



# APTD vs. CPTD?

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THAT IS THE QUESTION

# AGENDA

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- ❖ Career Goals
- ❖ Certification Basics
- ❖ APTD and CPTD Comparisons
  - Eligibility
  - Exams & Content
  - Timing & Cost
- ❖ Career Scenarios
- ❖ Resources
- ❖ Questions

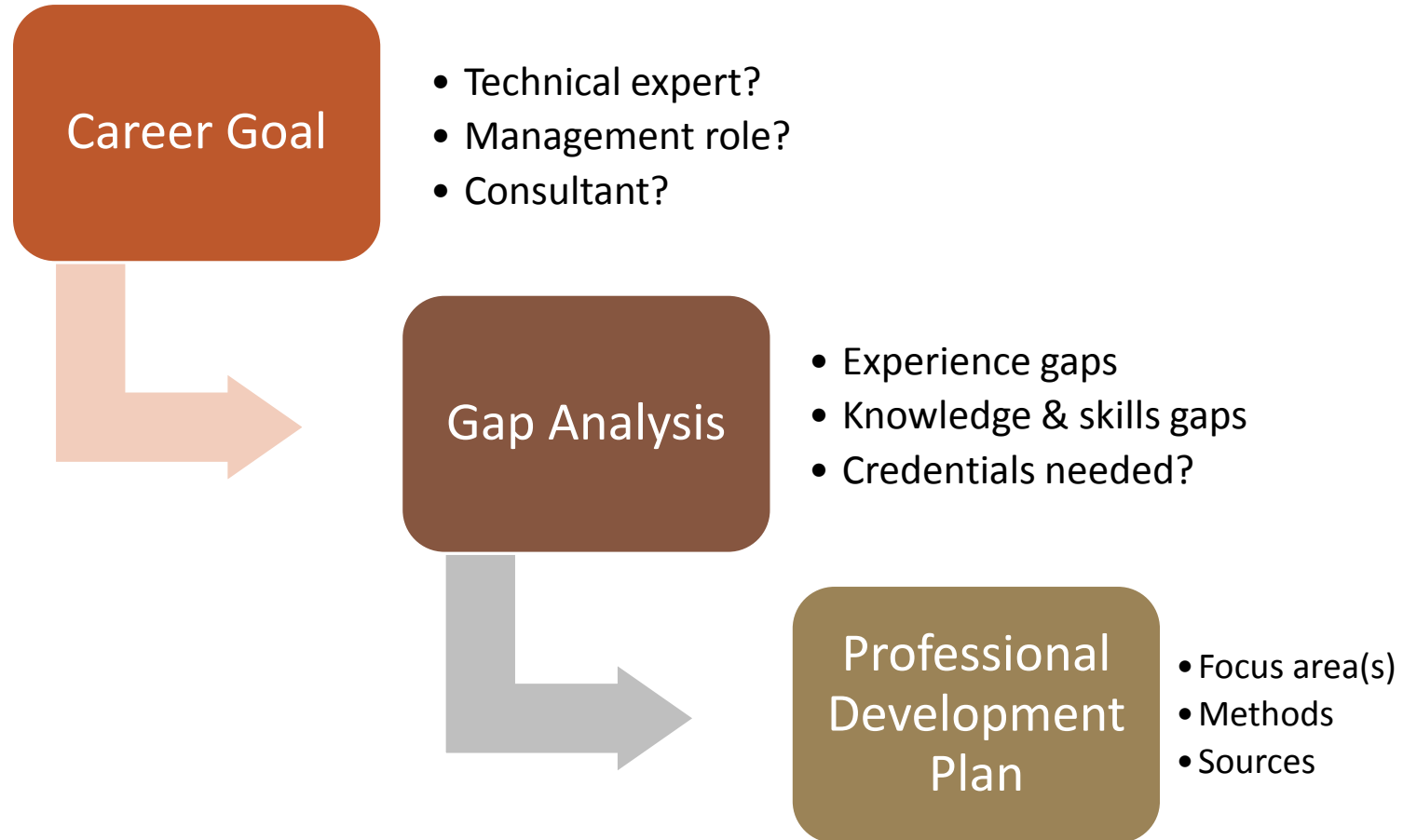




What is your career goal?  
*Keeping Your Career on Track*

# Career & Professional Goals

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# Pathways to Your Goals

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## Courses

- Days or weeks
- Focused topic
- Once and done

## Professional Certification

- Less than one year
- Industry standard
- Must recertify

## Degree

- More than one year
- Not necessarily industry standard
- No requirement to stay up to date





# What is a Professional Certification?



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



**Eligibility** = experience, education or both



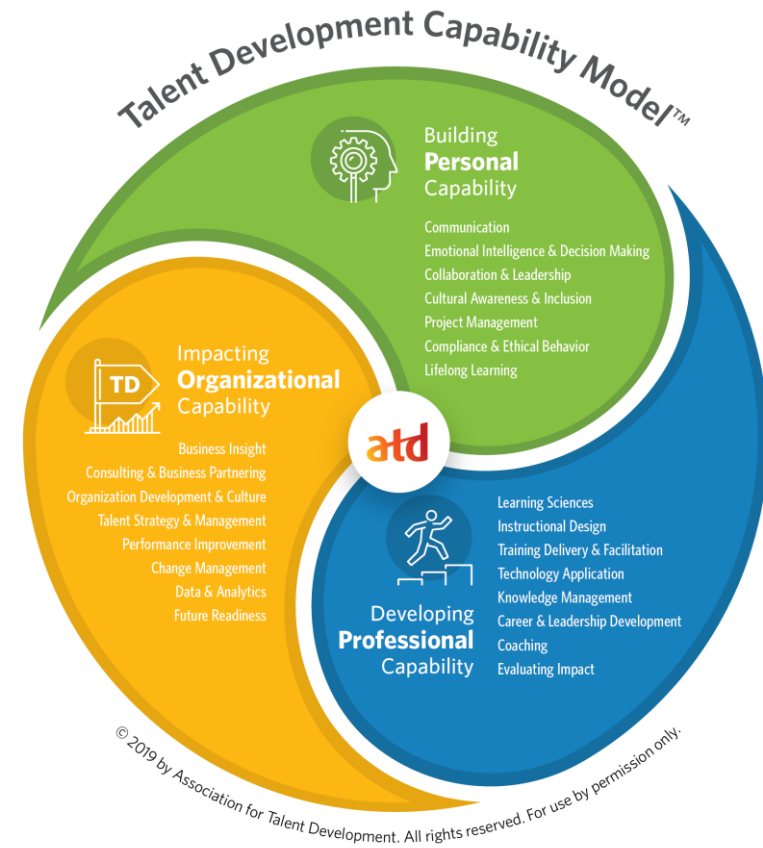
**Recertification** = proof that knowledge is current

# ATD Talent Development Capability Model

## Certifications Grounded in Research

- Tied directly to the [Talent Development Capability Model](#)
- Personal, Professional and Organizational domains
- 188 Knowledge & Skill Statements
- Subset of statements are tested

[www.td.org/capability-model](http://www.td.org/capability-model)



# ATD CI Professional Certifications

## ASSOCIATE PROFESSIONAL IN TALENT DEVELOPMENT (APTD)

- Talent development professionals in early stages of career or narrower focus on specific functional areas.
- Individual contributor
- Focused or technical expert



## CERTIFIED PROFESSIONAL IN TALENT DEVELOPMENT (CPTD)

- Talent development professionals in mid-later stages of career working in broad range of functional areas and/or management focus.
- Management level aspirations
- Organization-level





# Eligibility Requirements

## APTD

- At least 3 years of work experience involved in talent development functions
- 28 hours of qualifying professional development in the past 3 years
- ATD Master's designation fulfills professional development requirement

## CPTD

- At least 5 years of work experience involved in talent development functions
- 60 hours of qualifying professional development in the past 5 years
- APTD credential or ATD Master's designation fulfills professional development requirement

# Qualifying Work Experience

- ❖ Must involve working with adults performing talent development activities as described in the Professional Capability and/or Organizational Capability domains
- ❖ Role need not have a formal TD title
- ❖ TD activities can be portion of the job



# Professional Development Guidelines

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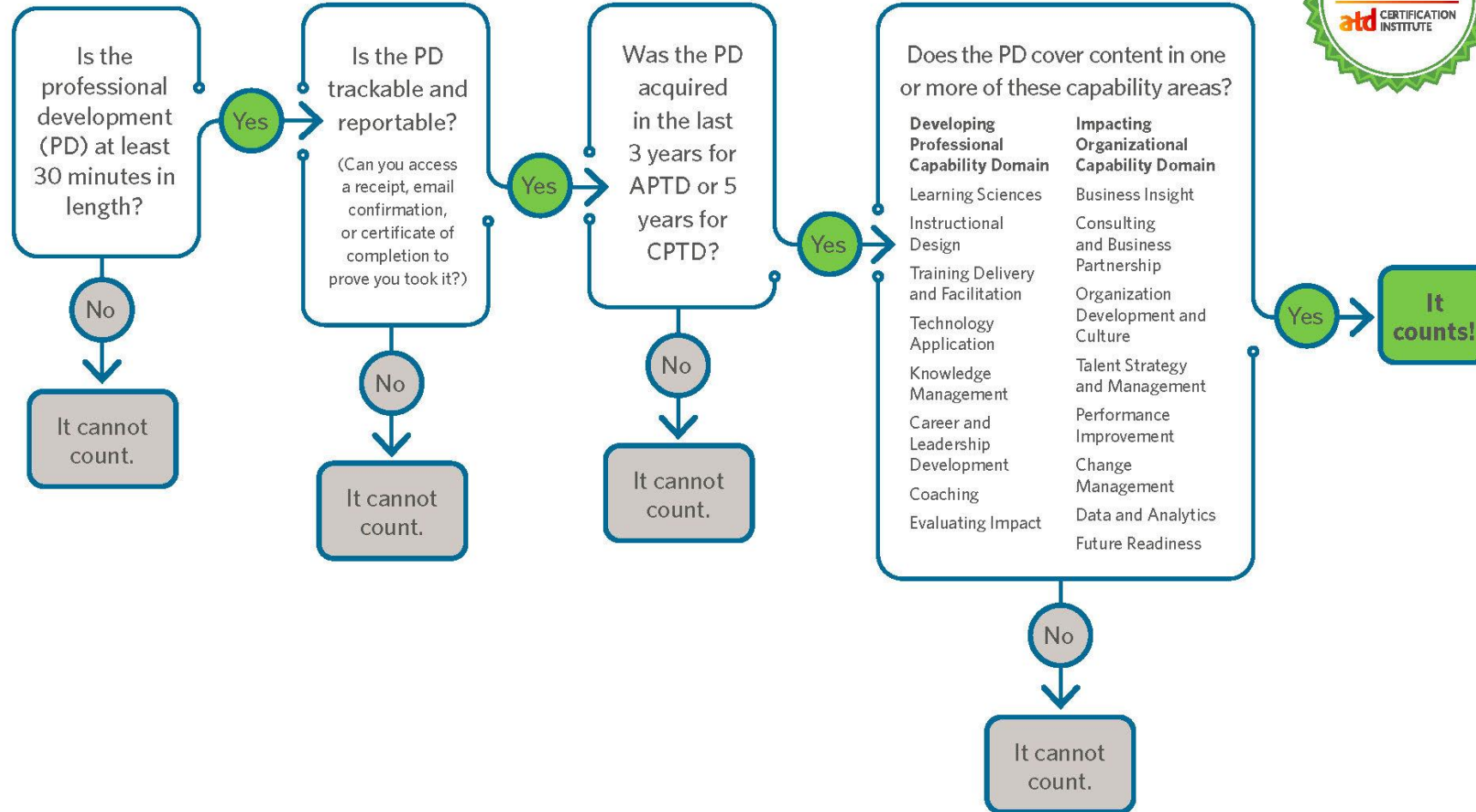
- ❖ Reputable organizations qualify. Does not have to be an ATD program
- ❖ Workshops, conferences, certificate programs, webinars, college courses can qualify
- ❖ Content must align with [professional and organizational capability domains](#)
- ❖ Completed within 3 years for APTD & 5 years for CPTD
- ❖ At least 30 minutes in length
- ❖ Trackable and reportable

Examples of Commercially Available Providers



# Does It Count?

*A Guide for Professional Development Certification Eligibility*



# Exam Comparison

## APTD

115 Multiple Choice questions

2 hours to complete the exam

- 20% from Personal domain
- 50% from Professional domain
- 30% from Organizational domain

Foundational knowledge at the application level – must know how to apply it at work

## CPTD

150 measurement opportunities

- 90 multiple choice
- 10 multi-part case management style questions

3 hours to complete the exam

- 20% from Personal domain
- 45% from Professional domain
- 35% from Organizational domain

Professional judgment and decision making in broad range of functional areas

# Content Comparison

APTD TECHNOLOGY APPLICATION
<p>2.4.14 Knowledge of techniques and approaches to leverage social media platforms and tools to support knowledge sharing, idea exchange, and learning.</p> <p>2.4.6 Knowledge of existing learning technologies and support systems (for example, collaborative learning software, learning management systems, authoring tools, and social media).</p> <p>2.4.8 Knowledge of communication technologies and their applications (for example, video conferencing, web conferencing, audience response systems, and presentation software).</p> <p>2.4.12 Knowledge of functions, features, limitations, and practical applications of the technologies available to support learning and talent development solutions.</p>

CPTD TECHNOLOGY APPLICATION
<p>2.4.4 Skill in identifying, selecting, and implementing learning technologies (for example, using evaluative criteria and identifying appropriate applications in an instructional environment).</p> <p>2.4.1 Skill in selecting, integrating, managing, and maintaining learning platforms (for example, learning management systems, knowledge management systems, and performance management systems).</p>



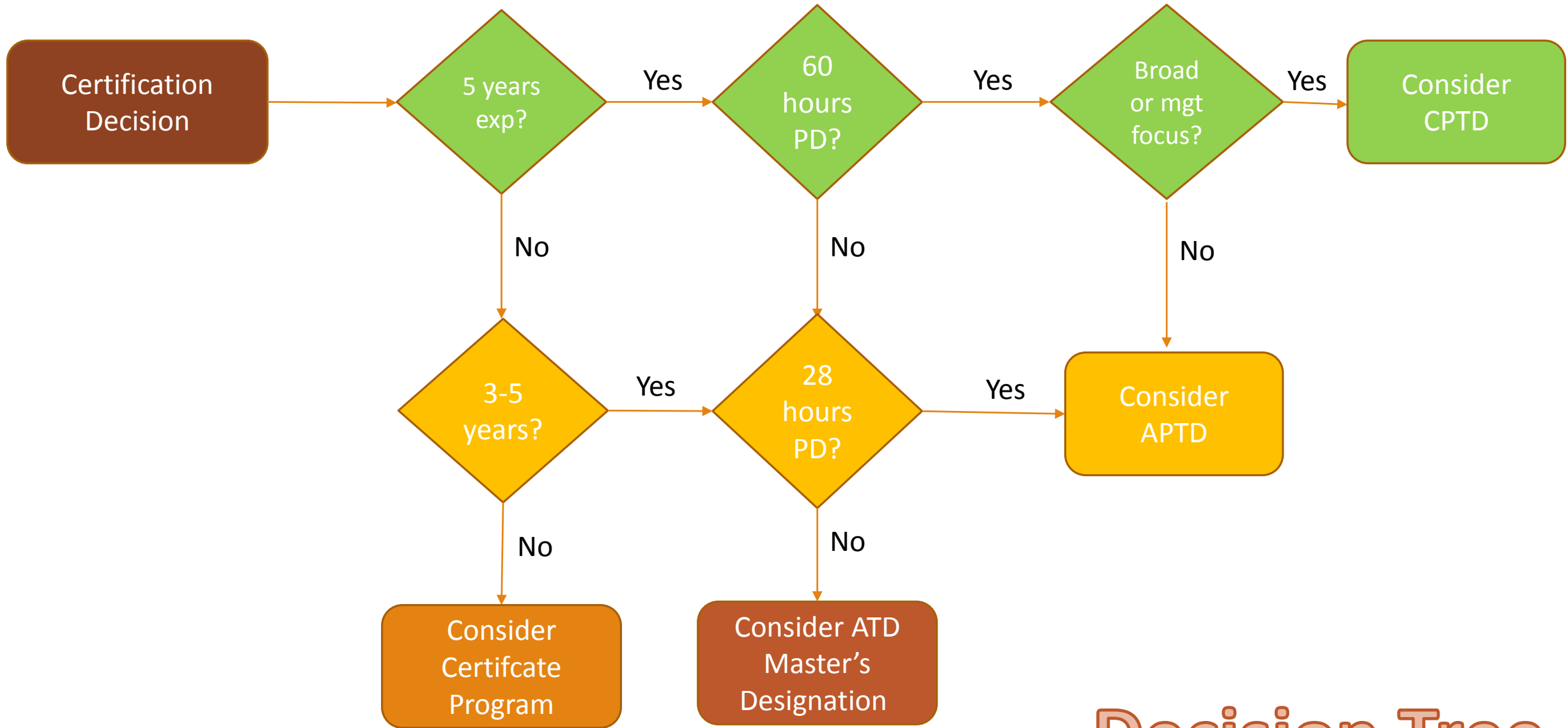
# Time & Cost Comparison

## APTD

- 60-80 hours to prepare
- 3-5 months
- \$499 exam fee (ATD member)
  
- Recertification every 3 years
- 40 points
- \$150 recertification fee

## CPTD

- 80-120 hours to prepare
- 6-8 months
- \$900 exam fee (ATD member)
  
- Recertification every 3 years
- 60 points
- \$200 recertification fee



# Decision Tree

# Tina Trainor

## **BACKGROUND:**

- 3 years experience
- Training Coordinator
- College degree in Psychology

## **PROFESSIONAL DEVELOPMENT:**

- Instructional Design Certificate
- LinkedIn courses
- ATD webinars

## **CAREER GOALS:**

- Instructional Designer
- Team Lead



What  
should  
she do?

# Melissa Middleton

## BACKGROUND:

- 6 years experience
- Focused on corporate training and instructional design
- College degree in Communications

## PROFESSIONAL DEVELOPMENT:

- ATD conferences
- Master Instructional Designer

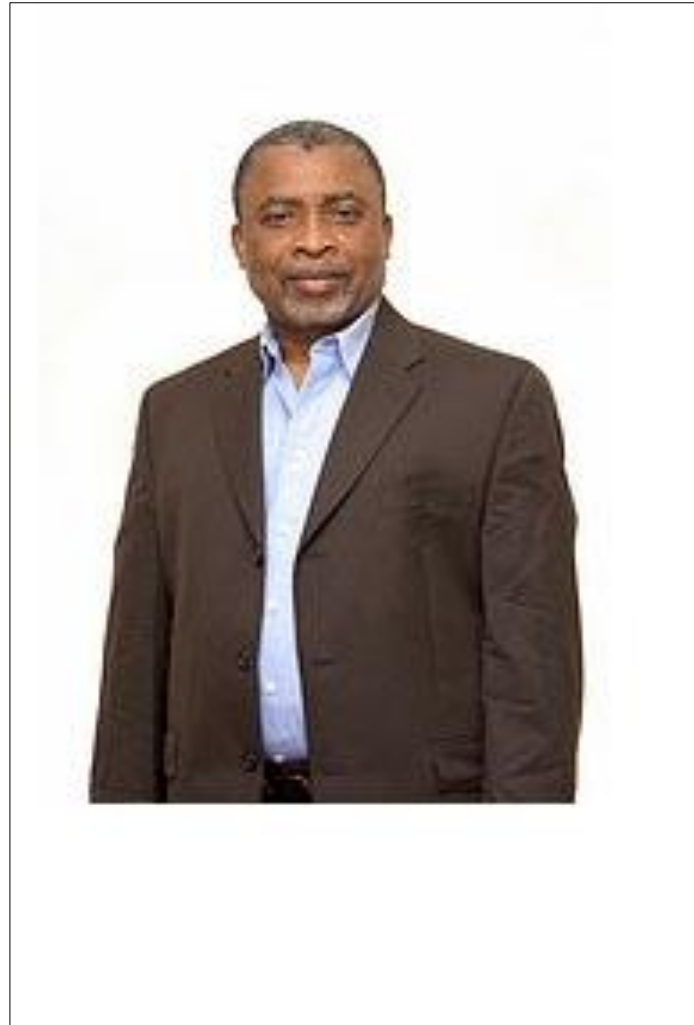
## CAREER GOALS:

- Department manager
- Possibly consulting



What  
should  
she do?

# Daniel Direckt



What  
should  
he do?

## **BACKGROUND:**

- 12 years experience in talent development functions
- 5 years in manager role
- Master's in Organizational Leadership

## **PROFESSIONAL DEVELOPMENT:**

- ATD Conferences
- Member of ATD Forum
- Recent master's degree courses

## **CAREER GOALS:**

- Director-level talent development role
- Senior leader

# Tara Teachright

## **BACKGROUND:**

- 10 years of experience
- Teaching in K-12 setting
- Has taught a course at community college
- College degree in Education

## **PROFESSIONAL DEVELOPMENT:**

- Adult Learning Certificate

## **CAREER GOALS:**

- Wants to transition to corporate training role



What  
should  
she do?



## **BACKGROUND:**

- 5 years of experience
- Sales and Sales Training
- College degree in Marketing

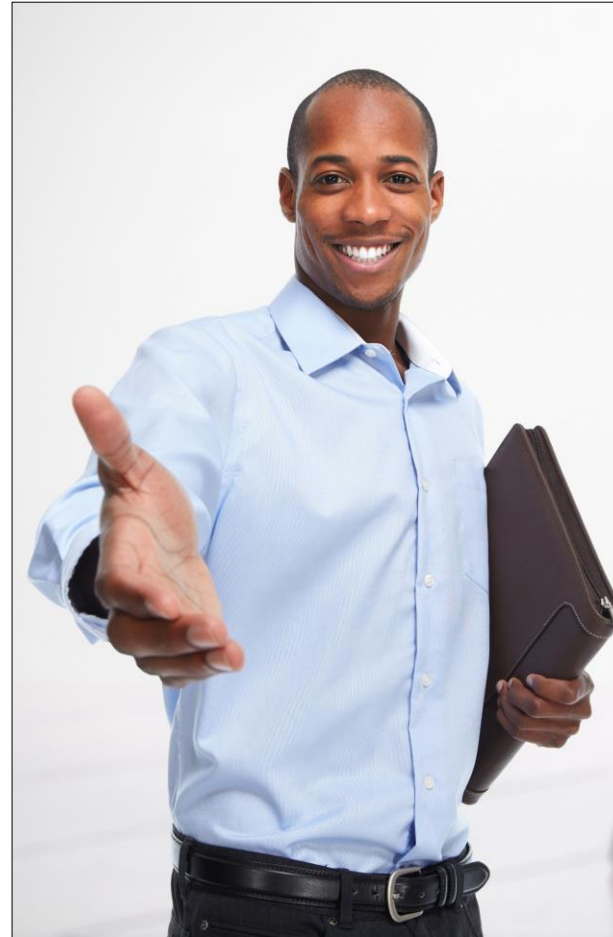
## **PROFESSIONAL DEVELOPMENT:**

- Sales Training Certificate
- Teaching Customer Service Skills

## **CAREER GOALS:**

- Wants to move into training and development role beyond sales training

# Stuart Selinger



What  
should he  
do?

# Christine Counsel

## **BACKGROUND:**

- 15 years experience
- Experience in many aspects of talent development
- Some college coursework in human resources

## **PROFESSIONAL DEVELOPMENT:**

- ATD Conferences
- Webinars

## **CAREER GOALS:**

- ✓ Consulting role
- ✓ Possibly launching own business



What  
should  
she do?

# Carla Coursera

## BACKGROUND:

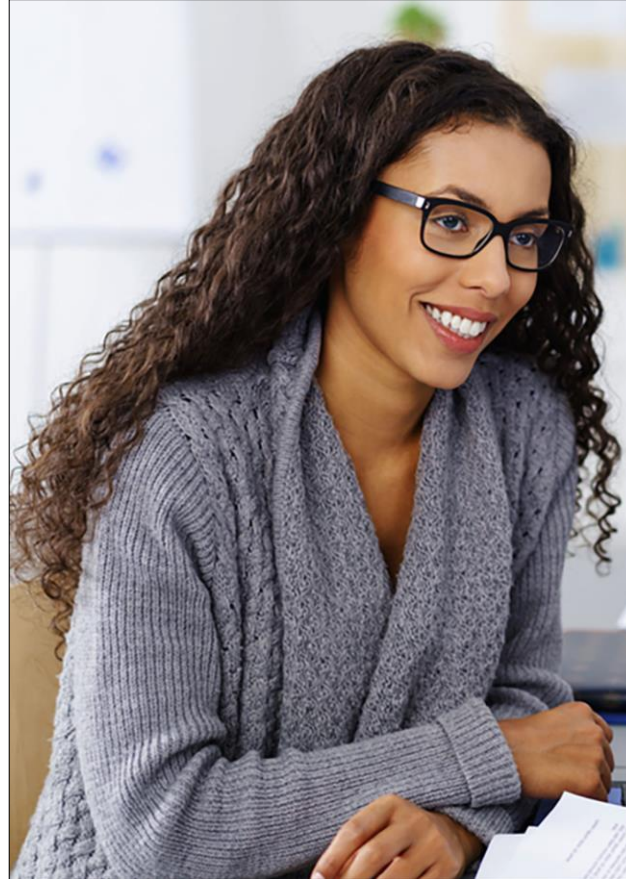
- 3 years of experience
- Instructional designer
- Master's degree in Instructional Design

## PROFESSIONAL DEVELOPMENT:

- Recent master's degree courses

## CAREER GOALS:

- Instructional Designer
- Possibly consulting



What  
should  
she do?

# Mike Medic

## BACKGROUND:

- 5.5 years experience
- Paramedic for rescue squad with 50% of time training new squad members and delivering in-service training for entire squad
- Associate's Degree

## PROFESSIONAL DEVELOPMENT:

- Training Certificate
- Facilitating Virtual Training Certificate

## CAREER GOALS:

- Full time training role for squads around the city
- Ultimately training & development role in city or county government



What  
should  
he do?

# Value of Certification?

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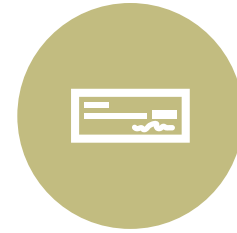
CREDIBILITY



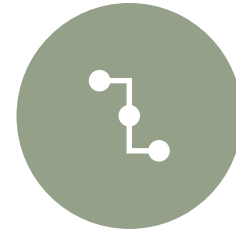
CONFIDENCE



CAREER  
ADVANCEMENT



CONFIRMATION



CONNECTION

# Resources

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## Handbooks

- [APTD Candidate Handbook](#)
- [CPTD Candidate Handbook](#)

## Study Guides

- [APTD Study Guide](#)
- [CPTD Study Guide](#)

## Webinars & Blogs

- [Certification Webinars](#)
- [Certification Blog Posts](#)

## Preparation Resources

- [Active Candidates Page](#)
- [Certification Preparation Resources](#)
- [Study Group Listing](#)



# Questions?

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- ❖ Type your questions in the chat
- ❖ Reach out to us [certification@td.org](mailto:certification@td.org)
- ❖ [Attend a virtual mentoring call](#)
  - ❖ ATD CI Staff
  - ❖ Credential Holders
- ❖ Join one of our LinkedIn groups
  - ❖ [APTD Preparation](#)
  - ❖ [CPTD Preparation](#)