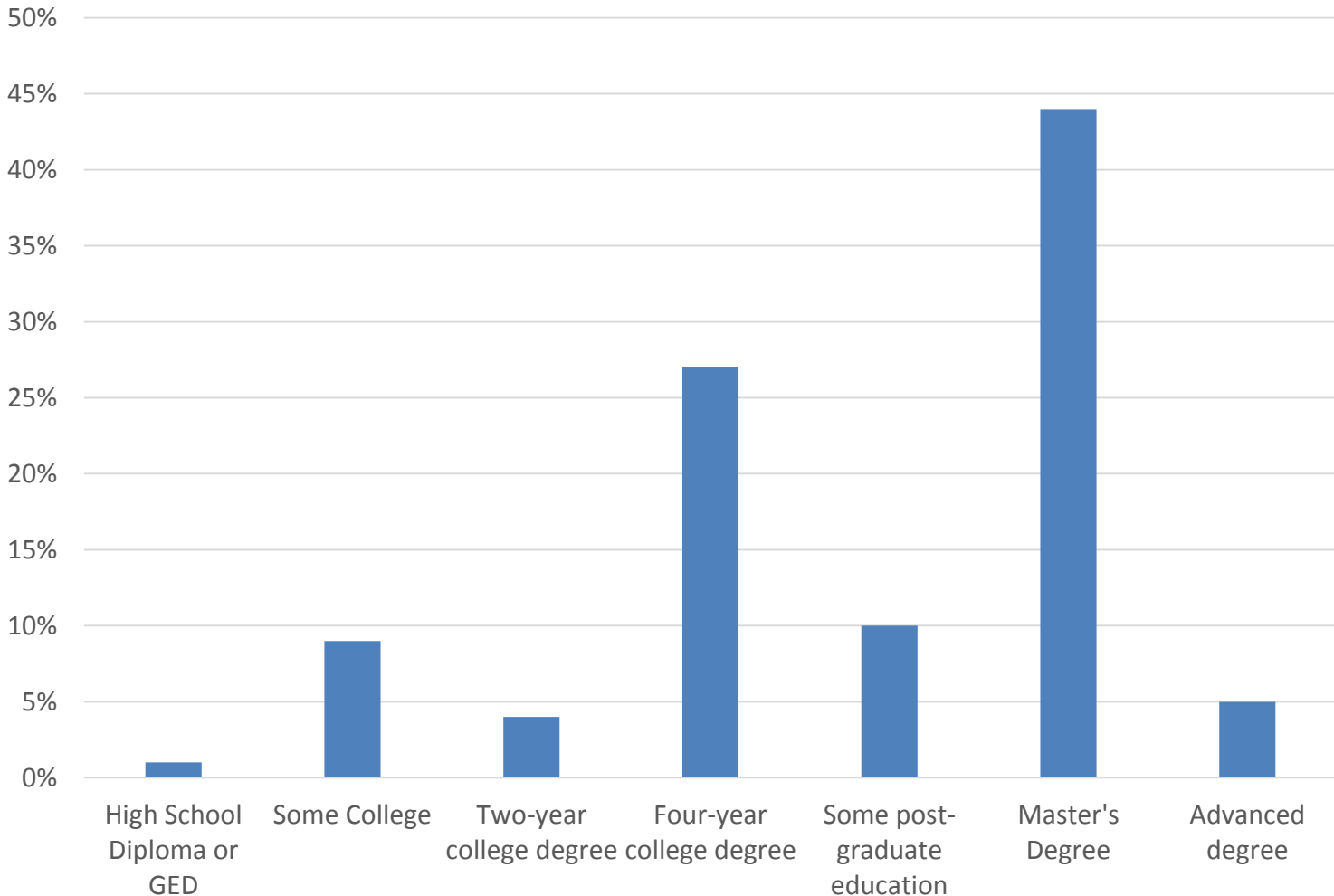
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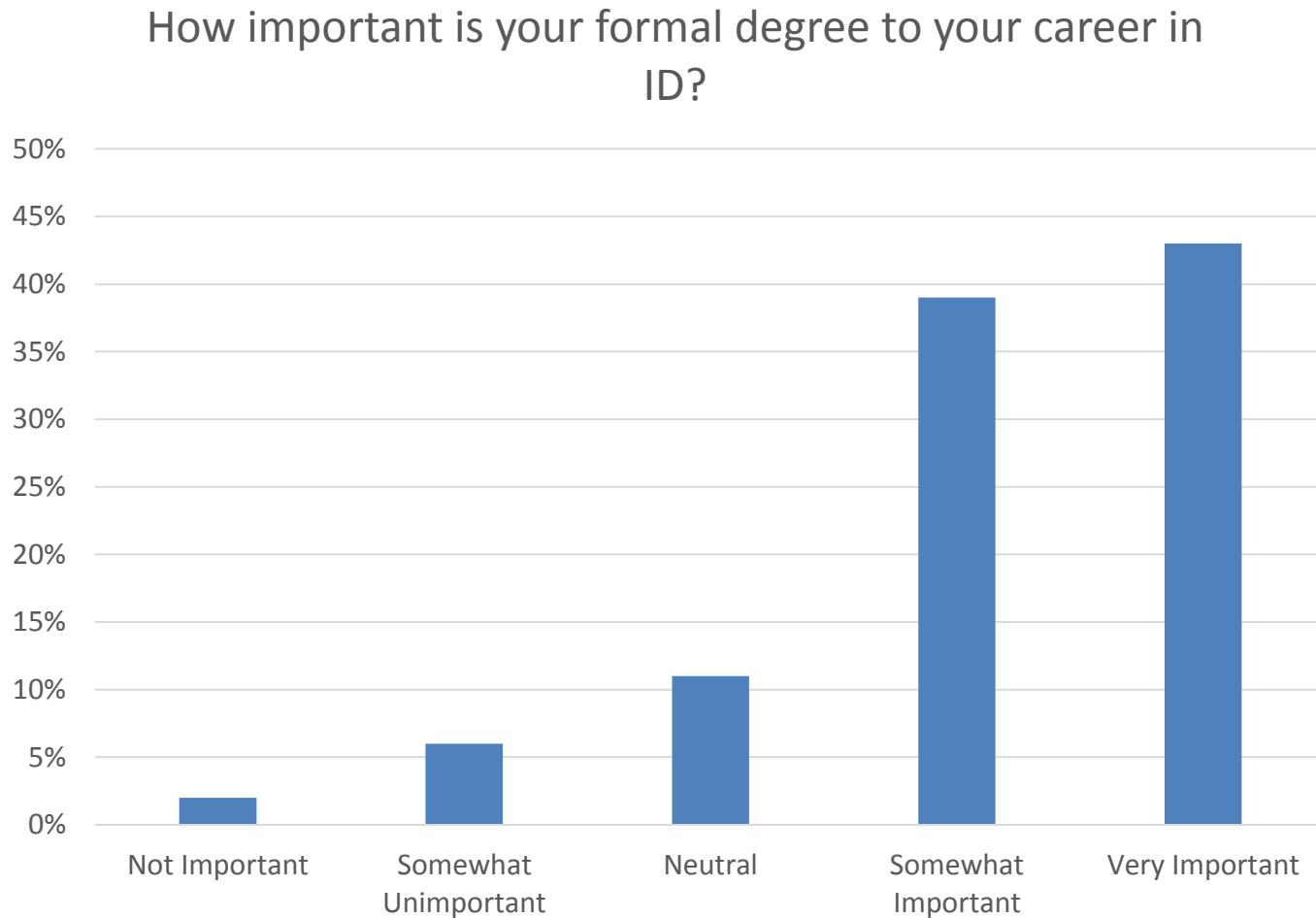
2015 ATD Compensation & Benefits Report

Educational Attainment in Talent Development

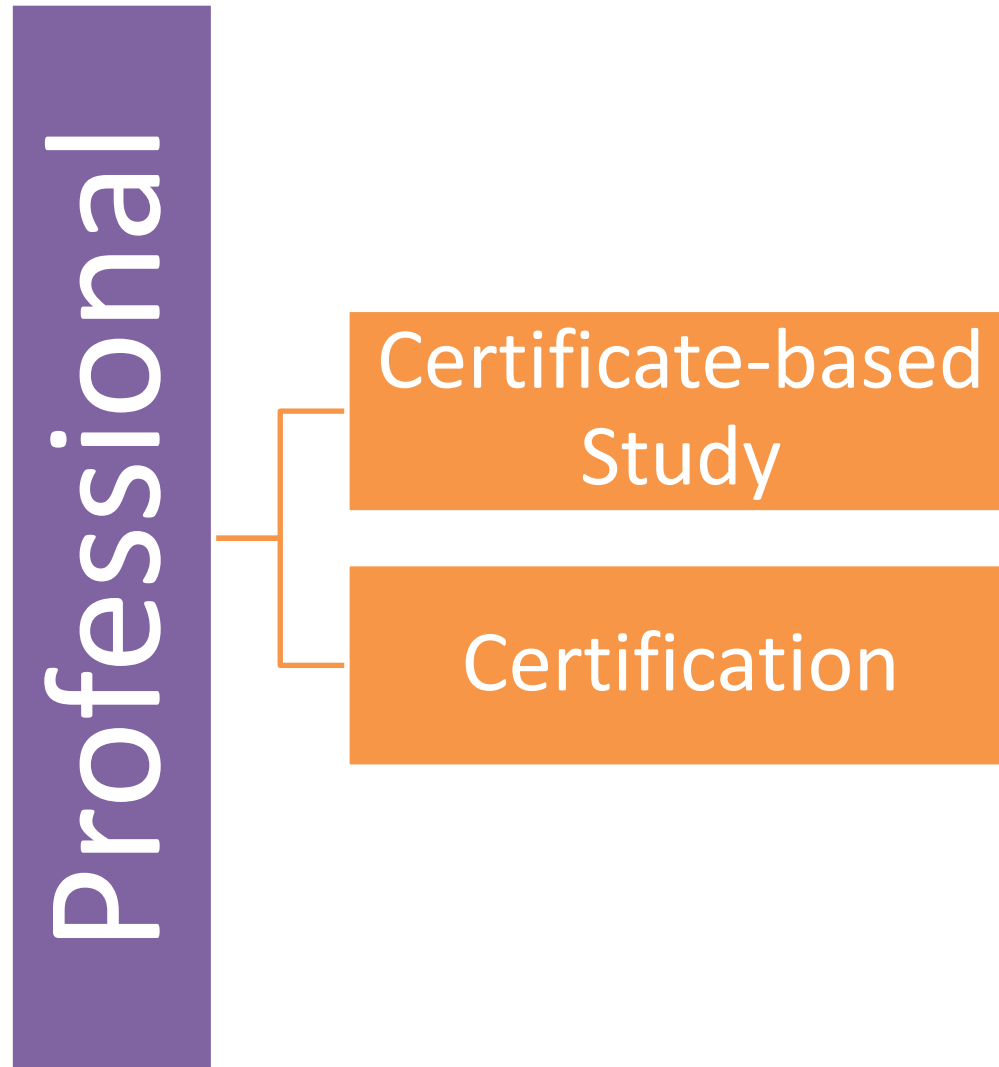
What is the highest level of education you have attained?

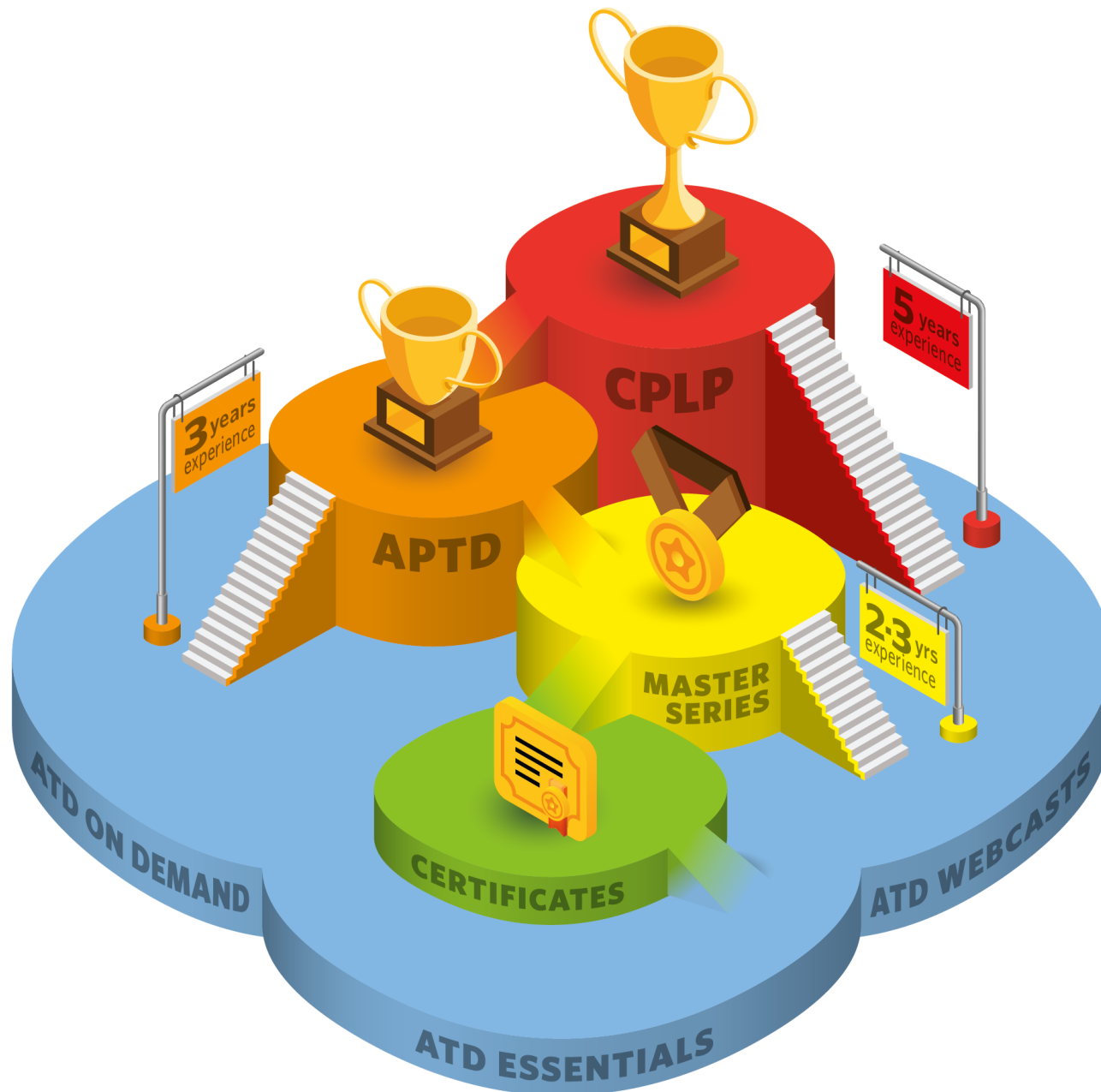


Well-Educated Instructional Designers Say Degrees Add Career Value



What's the Difference?

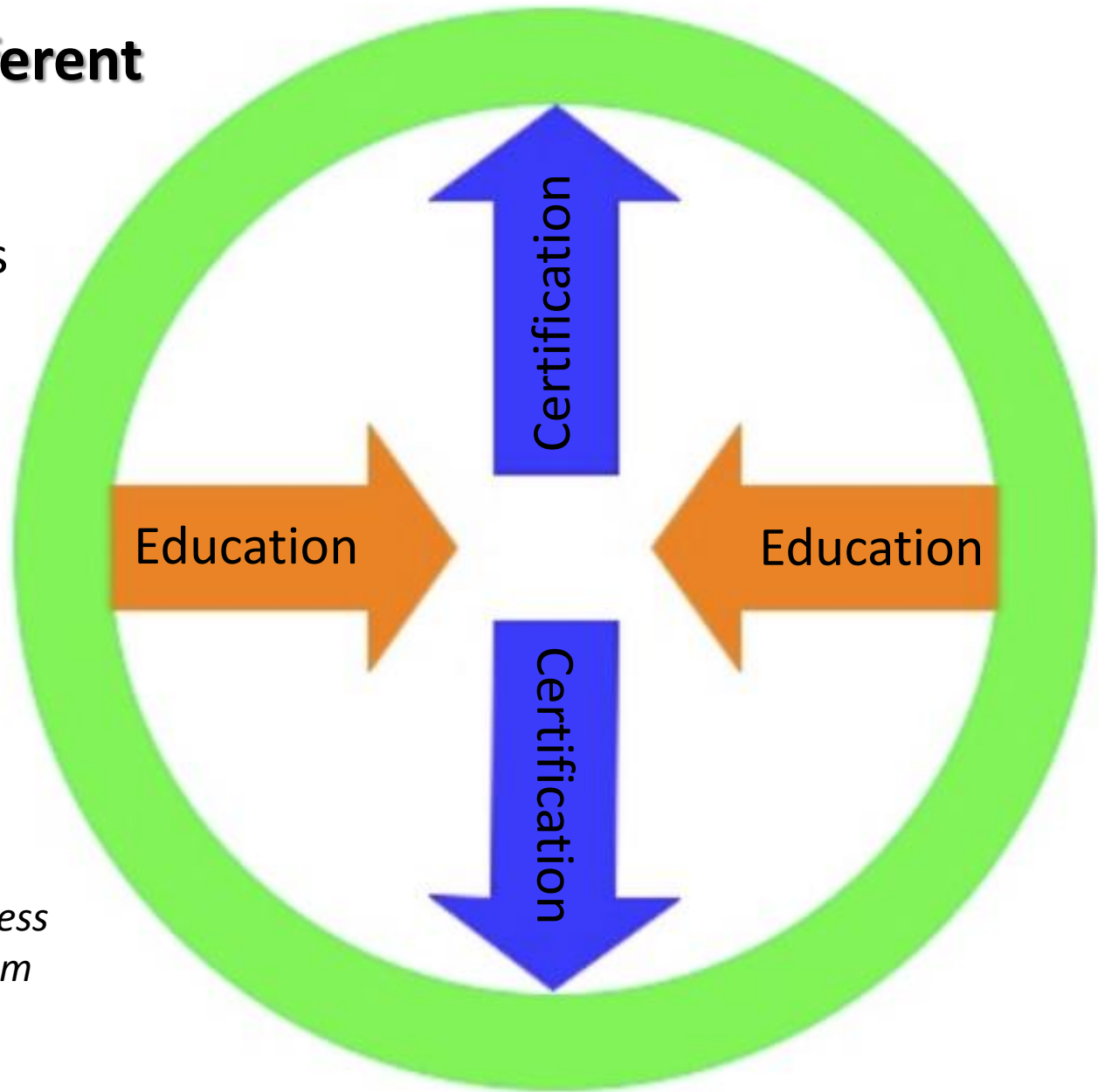




The Process is Different

Education gathers
and processes
knowledge

Certification
demonstrates
knowledge and
ability to apply it
*(though often, the process
to get ready for the exam
involves education!)*





CPLP ROI

Source: ROI Institute. 2015.
*Measuring the Impact and ROI of
ATD CI's Certification.* Chelsea, AL.

SHARED	Pros	Cons
University Degree <u>or</u> Industry Credential	Often recognized globally; networking opportunities/ job leads; in-person and online access/format; often professional dev. \$ available; taught by professionals in the field; can compensate for “hiccups” on resume	Time commitment; cost* <i>*depending on filing status, some programs can be tax-deductible</i>

	Pros	Cons
University Degree	Formal education; valid for life	Cost; duration of program

	Pros	Cons
Industry Credential	More focused in chosen field; can often earn within a short period of time	Must recertify every few years; cross-industry awareness

Make your own list of pros and cons

- with factors that affect YOU
- with YOUR career goals in mind

	Pros	Cons
University Degree		

	Pros	Cons
Industry Credential		

A Tale of Two Case Studies

Kate

Mark

Current Role

Trainer

Learning & Development
Manager

Education/Current Credentials

4-year degree (non-TD related);
several ATD courses to enhance
her training skills

2-year degree, on-the-job
training and a few professional
training courses

Experience in TD

5 years

15 years

Career Goals

Bridge over into Instructional
Design

Become a Coach



More Tools to Help

ATD Student Scholarships and Dissertation Award



<https://www.td.org/Members/Higher-Education/Students>

Blog posts from others who have been in your shoes

CPLP? Doctorate? Why Not Both?

Tuesday, January 12, 2016 - by *Treca Stark*

<https://www.td.org/Certification/Testimonials>

ATD's TD Degree Directory

- » [Education Training and Adult Learning Degree Programs](#)
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- » [Instructional Design Degree Programs](#)
- » [Leadership Development Degree Programs](#)
- » [Organizational Development Degree Programs](#)
- » [Organizational Psychology Degree Programs](#)

<http://degreedirectory.td.org/>

Questions?



Email me!

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For information on ATD's programs and certifications:

CustomerCare@td.org

APTDcertification@td.org

CPLPcertification@td.org

