What is the Value of Certification?

Panelists:

Sam Caballero, CPLP

Greg Rollins, APTD

Whitney Sieck, CPLP
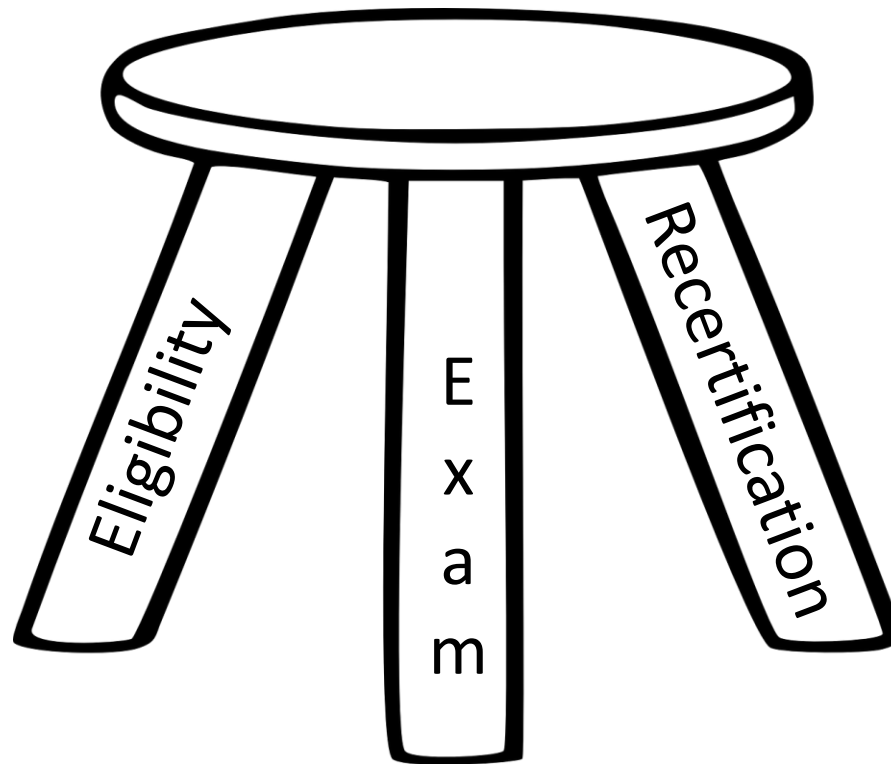
atd CERTIFICATION INSTITUTE
Association for
Talent Development

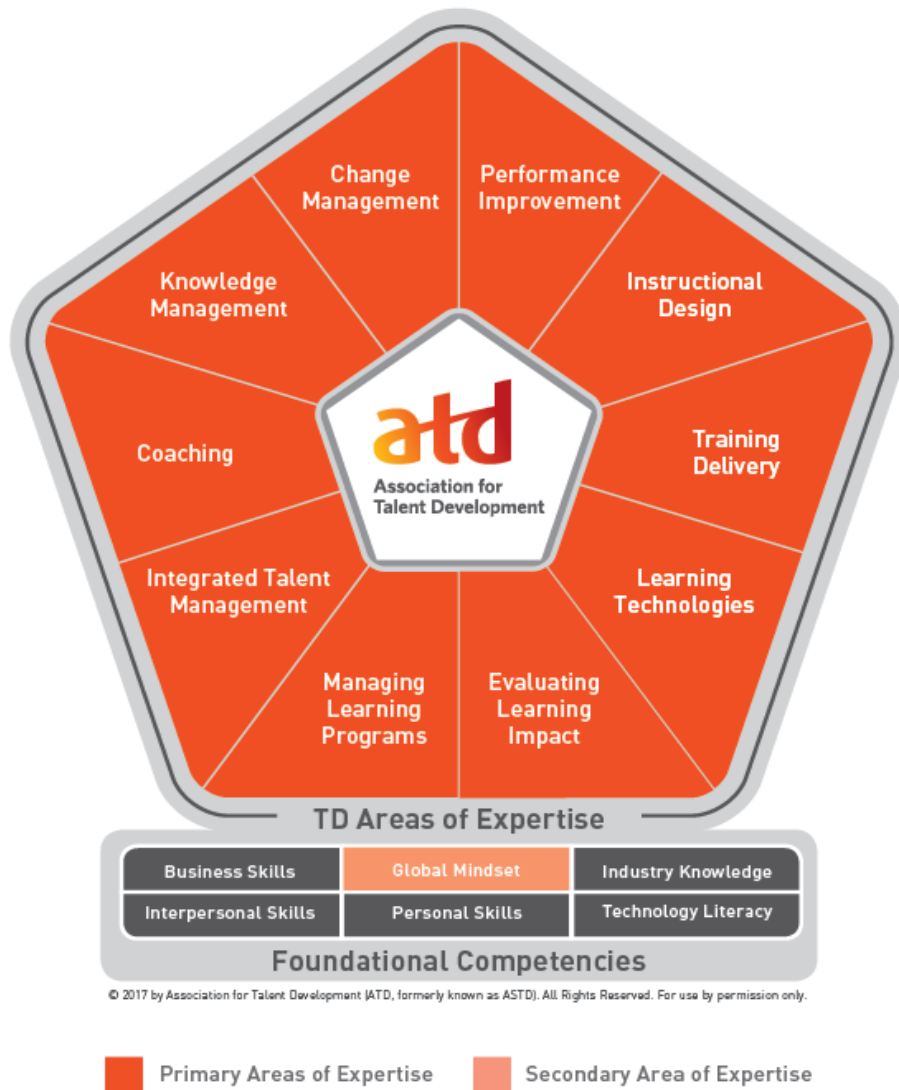*Elevating the Talent Development Profession*

Today's Agenda

- Certification Basics

- Value of Certification Survey Results

- Why Pursue Certification?

- Value to Company & Individual

- Factors to Consider

- Advice to Candidates

- Q&A

Understanding Certification:
3 Legs of the
Certification Stool

The ATD Competency Model

ATD CI credentials are based on the ATD Competency Model
www.td.org/compmodel

- defines the latest competencies needed for success across the entire TD industry.

- provides a professional development roadmap for TD leaders and practitioners.

- provides the opportunity to align individual and organizational goals against an industry standard backed by research and forward-thinking

ATD CI Credentials

ASSOCIATE PROFESSIONAL IN TALENT DEVELOPMENT
aptd
ATD CERTIFICATION INSTITUTE

CPLP®
atd CERTIFICATION INSTITUTE

The Associate Professional in Talent Development (APTD) is for talent development professionals who are in the early part of their careers or whose roles and aspirations are focused on a few areas of expertise.

- At least 3 years of experience
- Knowledge exam that covers 3 primary areas of expertise (115 questions)
  - Instructional Design
  - Training Delivery
  - Learning Technologies
- Recertification every three years

The Certified Professional in Learning and Performance (CPLP) is for TD professionals with significant knowledge and experience who want to distinguish themselves in the talent development field.

- At least 5 years experience
- Knowledge Exam that covers all 10 areas of expertise (150 questions)
- Skills Application Exam: Case-based exam on the application of one area of expertise:
  - Training Delivery
  - Instructional Design
  - Managing Learning Programs
- Recertification every three years

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Survey Results at a High Level
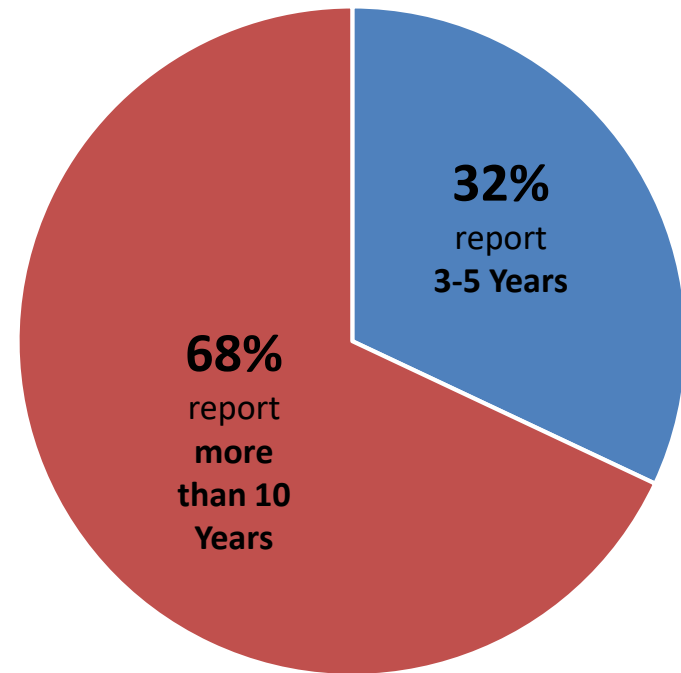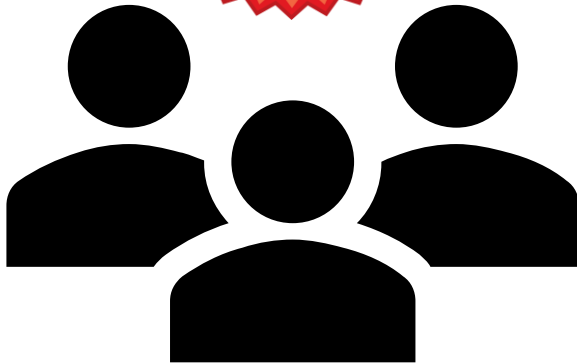
Survey deployed July/August 2019

Overall, 26% response rate
    28.6% of active APTDs
    25.1% of active CPLPs

89% Completion Rate for Survey
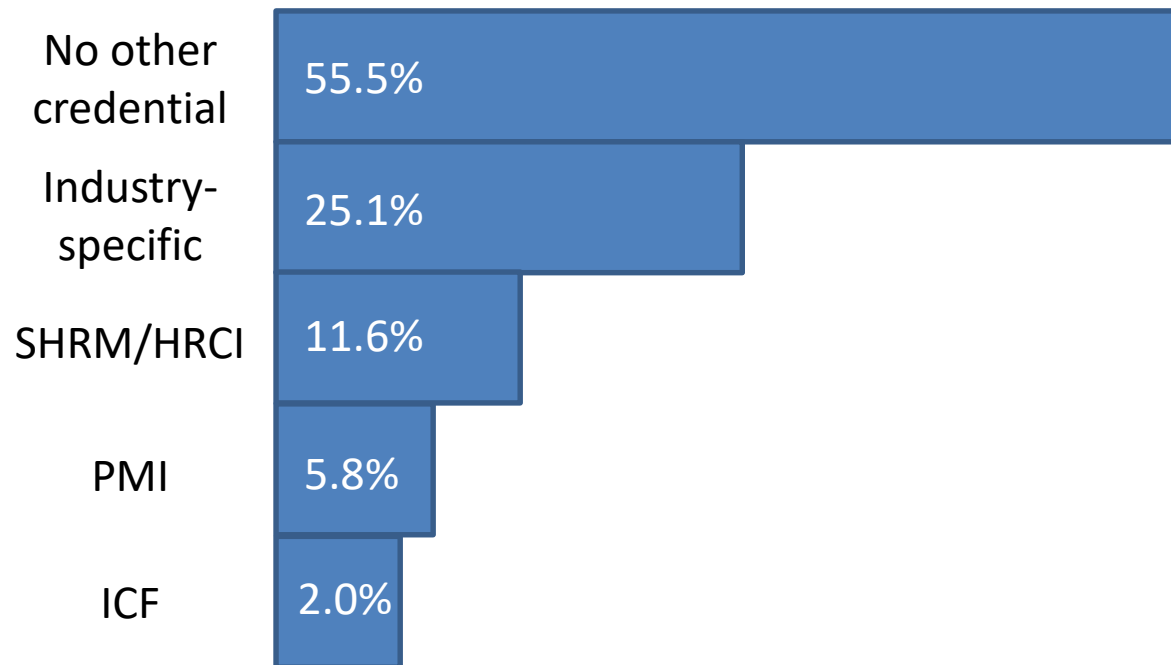
Typical Time Spent on Survey was 8 minutes

Serves as a baseline for future values surveys

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Average Years of Experience at time of Certification

32% report 3-5 Years

68% report more than 10 Years

What Else Do People Earn?

Besides the APTD or CPLP, do you hold any other certification?

Category	Percentage
No other credential	55.5%
Industry-specific	25.1%
SHRM/HRCI	11.6%
PMI	5.8%
ICF	2.0%

Reasons for EARNING ATD CI Credential
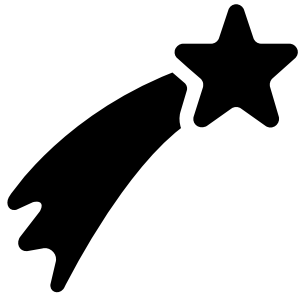
Indicates professional growth

Validates job-specific competency

Job mobility/ marketability of my skills

Supports and promotes professional standards

Boosts confidence for job performance

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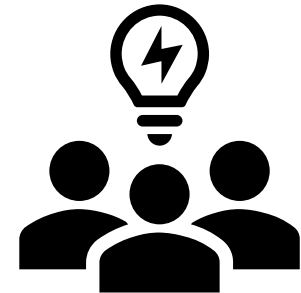# Perceived benefits of ATD CI Credentials

Winning:

Enhances personal confidence

Provides personal satisfaction

Validates job-specific knowledge

Indicates a standard of practice

Indicates a level of competence in talent development

Areas for Improvement:

Promotes recognition from employers

Increases marketability

Increases the confidence of clients (i.e., business partners)

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72%

of survey respondents say their ATD CI credential has had a positive impact on their career.

Breakout: 73% of CPLPs; 69% of APTDs

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84%

of survey respondents feel their ATD CI credential has kept pace with industry.

Breakout: 79% of CPLPs; 89% of APTDs

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72%

of survey respondents have employer monetary support to earn certification.

20% say they had no employer monetary support; 4% were self-employed;
4% said they earned certification without employer knowing

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Noted and Quoted

The APTD certification has increased my confidence when I have to choose the best way to assess and implement training solutions. I now have a community to turn to when I need advice.

Earning my CPLP has made me feel like I belong in this field. The confidence boost, increased knowledge base and insight into best practices have been most valuable to me. Additionally I have found my tribe with my new and ever growing network of fellow CPLP's whom I can always count on to provide ideas and insight any time I call on them.

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Meet Our Panelists

- Sam Caballero, CPLP
- Greg Rollins, APTD
- Whitney Sieck, CPLP

Why did you pursue certification?

- Fill knowledge gaps & expand skillset

- Increase credibility

- Improve chances in the job market

- Expand my role & responsibilities

- Gain prestige & recognition

What has been most valuable?

- Getting a job in the field

- Breadth and depth of knowledge gained

- Better understanding of "big picture"

- Increased self confidence

- Network of knowledgeable peers

How has your company benefited?

- Improved efficiency and quality of my work and the work of others
- Demonstrated importance of employee development to company success
- How what I do affects bigger picture
- Better change management process
- Improved problem and needs analysis

What factors should you consider?

- What are your career goals?
- How will the certification advance those goals?
- Is the subject matter covered by the credential what you want to focus on in the future?
- Do you want broad expertise or do you want to specialize?
- What have others done who hold to which you aspire?

Advice for Potential Candidates

- Make space for preparation
- Get an executive sponsor
- Link what you learn to your daily work
- Journey of learning and self discovery
- How can you use this information to improve yourself and your company?
- Take advantage of ATD network

Questions for Panelists?

- Please chat out your questions
- Indicate if it is intended for a specific person

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Competency Model Changes

- Competency model updates this year
- Changes will be announced in early 2020
- Exams in 2019 and first half 2020 will not be affected by the changes
- Exams for new model expected mid-2020

CPLP Exams

Knowledge Exam Registration Deadline	2019 & Early 2020* Testing Windows
November 6, 2019	December 4-20, 2019
December 8, 2019	January 8-29, 2020
February 4, 2020	March 4-25, 2020
April 6, 2020	May 6-27, 2020

Skills Application Exam Registration Deadline	2019 & Early 2020* Testing Windows
September 25, 2019	November 6-26, 2019
January 5, 2020	February 5-26, 2020
March 1, 2020	April 1-22, 2020
May 3, 2020	June 3-24, 2020

*Registration for testing in first half of 2020 is now open

APTD Exams

APTD Exam Registration Deadline	2019 & Early 2020* Testing Windows
November 29, 2019	November 6- December 20, 2019
January 5, 2020	February 5-26, 2020
March 1, 2020	April 1-22, 2020
May 3, 2020	June 3-24, 2020

*Registration for test in first of 2020 is now open

Resources

- [Active candidates page](#)
- Practice Test: www.td.org/skilltracker
- APTD: www.linkedin.com/groups/8660635
- CPLP: www.linkedin.com/groups/8664160
- ATD Learning System
  - **[APTD Edition](#)**
  - **[CPLP Edition](#)**

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