

The Value of Certification

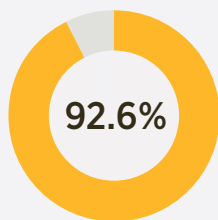


Take the next step in your career and earn the Associate Professional in Talent Development (APTD®) or Certified Professional in Talent Development (CPTD®) credential from the ATD Certification Institute.

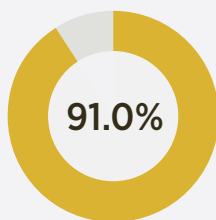
85.7%

of current certificants would recommend becoming ATD certified.

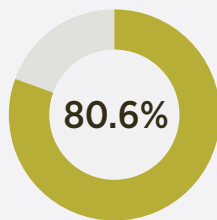
As a result of certificants earning and maintaining their ATD credential:



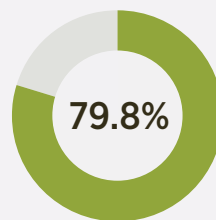
Gained new insights into talent development.



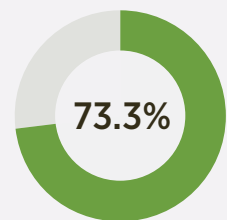
Gained confidence in their work.



Saw improved program effectiveness.



Saw improved marketability and improved external job prospects.



Saw improved productivity.

Return on certification program investment for credential holders:

aptd 255%*
cptd 178%*



*For the purposes of the study, ROI was calculated based on positive changes in work behaviors as a result of the certification, such as improved program quality and time savings due to increased productivity, versus certification program investment, such as exam fees, preparation resources, and the cost of time spent studying.

Source: 2022 study conducted by the ROI Institute for the ATD Certification Institute.

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