

CPTM™ vs CPTD

Interested in advancing your career or expanding your knowledge through certification but can't decide which program is the best for you? Use the table below to compare the Certified Professional in Training Management (CPTM™) program with the Certified Professional in Talent Development (CPTD) program.



Both programs add value in different ways. [CPTD] is broad in nature and expands your knowledge in 10 areas of expertise, whereas CPTM offers a deep dive into what is needed to manage the training function. I'm truly an advocate for both programs – each provides insights into the learning and development field.

– **Deadra Welcome, CPTD, CPTM**

CPTM™ Training Industry, Inc.	CPTD Association for Talent Development (ATD)
✦ Highlights	
◆ Focused specifically on the training manager job role and its responsibilities. ◆ No prerequisites. ◆ All-inclusive price, which includes pre-work, a live practicum and two exam attempts.	▲ Focused on the training function and related roles of trainers and instructional designers. ▲ Must submit an application and meet eligibility requirements, which includes having at least five years of experience. ▲ Price includes one exam attempt.
🏛 Certifying Body	
Centered on the professional needs of learning leaders by providing resources through its website, podcast, research, magazine, webinars, events and courses.	A member organization that offers content through programs, research and events and hosts several conferences a year for talent development professionals.

 Focus	
◆ Focused on the role of the training manager. ◆ Complete view of managing the training function (i.e., portfolio management, outsourcing, budgeting, etc.) and achieving strategic alignment. ◆ Measures the competency of training managers based on the Training Manager Competency Model™. ◆ Open to all levels of experience.	▲ Focuses on the role of the trainer/instructor. ▲ Covers a subset of the knowledge and skills from the Talent Development Capability Model, focusing on skills application and decision-making for more experienced professionals. ▲ Measures the competency of talent development professionals.
 Timing/Location	
◆ Earn your certification in as little as two months. ◆ Completed 100% online, including the final and practice exams, taken anytime, anywhere. ◆ Over an 85% pass rate on the final exam. ◆ Virtual practicums offered year-round. ◆ Granted access to 10 self-paced eLearning modules and a seat in a live, four-day session of your choosing.	▲ Earn certification in 6-9 months. ▲ Complete and pass two online, proctored exams, scheduled during a testing window on a selected date. ▲ Preparatory work time varies based on candidate selection, but takes 80-100+ hours on average. ▲ Given the option to purchase preparation materials at additional cost.
 Support	
◆ There are no prerequisites for candidacy. ◆ The Training Industry team facilitates preparation and support through the program and beyond. ◆ Get introduced to instructors and receive their contact information.	▲ There are prerequisites and an application for candidacy. ▲ Study and preparation materials are available for purchase with the option to maintain access through subscription renewal.
 Recertification	
◆ Training Industry provides free and paid continuing education opportunities curated specifically to align with the Training Manager Competency Model™.	▲ Free and paid opportunities to earn recertification points.

- ◆ 24 hours of continuing education units required every two years.
- ◆ Can apply for recertification at any time upon completion of continuing education units.
- ◆ Training Industry, Inc. has preapproved [these](#) CPTM recertification providers.

- ▲ 60 recertification points required every three years.
- ▲ Can apply to recertify during a certification cycle upon completion of recertification points.

Costs

- ◆ Program is a one-time fee of \$3,695.
- ◆ Cost includes the pre-work modules, the practicum, and two attempts at the final exam, if needed.
- ◆ Receive access to information including eLearning modules and study guides, even after becoming certified.
- ◆ Cost of recertification: \$200

- ▲ Can include a number of à la carte options.
- ▲ Exams are \$975 for members and \$1,350 for non-members per attempt.
- ▲ Preparation courses are recommended and range from \$1,895-\$2,800.
- ▲ Study guides are available at an additional cost with the option to renew subscription each month.
- ▲ Cost of recertification: \$200

Alumni Benefits

- ◆ Formal network with continuous opportunities.
- ◆ CPTM-exclusive roundtables and LinkedIn group.
- ◆ Newsletter that highlights continuing education credits and recognizes alumni.
- ◆ Counts for 18 CPTD credits.
- ◆ Your first year after certifying, receive a free pass to the Training Industry Conference and Expo (TICE).
- ◆ Receive 20% off all Training Industry Courses.

- ▲ Networking opportunities available for those who are also ATD members.
- ▲ Counts for 6-24 CPTM continuing education credits, depending on pre-exam preparation activity.

If you would like to learn more, please [contact](#) one of our professional development consultants or [schedule a consultation](#).

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