

# APTD vs CPTD Comparative Content Outlines

The Associate Professional in Talent Development (APTD®) and Certified Professional in Talent Development (CPTD®) outlines below serve as a syllabus and blueprint of the content covered on the APTD and CPTD exams. The table specifies the content covered, the relative weighting of topics on the exams by domain of practice, and provides a means to compare what is covered on the APTD and CPTD exams.

This resource can be useful if you are trying to determine which credential would be right for you. Note that the APTD exam largely covers fundamental knowledge and skills while the CPTD uses those concepts, and more, to assess your strategic approach to the field. Use the table below to identify which set of content is most similar to your past experiences.



1. Building Personal Capability (20%)	
APTD Statements	CPTD Statements
<b>Communication</b>	<b>Communication</b>
1.1.5 Skill in conceiving, developing, and delivering information in various formats and media (for example, reports, briefings, memorandums, presentations, articles, and emails)	1.1.3 Skill in using communication strategies that inform and influence audiences
	1.1.5 Skill in conceiving, developing, and delivering information in various formats and media (for example, reports, briefings, memorandums, presentations, articles, and emails)
	1.1.6 Skill in applying verbal, written, and nonverbal communication techniques
<b>Emotional Intelligence and Decision Making</b>	<b>Emotional Intelligence and Decision Making</b>
1.2.1 Knowledge of theories of emotional intelligence	1.2.1 Knowledge of theories of emotional intelligence

## 1. Building Personal Capability (20%)

APTD Statements	CPTD Statements
<b>Collaboration and Leadership</b>	<b>Collaboration and Leadership</b>
1.3.1 Knowledge of theories, methods, and techniques to build and manage professional relationships (for example, group dynamics, teamwork, shared experience, and negotiation)	1.3.1 Knowledge of theories, methods, and techniques to build and manage professional relationships (for example, group dynamics, teamwork, shared experience, and negotiation)
1.3.2 Knowledge of methods and criteria for establishing and managing collaboration among various units (for example, finance, operations, IT, and sales/marketing)	1.3.5 Knowledge of conflict management techniques
1.3.9 Knowledge of principles and techniques for providing feedback	1.3.10 Knowledge of theories of leadership (for example, transformational, inclusive, and situational)
1.3.10 Knowledge of theories of leadership (for example, transformational, inclusive, and situational)	
<b>Cultural Awareness and Inclusion</b>	<b>Cultural Awareness and Inclusion</b>
1.4.3 Knowledge of methods and techniques to foster cultural awareness, encourage cultural sensitivity, and broaden viewpoints	1.4.6 Skill in integrating diversity and inclusion principles in talent development strategies and initiatives
<b>Project Management</b>	<b>Project Management</b>
1.5.1 Knowledge of project management principles and processes (for example, scheduling, planning, allocating resources, evaluating, and reporting)	1.5.3 Skill in evaluating and prioritizing implications, risks, feasibility, and consequences of potential activities
	1.5.6 Skill in establishing, monitoring, and communicating progress toward the achievement of goals, objectives, and milestones
<b>Compliance and Ethical Behavior</b>	<b>Compliance and Ethical Behavior</b>
1.6.4 Knowledge of laws, regulations, and ethical issues related to the development of instructional content (for example, intellectual property, copyright laws, and accessibility requirements)	1.6.3 Knowledge of laws, regulations, and ethical issues related to the access and use of information (for example, intellectual capital, personally identifiable information, and customer data)

## 2. Developing Professional Capability (50% APTD / 45% CPTD)

APTD Statements	CPTD Statements
<b>Learning Sciences</b>	<b>Learning Sciences</b>
2.1.1 Knowledge of the foundational learning theories of behaviorism, cognitivism, and constructivism	2.1.1 Knowledge of the foundational learning theories of behaviorism, cognitivism, and constructivism
2.1.2 Knowledge of the principles and applications of cognitive science for learning (for example, auditory and visual processing, information storage/retrieval, memory, and cognitive load)	2.1.3 Knowledge of theories and models of adult learning (for example, Knowles' Adult Learning Theory, Bloom's Taxonomy, Gagne's Nine Levels of Learning, Mager's Criterion-Referenced Instruction Approach, social and collaborative learning, and experiential learning)
2.1.3 Knowledge of theories and models of adult learning (for example, Knowles' Adult Learning Theory, Bloom's Taxonomy, Gagne's Nine Levels of Learning, Mager's Criterion-Referenced Instruction Approach, social and collaborative learning, and experiential learning)	
<b>Training Delivery and Facilitation</b>	<b>Training Delivery and Facilitation</b>
2.3.3 Knowledge of facilitation methods and techniques	2.3.3 Knowledge of facilitation methods and techniques

## 2. Developing Professional Capability (50% APTD / 45% CPTD)

APTD Statements	CPTD Statements
<b>Instructional Design</b>	<b>Instructional Design</b>
2.2.1 Knowledge of instructional design models and processes (for example, ADDIE and SAM)	2.2.4 Skill in developing learning and behavioral outcome statements.
2.2.3 Knowledge of the methods and techniques for defining learning and behavioral outcome statements	2.2.6 Skill in designing blueprints, schematics, and other visual representations of learning and development solutions (for example, wireframes, storyboards, and mock-ups).
2.2.5 Knowledge of the criteria used to assess the quality and relevance of instructional content in relation to a desired learning or behavioral outcome	2.2.11 Skill in selecting and aligning delivery options and media for training and learning events to the desired learning or behavioral outcomes.
2.2.7 Knowledge of instructional modalities (for example, classroom learning, blended learning, massive open online courses [MOOCs], gamification, multidevice/mobile learning, and virtual reality simulations)	2.2.12 Skill in designing and developing learning assets (for example, role-plays, self-assessments, training manuals, job aids, and visual aids that align to a desired learning or behavioral outcome)
2.2.8 Knowledge of methods and techniques for planning, designing, and developing instructional content.	
2.2.10 Knowledge of types and applications of instructional methods and techniques (for example, discussion, self-directed learning, role playing, lecture, action learning, demonstration, and exercise)	
2.2.13 Knowledge of how design thinking and rapid prototyping can be applied to the development of learning and talent development solutions	
2.2.14 Knowledge of how formal and informal learning experiences influence and support individual and group development	

## 2. Developing Professional Capability (50% APTD / 45% CPTD)

APTD Statements	CPTD Statements
<b>Technology Application</b>	<b>Technology Application</b>
2.4.6 Knowledge of existing learning technologies and support systems (for example, collaborative learning software, learning management systems, authoring tools, and social media)	2.4.1 Skill in selecting, integrating, managing, and maintaining learning platforms (for example, learning management systems, knowledge management systems, and performance management systems)
2.4.8 Knowledge of communication technologies and their applications (for example, video conferencing, web conferencing, audience response systems, and presentation software)	2.4.4 Skill in identifying, selecting, and implementing learning technologies (for example, using evaluative criteria and identifying appropriate applications in an instructional environment)
2.4.12 Knowledge of functions, features, limitations, and practical applications of the technologies available to support learning and talent development solutions	
2.4.14 Knowledge of techniques and approaches to leverage social media platforms and tools to support knowledge sharing, idea exchange, and learning	
<b>Knowledge Management</b>	<b>Knowledge Management</b>
2.5.4 Knowledge of methods and techniques for disseminating and sharing knowledge across individuals, groups, and organizations	2.5.3 Skill in designing and implementing knowledge management strategy
	2.5.7 Skill in curating instructional content, tools, and resources (for example, researching, evaluating, selecting, and assembling publicly available online courseware)

## 2. Developing Professional Capability (50% APTD / 45% CPTD)

APTD Statements	CPTD Statements
<b>Career and Leadership Development</b>	<b>Career and Leadership Development</b>
2.6.4 Knowledge of career development methods and techniques (for example, job rotations and stretch assignments)	2.6.6 Knowledge of how to develop and implement qualification programs
2.6.7 Knowledge of leadership development practices and techniques (for example, formal training programs, job rotation, and coaching and mentoring)	2.6.8 Skill in sourcing, designing, building, and evaluating leadership development experiences
<b>Coaching</b>	<b>Coaching</b>
2.7.2 Skill in helping individuals or teams identify goals, develop realistic action plans, seek development opportunities, and monitor progress and accountability	2.7.2 Skill in helping individuals or teams identify goals, develop realistic action plans, seek development opportunities, and monitor progress and accountability
	2.7.3 Skill in coaching supervisors and managers on methods and approaches for supporting employee development
<b>Evaluating Impact</b>	<b>Evaluating Impact</b>
2.8.1 Knowledge of models and methods to evaluate the impact of learning and talent development solutions	2.8.1 Knowledge of models and methods to evaluate the impact of learning and talent development solutions
2.8.2 Knowledge of qualitative and quantitative data collection methods, techniques, and tools (for example, observations, interviews, focus groups, surveys, and assessments)	2.8.3 Skill in identifying and defining individual and organizational outcome metrics based on evaluation strategy and business objectives of a solution
	2.8.4 Skill in creating data collection tools (for example, questionnaires, surveys, and structured interviews)

### 3. Impacting Organizational Capability (30% APTD / 35% CPTD)

APTD Statements	CPTD Statements
<b>Business Insight</b>	<b>Business Insight</b>
3.1.2 Knowledge of business strategies and factors that influence an organization's competitive position in the industry	3.1.6 Skill in managing budgets and resources
	3.1.7 Skill in creating business cases for talent development initiatives using economic, financial, and organizational data
<b>Consulting and Business Partnering</b>	<b>Consulting and Business Partnering</b>
3.2.4 Knowledge of needs assessment approaches and techniques	3.2.1 Skill in establishing and managing organizational and business partnerships and relationships
	3.2.2 Skill in partnering with other organizational units to provide guidance on departmental or organizational talent requirements
	3.2.5 Skill in synthesizing information to formulate recommendations or a course of action to gain agreement, support, and buy-in from stakeholders
	3.2.8 Skill in identifying, minimizing, and overcoming organizational barriers to implementing talent development solutions and strategies

### 3. Impacting Organizational Capability (30% APTD / 35% CPTD)

APTD Statements	CPTD Statements
<b>Organization Development and Culture</b>	<b>Organization Development and Culture</b>
3.3.6 Knowledge of work roles, relationships, and reporting structures within an organization	3.3.2 Skill in designing and implementing organizational development strategy
3.3.7 Knowledge of strategies and techniques for building, supporting, and promoting an organizational culture that values talent and learning as drivers of competitive advantage	3.3.3 Knowledge of theories and frameworks related to the design, interaction, and operation of social, organizational, and informational systems (for example, systems thinking, Open Systems Theory, Chaos and Complexity Theory, Network Theory, and action research)
	3.3.4 Skill in identifying formal and informal relationships, hierarchies, and power dynamics in an organization
	3.3.8 Skill in creating a culture that encourages and creates opportunities for dialogue and feedback between individuals and groups (for example, designing collaborative work practices and spaces and modeling effective feedback techniques)
	3.3.11 Skill in assessing and evaluating employee engagement
	3.3.12 Skill in designing and implementing employee engagement strategy
<b>Future Readiness</b>	<b>Future Readiness</b>
3.8.3 Knowledge of techniques to promote, support, and generate innovation and creativity (for example, design thinking, brainstorming, and ideation)	3.8.1 Knowledge of internal and external factors that influence talent development (for example, organizational and business strategies, availability of labor, developments in other industries, societal trends, and technological advances)
3.8.4 Knowledge of emerging learning technologies and support systems (for example, artificial intelligence and virtual and augmented reality)	3.8.3 Knowledge of techniques to promote, support, and generate innovation and creativity (for example, design thinking, brainstorming, and ideation)

### 3. Impacting Organizational Capability (30% APTD / 35% CPTD)

APTD Statements	CPTD Statements
<b>Talent Strategy and Management</b>	<b>Talent Strategy and Management</b>
3.4.1 Knowledge of talent management functions (for example, workforce planning, acquisition, employee development, performance management, and compensation and rewards)	3.4.3 Skill in developing a talent strategy that aligns with organizational strategy to influence organizational outcomes in a positive direction
3.4.12 Knowledge of approaches for identifying and developing high-potential talent	3.4.4 Skill in designing and implementing strategic plans for talent development projects, programs, and functions
3.4.13 Knowledge of methods to identify critical requirements of tasks, jobs, and roles (for example, job analysis, competency modeling, and leadership competency development)	3.4.5 Skill in identifying anticipated constraints or problems affecting talent development initiatives (for example, resource deficiencies or lack of support)
	3.4.6 Skill in establishing and executing a marketing strategy to promote talent development
	3.4.7 Skill in designing and implementing communication strategy to drive talent management objectives
	3.4.8 Skill in communicating how talent development strategies and solutions support the achievement of targeted business and organizational results
	3.4.9 Skill in communicating the value of lifelong learning and professional development
	3.4.16 Skill in designing and implementing performance management strategy

### 3. Impacting Organizational Capability (30% APTD / 35% CPTD)

APTD Statements	CPTD Statements
<b>Performance Improvement</b>	<b>Performance Improvement</b>
3.5.2 Knowledge of performance analysis methods and techniques (for example, business process analysis, performance gap assessment, and root-cause analysis)	3.5.1 Knowledge of theories, models, and principles of human performance improvement
3.5.3 Knowledge of how human interactions with work environments, tools, equipment, and technology affect individual and organizational performance	3.5.4 Skill in conducting performance analysis to identify goals, gaps, or opportunities
	3.5.5 Skill in designing and developing performance improvement solutions to address performance gaps
	3.5.6 Skill in designing and implementing performance support systems and tools (for example, instructional, resources, data, process models, job aids, and expert advice)
	3.5.7 Skill in conducting analysis of systems to improve human performance (for example, determining how organizations learn, closing knowledge or skills gaps, and addressing human factors issues)
<b>Change Management</b>	<b>Change Management</b>
3.6.2 Knowledge of how change impacts people and organizations	3.6.1 Knowledge of change management theories and models (for example, Lewin, Kotter, Bridges' Transition Model, Kubler-Ross Change Curve, and Appreciative Inquiry)

### 3. Impacting Organizational Capability (30% APTD / 35% CPTD)

APTD Statements	CPTD Statements
<b>Data and Analytics</b>	<b>Data and Analytics</b>
3.7.5 Knowledge of data visualization, including principles, methods, types, and applications (for example, texture and color mapping, data representation, graphs, and word clouds)	3.7.2 Skill in gathering and organizing data from internal and external sources in logical and practical ways to support retrieval and manipulation
	3.7.3 Skill in identifying stakeholders' needs, goals, requirements, questions, and objectives to develop a framework and plan for data analysis
	3.7.4 Skill in analyzing and interpreting results of data analyses to identify patterns, trends, and relationships among variables
	3.7.6 Skill in selecting and using data visualization techniques (for example, flow charts, graphs, plots, word clouds, and heat maps)