Support and Certify Your TD Team

Level up your team.
Level up your organization.

ATD Certifications equip your talent development team for success and impact.

Certified professionals report:

- An improved understanding of the scope of their work
- More effective creation and evaluation of action plans
- Increased confidence in assessing and implementing training solutions
- More thinking of big picture strategy versus just getting the job done

“Having a talent development organization that has certifications is a selling point, not only to recruit into that department, but to recruit into the business, because they are getting trained and developed by those who are professionals in their field. The business will get the rewards, not only your talent development organization.”

—Joe Dusing
Sr. Director, Learning and Development

Learn more at td.org/TeamCertification
Organizations that support professional certifications\(^1\) report:

1. **Happier and More Engaged Employees**
   When employees see that the company is willing to invest in them and their careers, they are more likely to feel valued and stay longer, reducing turnover.

2. **Rise in Employee Confidence and Knowledge**
   Preparing for and earning a certification an employee’s comfort level with their work responsibilities and their ability to better handle them.

3. **Greater Trust in Employees’ Abilities**
   Certified employees are better able to meet industry benchmarks, and their work tends to be of a higher, more consistent quality.

4. **Increased Productivity**
   Certifications prepare workers with best practices that help them work more efficiently. Research shows that the presence of certified employees can help improve the productivity of team projects.

“The CPTD is more than a piece of paper; it is an acknowledgment of my efforts, past and continual, to stay abreast of current trends in adult learning and learning theory and apply them where they make sense. By obtaining this certification, I provide a resource for expertise to others in the L&D field and also provide my employer with confidence that my work product will be professional, well thought-out, and in accordance with industry standards.”

—Michael Laughlin
Curriculum Designer for Centene Corporation

When you support your team with a professional credential, you show them you are committed to their success and are investing in the future of your organization.
Save when you prepare and certify as a group and get custom support only available in the ATD Certification + Preparation Team Package.

**Package Includes:**

- Private kickoff session with ATD Certification Institute representative to explain the exam process and to introduce the Talent Development Capability Model
- Comprehensive on demand preparation course with a supplemental two-day instructor-led workshop to take a deeper dive on the content your team needs most
- Full practice exam
- Two coaching sessions with an ATD representative to help with the study process
- Certification exam fees
- Benchmarking report detailing how the team results compare to others

“Supporting certification on our team helps with our overall engagement level. It shows employees that we value the knowledge and expertise that they come to the organization with, but also that we are committed to continuing the growth mindset and supporting that for all of our team members.”

—Cathy Schaefer

Director, HR Employee Development and Talent Management Systems, MD Anderson Cancer Center

Learn more at td.org/TeamCertification
Choose from two ATD certifications grounded in the Talent Development Capability Model

**The Associate Professional in Talent Development**
For early career professionals with a minimum of three years of experience.
Focused on the foundational knowledge needed at the three-year career mark.

**The Certified Professional in Talent Development**
For TD professionals with more than five years of experience.
Focused on skill application and decision making.
Deeper focus on organizational capabilities than the APTD.

Learn more at td.org/TeamCertification