

The Value of Certification




6,000+
certificants in
67 countries on
6 continents



Achieving an ATD talent development certification, such as Associate Professional in Talent Development (APTD®) and Certified Professional in Talent Development (CPTD®), can have significant benefits for a talent development professional, the L&D programs they create, and the organizations they work for.



Benefits for Talent Development Professionals

- 91%** saw an increase in their confidence.
- 79.8%** saw increased marketability for career advancement.




Benefits for L&D Programs

- 80.6%** of ATD certificants saw improvement in the effectiveness of the programs they developed.




Benefits for Organizations

- 62%** improved retention of TD teams.
- 73.3%** saw improved productivity.



92.6% of those certified report gaining greater insight into talent development because of becoming ATD certified. This translates into **82.5%** having improved decision-making at work.

Programs created by ATD certificants had a **73.6%** increase in stakeholder satisfaction. **88.1%** of ATD certificants say the quality of their work improved after achieving ATD certification.



Investing in certification pays off!
For every \$1 spent, as time or money, the return* is:

aptd = \$2.55
cptd = \$1.78



“Earning the credential helped me feel more confident in my own knowledge and experience. I went from “I think this will work...” to “here’s why this will work!” **-Michael Yesko, CPTD**

Add value to your career: td.org/certification and start your certification journey today!

*For this study, ROI was calculated based on positive changes in work behaviors due to certification, such as improved program quality versus certification program investment, such as exam fees, resources, and the cost of time spent studying. Source: 2022 study conducted by the ROI Institute for the ATD Certification Institute.

