

APTD or CPTD? Which Certification is Right for Me?

April 25, 2024



CERTIFICATION
INSTITUTE

Agenda

- Certification Overview
- The Requirements
- APTD and CPTD- Who are they?!
- Meet the Experts

The Talent Development Certifications



Associate Professional
in Talent Development
(APTD)



Certified Professional
in Talent Development
(CPTD)

What Is a Professional Certification Program?



Certification = assessment of ability to apply professional knowledge and skills against an established standard

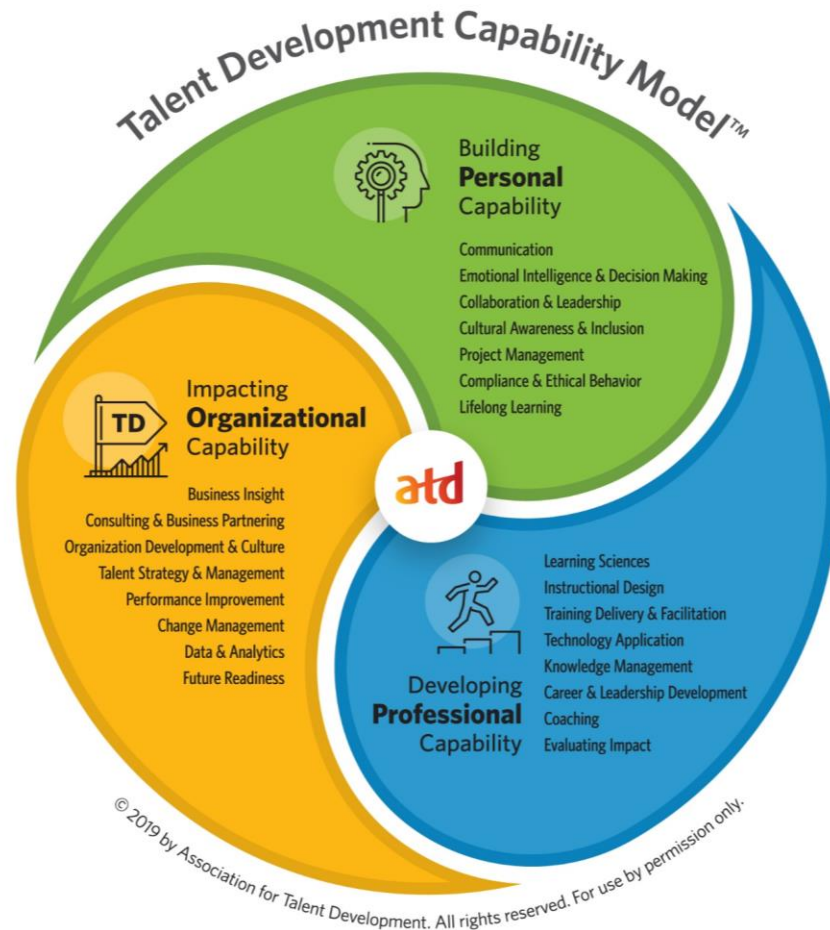


ATD established a *new global standard* for talent development with the Talent Development Capability Model



ATD Certification programs are grounded in the Talent Development Capability Model

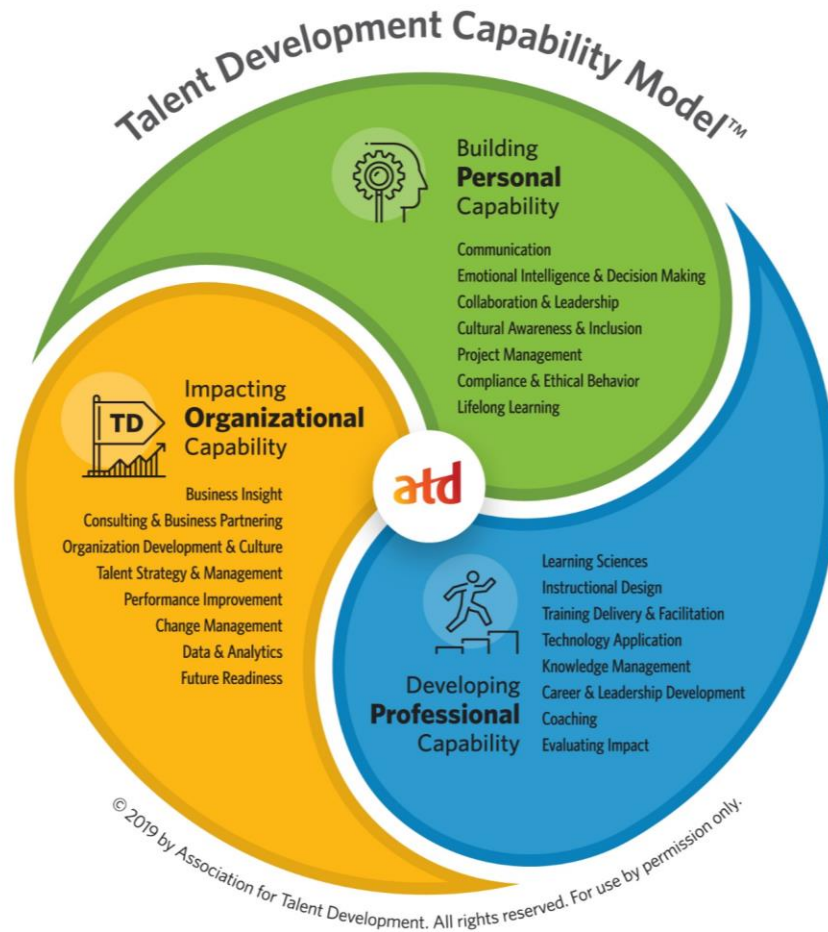
The Talent Development Capability Model



- A [framework](#) for what TD professionals need to know and do to develop themselves, others, and their organizations.
- Research-based/industry-accepted
- ATD Certifications base the content of the exams on this model

<https://www.td.org/capability-model>

Capability Focus by Exam



APTD Content Outline

20% Personal
50% Professional
30% Organizational

CPTD Content Outline

20% Personal
45% Professional
35% Organizational

APTD vs. CPTD Requirements

	<u>APTD</u>	<u>CPTD</u>
Eligibility Requirements	<p>Work experience: 3 years (36 months)</p> <p>Prof. Dev.: + 28 hours within last 3 years</p>	<p>Work experience: 5 years (60 months)</p> <p>Prof. Dev.: + 60 hours within last 5 years</p>
Exam	<p>115 multiple choice questions</p> <p>2 hours</p>	<p>90 multiple choice questions</p> <p>10 case management questions</p> <p>3 hours</p>
Cognitive Level of Exam Questions	Application	Application and Analysis
Registration Cost	<p>\$499 ATD Member Rate</p> <p>\$699 Non-members</p>	<p>\$975 ATD Member Rate</p> <p>\$1350 Non-members</p>
Recertification	Every 3 years with 40 hours PD	Every 3 years with 60 hours PD

APTD vs. CPTD Requirements

Compare the details

[Which Certification is for Me?](#)

Associate Professional in Talent Development



Who is an APTD?

Early career professional or a TD professional focusing on an **individual contributor role** or for whom TD is only part of their responsibilities

The APTD Certification

Focuses primarily on the **foundational knowledge** required to be successful in talent development and how to apply that knowledge

Review the [Exam Content Outline](#)



APTD Roles

- ✓ Avg 6 years experience
- ✓ 45% Training & Del
18% Instructional Design
- ✓ 47% Individual role/ 40%
Management
- ✓ 50% in Gov, Finance,
Healthcare

1,250+ APTDs

US
China
Saudi Arabia
Taiwan
Egypt



Education and Work Experience

Recent APTDs average **6 years** of work experience when they apply. Most hold college degrees:

- | 48% With a bachelor's degree
- | 40% With a master's degree
- | 4% With a doctoral degree
- | 8% Other



Primary Job Responsibilities

Most APTDs have a primary job responsibility in **training delivery and facilitation**, but responsibilities are expanding, just like they are in the field.

- | 45% Training delivery and facilitation
- | 18% Instructional design
- | 11% Career and leadership development
- | 10% Human resources
- | 6% Organization development and culture
- | 5% Coaching
- | 3% Performance improvement
- | 2% Other



Organizational Level

These APTDs work at all levels of the organization:

- | 47% Individual contributors
- | 40% Managerial role (manager, supervisor, or team leader)
- | 8% Senior role (director or executive)
- | 2% University professor
- | 2% Other
- | 1% Unemployed

Company Size and Team Size

APTDs are found at organizations and on teams of all sizes.



Company Size

- | 8% 1-99
- | 19% 100-499
- | 10% 500-999
- | 14% 1,000-2,499
- | 10% 2,500-5,000
- | 39% 5,000-plus



Team Size

- | 41% 1-9
- | 25% 10-24
- | 11% 25-49
- | 8% 50-99
- | 15% 100-plus

Sectors and Types of Organizations

More than **50%** of APTDs work in government or at for-profit companies across major industries. The top three sectors, in order of rank, where you will find them are:



Are you ready to join this elite community of talent development professionals and take your impact to the next level?

Learn more and start your APTD journey at td.org/APTD.

Certified Professional in Talent Development



Who is a CPTD?

Those with **broader TD experience** who are in, or seek, a more **strategic role** within an organization

The CPTD Certification

Focuses primarily on *critical thinking and professional judgement* applied to on-the-job situations

Review the [Exam Content Outline](#)

CPTD Roles

- ✓ Avg **10.5** years experience
- ✓ 26% Training & Del/Facil
22% Instructional Design
14% Career & Leadership
13% Org Dev & Culture
- ✓ 33% Management
31% Individual Contrib.
29% Director/Exec

3,800+ CPTDs

US
India
Saudi Arabia
Canada
China



Education and Work Experience

Recent CPTDs average **10.5 years** of work experience when they apply. Most hold college degrees:

- | 37% With a bachelor's degree
- | 50% With a master's degree
- | 7% With a doctoral degree
- | 6% Other



Primary Job Responsibilities

Most CPTDs have primary job responsibilities in **training delivery and facilitation or instructional design**. But responsibilities are expanding, just like they are in the field.

- | 26% Training delivery and facilitation
- | 22% Instructional design
- | 14% Career and leadership development
- | 13% Organization development and culture
- | 10% Consulting and business partnering
- | 4% Performance improvement
- | 3% Technology application
- | 2% Coaching
- | 2% Knowledge management
- | 2% Human resources
- | 2% Other



Organizational Level

These CPTDs work at all levels of the organization:

- | 33% Managerial role (manager, supervisor, or team leader)
- | 31% Individual contributors
- | 29% Senior role (director or executive)
- | 6% Independent consultant
- | 1% Unemployed

Company Size and Team Size

CPTDs are found at organizations and on teams of all sizes.



Company Size

- | 17% 1-99
- | 14% 100-499
- | 9% 500-999
- | 10% 1,000-2,499
- | 12% 2,500-5,000
- | 38% 5,000-plus



Team Size

- | 49% 1-9
- | 22% 10-24
- | 10% 25-49
- | 7% 50-99
- | 12% 100-plus

Companies and Industries

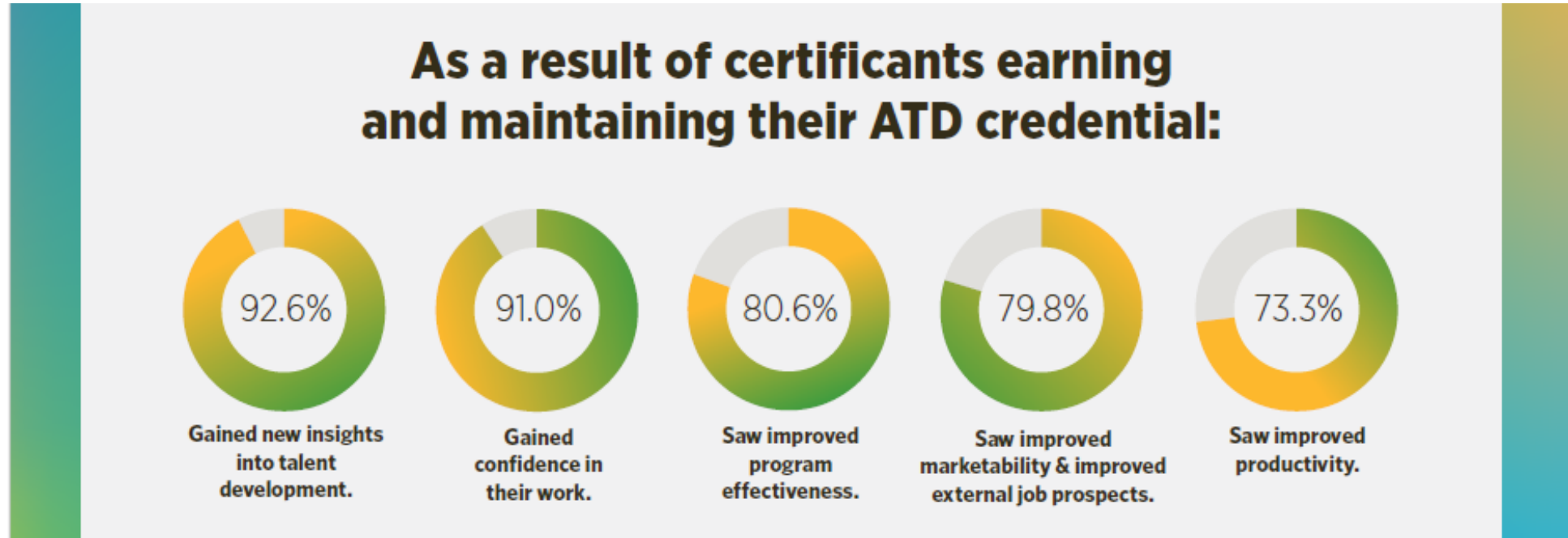
More than **60%** of recent CPTDs work at for-profit companies across all major industries. The top three industries where you will find them are:



Are you ready to join this elite community of talent development professionals and take your impact to the next level?

Learn more and start your CPTD journey at td.org/CPTD.

ROI Study on APTD & CPTD Certification



Conducted by The ROI Institute

Today's Panelists



Jeremy Cheek, CPTD
Learning and Development
Manager at the University of
Kentucky Federal Credit Union



Victoria Nelson, CPTD
Learning & Development
Strategist



Rob Hoitt, CPTD
Sr. Learning & Development
Consultant and self-
proclaimed “accidental
trainer”



Sarah Jo Smith, CPTD
Training Coordinator and
Documentation Specialist at
Signature Science

Motivators

Why did you want to earn a certification?

The Big Decision

Why did you choose APTD or CPTD over the other?

Getting Ready

What did you do to prepare?

Mindset

What was your mindset for preparation, especially in the weeks/days/hours before the exam?

Career Outlook

Has your certification changed your career? How has it affected you personally and/or professionally?

Bottom Line

Was it worth the investment? How so?

Advice to Self

What would you go back and tell your un-certified self?

Questions, So Many Questions!

More Information

- [APTD Overview, Apply, Prep, About the Exam](#)
- [CPTD Overview, Apply, Prep, About the Exam](#)
- View the [APTD – CPTD Comparison](#) webpage
- Certification Webinar Replays
- More [Q&A with APTDs/CPTDs](#) on Zoom
- Monthly [Staff Office Hour](#) on Zoom
- Email us at certification@td.org

Thank you!

