

The ATD Competency Model™

Talent Development Redefined



Learn more at td.org/model

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The Association for Talent Development (ATD) is proud to introduce the ATD Competency Model. The Model helps talent development practitioners prepare for the future, faster by:

- defining the latest competencies needed for success across the entire TD industry
- identifying TD skills gaps and ways to close them
- providing a professional development roadmap for TD leaders and practitioners.

ATD has a 30 year plus history of producing competency models for the TD field. Built on rigorous research, the Model was shaped by the profession and for the profession. Over 2,000 individuals representing employers, thought leaders, and practitioners from across the globe contributed to the research findings.

Learn more at td.org/model

The TD profession has undergone significant transformation in the last decade. The ATD Competency Model redefines the knowledge and skills required for TD professionals to be successful now and in the future. It captures changes driven by digital, mobile, and social technology; demographic shifts; globalization; and economic forces.

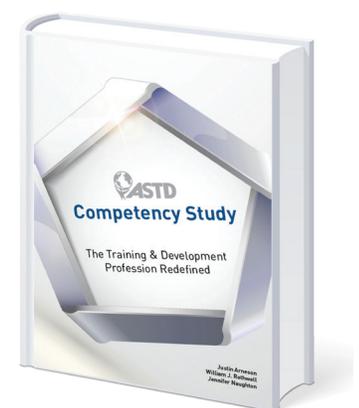
This Model helps TD practitioners become business partners and provide their organizations with an even higher level of value.

Areas of Expertise:

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|-------------------------------------|--|
| Instructional Design | <ul style="list-style-type: none"> Design and develop informal and formal learning content using a variety of methods. |
| Training Delivery | <ul style="list-style-type: none"> Deliver informal and formal learning solutions in a manner that is both engaging and effective. |
| Learning Technologies | <ul style="list-style-type: none"> Apply a variety of learning technologies to address specific learning and performance needs. |
| Evaluating Learning Impact | <ul style="list-style-type: none"> Use learning metrics and analytics to measure the impact of learning and performance solutions. |
| Managing Learning Programs | <ul style="list-style-type: none"> Provide leadership to execute the organization's people strategy; implement learning projects and activities. |
| Integrated Talent Management | <ul style="list-style-type: none"> Build an organization's culture, capability, capacity, and engagement through talent acquisition and employee development. |
| Coaching | <ul style="list-style-type: none"> Apply a systematic process to improve others' abilities to set goals, take action, and maximize their strengths. |
| Knowledge Management | <ul style="list-style-type: none"> Capture, distribute, and archive intellectual capital to encourage knowledge-sharing and collaboration. |
| Change Management | <ul style="list-style-type: none"> Apply a systematic process to shift individuals, teams, and organizations from current state to desired state. |
| Performance Improvement | <ul style="list-style-type: none"> Apply a systematic process for analyzing human performance gaps and closing them. |

Foundational Competencies:

| | |
|-----------------------------|---|
| Business Skills | <ul style="list-style-type: none"> Demonstrate business understanding and drive business results and outcomes. |
| Global Mindset | <ul style="list-style-type: none"> Work effectively with people across borders, cultures, and generations. |
| Industry Knowledge | <ul style="list-style-type: none"> Maintain knowledge of relevant industries and industry segments. |
| Interpersonal Skills | <ul style="list-style-type: none"> Interact with others in a way that builds influence and trust. |
| Personal Skills | <ul style="list-style-type: none"> Demonstrate adaptability and continuous learning. |
| Technology Literacy | <ul style="list-style-type: none"> Demonstrate awareness of and proficiency in existing and emerging technologies. |



Learn more by ordering the complete study at td.org/model.

PUTTING THE MODEL TO WORK

- **TD Practitioners** can use the Model as a roadmap for their professional development to create individual learning plans.
- **Learning Leaders** can use the Model to help build TD competencies to develop the right talent for their organizations.

Check out the following competency-based offerings from ATD:



EDUCATION PROGRAMS

ATD offers competency-based courses to build skills in each Area of Expertise.

Learn more at td.org/education.



CERTIFICATION

The Model provides a basis for CPLP® (Certified Professional in Learning & Performance) certification by testing the core competencies most critical for success in the TD field.

Learn more at td.org/cplp.



LEARNING PLANS

The ATD Career Navigator™ is an online self-assessment tool based on the core competencies in the Model for individuals and for teams.

Learn more at td.org/careernavigator.

Want more? To license the Model for your organization, contact competency_study@td.org.

Learn more at td.org/model