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The Certified Professional in Talent Development

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## ATD The Certified Professional in Talent Development Sample Questions (Q60-Q65):

### NEW QUESTION # 60

A talent development (TD) professional has been asked to deliver training in support of the corporate strategic plan to increase sales revenues. What is the first question the TD professional should ask the stakeholders?

- A. By how much are revenues expected to be increased?
- B. Should certain sales representatives be targeted for this training?
- **C. What specific issues is this initiative intended to address?**
- D. Why are sales revenues down?

**Answer: C**

Explanation:

The CPTD Detailed Content Outline under Needs Assessment states: "Clarifying the exact issues the initiative intends to solve ensures learning solutions are strategically aligned to organizational goals".

Starting with the problem to be solved drives better training design and evaluation.

Reference: CPTD Detailed Content Outline, Needs Assessment.

### NEW QUESTION # 61

A talent development (TD) professional has been asked to implement a knowledge management strategy. Which is the best first step for the TD professional to take?

- A. Choose an information-gathering system
- B. Locate information sources
- **C. Determine the organization's needs**
- D. Compile, confirm, and circulate documents

**Answer: C**

Explanation:

In Knowledge Management Strategy best practices from the ATD Handbook, the first step is to "understand the organizational needs and goals to ensure the KM system is targeted and useful".

Starting with technology or sources misses strategic alignment.

Reference: ATD Handbook for Training and Talent Development (2022), Knowledge Management Principles.

### NEW QUESTION # 62

Which is the primary purpose of an employee engagement survey?

- A. Provide an action plan
- B. Serve as a performance management review
- **C. Identify barriers to performance**
- D. Engage employees

**Answer: C**

Explanation:

Per ATD's Guide to Employee Engagement, "The primary goal of an engagement survey is to diagnose gaps or barriers that inhibit high performance and satisfaction, not just to gather attitudes".

Surveys are diagnostic tools, not action plans by themselves.

Reference: ATD Handbook, Employee Engagement Measurement.

### NEW QUESTION # 63

Which work product would most likely be protected under copyright law?

- **A. A recording of an orientation course**

- B. An onboarding procedure
- C. A communication plan
- D. A new-hire process flow

#### **Answer: A**

Explanation:

Copyright law protects "original fixed expressions of ideas" like recordings, videos, books, or artwork, according to the ATD Legal Essentials for Talent Development.

Processes or workflows may be protected under different intellectual property types but not usually under copyright.

Reference: ATD Handbook, Legal Aspects of Talent Development.

#### **NEW QUESTION # 64**

Which steps are considered best practice when making a business case for a talent development program?

- A. Gathering data, defining a rationale, and delivering supporting information
- B. Creating a program vision, defining values, and establishing competencies
- C. Developing a budget, performing an organizational analysis, and creating an evaluation plan
- D. Holding focus groups, reviewing employee engagement surveys, and interviewing senior leaders

#### **Answer: A**

Explanation:

ATD's Handbook for Training and Talent Development (2022) outlines the essential components of making a business case: "gather organizational data, define a clear rationale linked to business needs, and present strong supporting information showing the impact of the proposed learning intervention".

Without clear data and rationale, executive approval is less likely.

Reference: ATD Handbook for Training and Talent Development (2022), Business Case Development.

#### **NEW QUESTION # 65**

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