Dear [FIRST NAME],

I’m writing to ask for approval to pursue the Associate Professional in Talent Development (APTD) certification. The APTD is offered by the Association for Talent Development Certification Institute (ATD CI) and is a research-based, globally recognized credential. The APTD 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 APTD certification exam would mean external validation of critical job competencies.

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

* 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 APTD, that $1 plus an additional $2.55 was returned.

Employers who supported team members in pursuing the APTD 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 APTD is [$499 for ATD members; $699 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 APTD 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,