

The image shows a large, dense crowd of people at what appears to be a concert or festival. The scene is illuminated by bright, warm stage lights, creating a hazy, golden atmosphere. In the background, there are structures and possibly a stage with more lights. The overall mood is energetic and celebratory. The ATD logo is positioned in the top left corner.

atd

**While we prepare to start,
chat with your neighbor
about what you've learned
today.**

LEARN ST. LOUIS

instructional design
training & delivery
measurement & evaluation
learning technologies
career development

atd ST. LOUIS CHAPTER
Association for
Talent Development

Certificates, Master Series, and Designations

atd ST. LOUIS CHAPTER
Association for
Talent Development



Meet the Panel



Sharon Wingron



Danielle Buscher



Brent Clark



Anthony Palazzolo

Questions We'll Answer (+ Yours)

- What are the **different credentials** offered for Talent Development professionals?
- What does it **take to achieve** each designation?
- **What should I consider** when deciding which level of designation to pursue?
- **What do YOU want to know?**

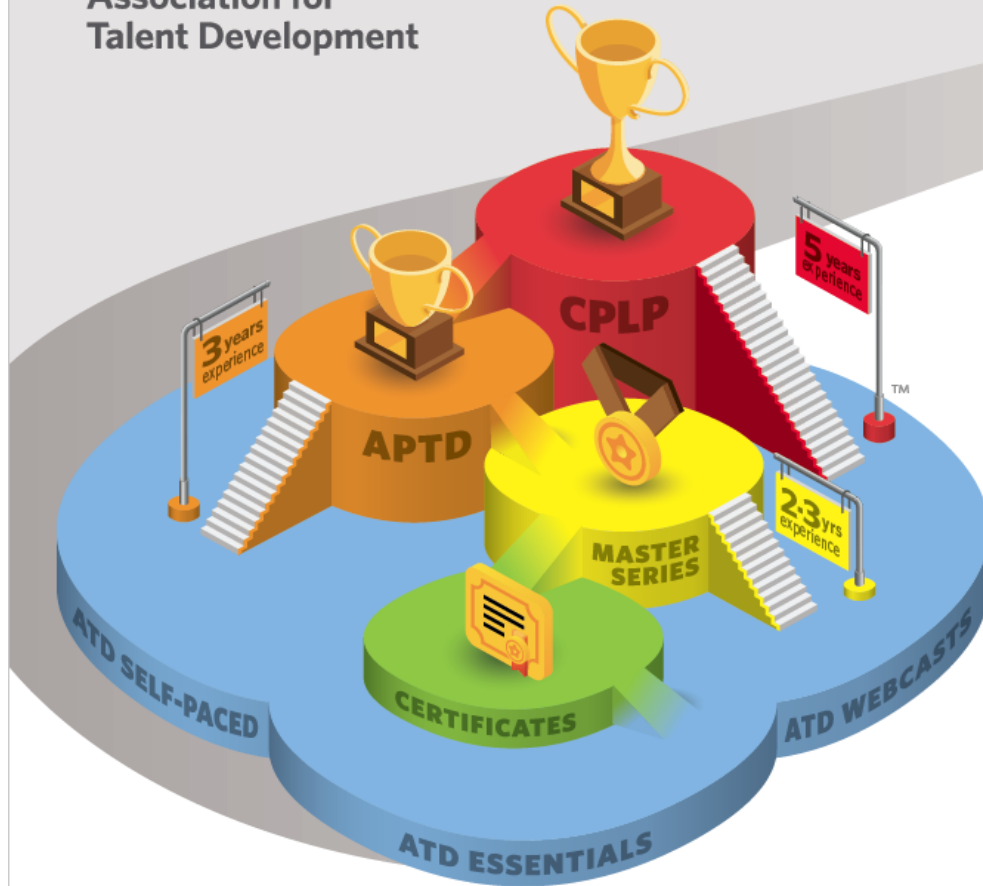






Career Development Stack

Association for
Talent Development



ACHIEVEMENTS: Proven Knowledge, Application, or Experience

CPLP

Certified Professional in Learning and Performance

Our highest certification, granted for successful completion of two exams. Knowledge Exam validates broad mastery in 10 areas of expertise. Requires 80+ hours of preparation. Skills Application Exam validates deep mastery of one area. Requires 40+ hours of preparation.

APTD

Associate Professional in Talent Development

Our newest certification, granted for successful completion of one exam. Knowledge Exam validates deep mastery of three areas of expertise. Requires 50+ hours of preparation.

MASTER SERIES

Assessment-based certificate programs taught by expert facilitators, focused on the mastery of a single area of expertise. Includes one final project.

CERTIFICATES

Classroom-based, online, or on-site workshops focused on building a comprehensive group of skills or concepts.

ONGOING EDUCATION: Launch or Enhance Career Development

ATD SELF-PACED

Online, interactive courses available anytime, covering a wide range of topics.

ATD ESSENTIALS

Instructor-led, interactive, application-based online courses focused on a single niche topic.

ATD WEBCASTS

Webcasts presented by industry leaders, authors, and content experts.



Certificates

- Cost
 - Range from \$1200 to \$1500.
- Offerings
 - In person
 - Online
- Example Topics
 - Coaching Certificate
 - Consulting Skills Certificate
 - Evaluating Learning Impact Certificate
 - Managing Learning Programs Certificate

Master's series

	Master Trainer	Master Performance Consultant	Expert Coach
Live Online			
Face-to-Face	X	X	X
Prerequisites Required	X	X	X
Pre-Work Required	X	X	X
Competency	Training Delivery	Performance Improvement	Coaching
Class Time	28 hours	32 hours	32 hours
Completion Time	6 months	6 months	6 months
Elective Course as part of program	X	X	X
Cost	\$2755/\$3055	\$2960/\$3260	\$2855/\$3155

Master's series

- Requirements
 - Ideal for someone with at least 2 - 3 years of experience
- Cost
 - Varies
- Offerings
 - Blended
 - 3 Parts (Online + Face-to-Face + Wrap-up)
- Testing
 - Knowledge Assessment
 - Skills Demonstration
- Recertification Not Required



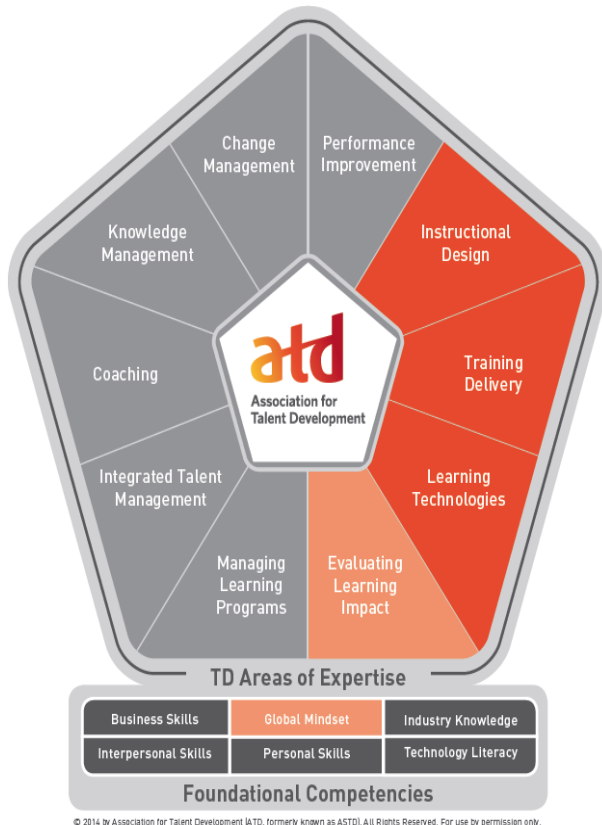
ASSOCIATE
PROFESSIONAL
IN TALENT
DEVELOPMENT
ATD CERTIFICATION
INSTITUTE

Eligibility starts at 3 years of experience in talent development of other related disciplines

Covers 3 primary AOEEs from ATD Competency Model with secondary AOE and foundational competency themes woven throughout

Includes one knowledge-based exam

Self-paced course available now and coming in 2018-- in-person and instructor-led online APTD Prep options



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APTD

- Cost
 - \$600
- Offerings
 - Online
 - Five Testing Periods in 2018
- Testing
 - Covers 3 Areas of Expertise (ID, TD, and LT)
 - 1 Knowledge Exam Required to Pass
- **Recertification Required** every 3 years



CERTIFIED PROFESSIONAL IN
LEARNING & PERFORMANCE

atd CERTIFICATION INSTITUTE

Eligibility starts at 5 years of experience

Covers all 10 AOEEs and 1 Foundational Competency from ATD Competency Model

Includes Knowledge Exam and Skills Application Exam

3 ATD-designed prep course options— Instructor-led online, in-person, or self-paced



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CPLP

- Cost

- \$900 for current ATD national members and \$1250 for nonmembers.

- Timeline

- Minimum of 80 hours for Knowledge exam and an additional 40 hours for the Skills Application exam.

- Testing

- March for KE and June for SAE.



Applying Your Learning

The diagram illustrates the Career Development Stack as a multi-tiered structure. At the base are four blue blocks representing ongoing education: ATD SELF-PACED, ATD ESSENTIALS, ATD WEBCASTS, and ATD SELF-PACED. Above these are three levels of achievement, each with a trophy and a sign indicating experience requirements: 1. CERTIFICATES (green block, 23 YRS EXPERIENCE sign), 2. MASTER SERIES (yellow block, 3 YRS EXPERIENCE sign), and 3. APTD (orange block, 5 YRS EXPERIENCE sign). The top level is CPLP (red block, 5 YRS EXPERIENCE sign), which is the highest certification. The stack is supported by a blue base labeled 'ATD SELF-PACED' and 'ATD WEBCASTS'.

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The CPLP and Your Career

- What have you **gained personally** from achieving the CPLP certification?
- How has the CPLP designation **helped your career?**
- What do you have to do **to maintain** your CPLP certification?



Resources

- [CPLP Getting Started Interactive Guide](#)
- [CPLP Certification Handbook](#)
- [How to Apply for CPLP](#)
- [Practice CPLP Exam](#)
- [CPLP Learning System](#)
- [ATD LinkedIn Community](#)
 - [CPLP Candidate Group](#)
- [Chapter Study Group](#)
- [CPLPCoach.com](#)



Thank You & Best Wishes!



Sharon Wingron



Danielle Buscher



Brent Clark



Anthony Palazzolo