Dear [FIRST NAME],

I’m writing to ask for approval to pursue the Certified Professional in Talent Development (CPTD) certification. The CPTD is offered by the Association for Talent Development Certification Institute (ATD CI) and is a research-based, globally recognized credential. The CPTD is based on the [Talent Development Capability Model](https://capability.td.org) which details the breadth of skills needed for success across the talent development profession. Success on the CPTD certification exam would mean external validation of critical job competencies.

The ROI Institute recently conducted a study into CPTD certification which found that those who earn and maintain the CPTD:

* Gain new insights into talent development, which increases their productivity.
* Have greater confidence in their work.
* Improve L&D program effectiveness.

The study also showed that for every $1 invested in pursuing the CPTD, that $1 plus an additional $1.78 was returned.

Employers who supported team members in pursuing the CPTD saw improved retention. By pursuing this certification, I will expand my knowledge base, increase my confidence and credibility with other business units, and bring enhanced value to the organization, positively impacting organization outcomes.

The cost of applying for the CPTD is [$975 for ATD members; $1350 for non-members]. I plan to [join a study group; take a prep course; read key TD books] in order to prepare for the exam over the next [X] weeks. I hope to have your support in spending [x] hours a week to devote to preparation.

In closing, I am confident that earning the CPTD credential will provide value to our organization.

Thank you for considering this request. Please let me know what questions I can answer, and I look forward to your reply.

Regards,