

# Panel: Do Employers Value Certification?

April 29, 2021

The logo for the American Training & Development Institute (atd) features the lowercase letters 'atd' in a bold, sans-serif font. The 'a' is orange, the 't' is red, and the 'd' is red. A horizontal line, colored orange on the left and red on the right, is positioned below the letters.

CERTIFICATION  
INSTITUTE

# AGENDA

- Certification Overview
- Employer Perspective
- Panel
- Q&A
- Resources

# Professional Certification

---

## Recertification

---

## Exam

---

## Eligibility

# Certifications Grounded in Research



- Tied directly to the [Talent Development Capability Model](#)
- Exam Content developed by analyzing responses from target audience
- Exams cover a subset of knowledge and skills in capability model

# ATD CI Certifications

## Associate Professional in Talent Development (APTD)

- 3 years of experience plus 28 hrs professional development
- Focused on knowledge needed at 3-year mark
- Focus on foundational knowledge



## Certified Professional in Talent Development (CPTD)

- 5+ years of experience plus 60 hrs professional development
- Focused on application and decision making
- Deeper focus on organizational capabilities



# Employer Perspective

- Assurance of knowledge level
- Industry standard
- Up to date
- Knowledge is amplified
- Common language
- Baseline of knowledge



## Panelists

- Michele Berg, CPTD
- Jay Davenport
- Laura Klein Grochocki, APTD
- Laura Pasquini, CPTD

# Value to Employers

- Increased expertise on TD staff --> other employees
- Engaged and enthusiastic employees
- Increased job satisfaction –higher productivity
- Validation of skills and knowledge
- Recertification → up to date
- Common language among staff
- Higher ROI from training
- Better prioritization of business needs



# Employer Perception - Hiring

- More certainty about skills and knowledge
- Shows commitment to professional growth
- Increasingly preferred or required
- Less time to get them proficient in their role
- Stand out from the crowd
- Heightens business acumen and understanding of organization as a whole

# Pandemic Effect?

- Pivot during COVID required staff development → more value placed on effective talent development
- Certification provides an easy way for employers to validate expertise of remote workers
- COVID required huge demand for talent development services – increased value of team
- Financial stability and maintenance of growth – expertise and effectiveness of TD team is key

# Employer Support

- Supported whole TD team to get certified
- Commitment to personal development 10%
- Pay for exam fees and preparation materials
- Time to study, prepare and take exam
- Paired up team members for accountability
- Apprenticeship program
- Study/support groups

# Certifying a Group

- Study and support groups
- Accountability and motivation
- Team experience and knowledge sharing
- Engage cross functional teams
- Common language and knowledge levels
- Increased credibility of the team
- Discount for groups > 5

# Convincing Your Boss

- Align capability model to organizational business goals and problems
- Increased expertise in TD exponentially impacts other employees
- Value to internal and external customers
- Make a business case with financials
- Show how your new knowledge will be applied to current or upcoming project

# Advice for Candidates

- Do it! It's validating and energizing
- Understanding and new knowledge gained are worth the time investment
- Figure out how you learn best
- Have a personal and professional reason
- Gain support of your boss



## Q & A

Type your questions in the chat

[www.td.org/certification](http://www.td.org/certification)

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

# Resources for Employers and Candidates

- [Active candidates page](#)
- [Capability Model](#)
- [Content outline](#)
- [Study Group Guide](#)
- [Study plan template](#)
- [Study group webcast](#)
- [Value of certification webcast](#)
- [Enterprise solutions](#)