



THE NATIONAL TALENT BOARD™

CTD™ Candidate Handbook

Certification Guide

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About This Handbook

This handbook provides prospective and current candidates with complete information about the Certified Talent Director (CTD™) credential - including eligibility, the certification process, professional standards, and ongoing requirements for maintaining the designation.

About The National Talent Board™

The National Talent Board™ is an independent credentialing body established to set and maintain professional standards for the talent management industry within the creator economy. The Board operates independently from any training provider, educational institution, or talent management agency.

Our mission is to elevate the profession of talent management by establishing meaningful, verifiable standards that protect creators, instill confidence in brands and employers, and distinguish qualified practitioners from the broader market.

Governance and strategic direction are provided by an Board of Directors composed of experienced talent management professionals, creator economy executives, and credentialing experts who bring diverse industry perspectives to the organization's work.

The CTD™ Credential

What It Is

The Certified Talent Director (CTD™) is a professional credential awarded to individuals who demonstrate competency across six domains of talent management practice:

1. Talent Management Foundations
2. Agency Positioning & Business Operations
3. Creator Acquisition & Evaluation
4. Brand Partnerships & Deal Execution
5. Campaign Fulfillment & Client Delivery
6. Agency Growth & Scale

What It Signals

For Creators: A CTD™ holder has demonstrated the knowledge and skills to professionally manage your brand partnerships, negotiate deals, and grow your business.

For Brands: Working with a CTD™ holder means engaging with a professional who understands campaign execution, FTC compliance, deliverable management, and brand partnership best practices.

For Employers: The CTD™ credential provides a verifiable, standardized benchmark for evaluating talent management candidates and team members.

Eligibility Requirements

To be eligible for the CTD™ credential, candidates must meet all of the following requirements:

- Be at least 18 years of age
- Complete an NTB-approved preparation program in its entirety
- Have no prior credential suspensions or revocations from The National Talent Board™
- Agree to abide by the CTD™ Code of Professional Ethics

The Certification Process

- 1 Enroll in an NTB-approved preparation program

2 Complete all coursework across all 6 competency domains

3 Pass Phase Gate 1 - Agency Positioning Document

4 Pass Phase Gate 2 - Creator Outreach Evidence

5 Pass Phase Gate 3 - Brand Pitch Submission

6 Complete the Capstone Demonstration

7 Acknowledge the Code of Professional Ethics

8 Credential issued by The National Talent Board™

Assessment & Review

All practical submissions are reviewed by a qualified assessor within 48 hours of submission. Each submission is evaluated against four criteria:

- **Completeness** - All required components are present and addressed
- **Professional quality** - Work reflects a standard appropriate for professional practice
- **Commercial viability** - Outputs demonstrate real-world applicability and market awareness
- **Ethical compliance** - Work adheres to the CTD™ Code of Professional Ethics

If a submission does not meet the required standard, the candidate receives detailed written feedback identifying areas for improvement. Candidates may resubmit once within 14 days of receiving feedback at no additional cost.

Credential Issuance

Upon successful completion of all requirements, candidates receive:

- **Unique credential number** in the format CTD-YYYY-NNNN (e.g., CTD-2026-0001)
- **Digital badge** issued via Accredible, compliant with the Open Badges 3.0 standard

- **Physical charter package** including a printed certificate and credential card
- **Public verification listing** on nationaltalentboard.org/verify

Using the CTD™ Designation

Credential holders are authorized to use the CTD™ designation in professional contexts while the credential remains active.

Approved Usage

After your name: Jane Smith, CTD™

LinkedIn: Add under Licenses & Certifications, issued by The National Talent Board™

The CTD™ designation may only be used while the credential is in active standing. Use of the designation after expiration, suspension, or revocation constitutes a violation of the Code of Professional Ethics and may result in disciplinary action.

Credential Maintenance

The CTD™ credential is valid for a period of **2 years** from the date of issuance. To maintain active status, credential holders must complete the following renewal requirements:

- **20 Continuing Education (CE) hours** completed during the 2-year cycle
- **Ethics reaffirmation** - renewed acknowledgment of the Code of Professional Ethics
- **Professional activity** - evidence of continued practice in talent management
- **Renewal fee** of \$149

Expiration & Reinstatement

Credential holders who do not renew by their expiration date enter a **90-day grace period** during which late renewal is available at a fee of \$199. After 365 days past the expiration date, the credential lapses and a full re-application is required.

Qualifying Continuing Education

- ✓ Industry conferences and workshops
- ✓ Advanced training in talent management
- ✓ Speaking engagements on talent management topics
- ✓ Published research or thought leadership
- ✓ NTB-approved CE programs

Code of Professional Ethics

All CTD™ holders are bound by the CTD™ Code of Professional Ethics, which establishes standards of conduct for professional practice including fiduciary responsibility, honest dealing, confidentiality, and fair treatment of clients and business partners.

The full Code of Professional Ethics is published on the National Talent Board website and is provided to all candidates during the certification process. Candidates must formally acknowledge the Code before the credential is issued.

Disciplinary Process

The National Talent Board™ takes the integrity of the CTD™ credential seriously. Any person may file a complaint alleging a violation of the Code of Professional Ethics by a CTD™ holder.

Process

1. Complaint received and acknowledged by the Ethics & Compliance Committee
2. Investigation conducted, including review of evidence and response from the credential holder
3. Determination issued by the Committee

Possible Outcomes

- **Dismissal** - complaint found to be without merit
- **Warning** - formal notice with no further action
- **Remediation** - required corrective action with a defined timeline
- **Suspension** - temporary removal of credential privileges

- **Revocation** - permanent removal of the CTD™ credential

Credential holders may appeal any determination within 30 days of the decision.

Fees

Item	Fee
Initial Certification	Included with approved program
Renewal (2-year cycle)	\$149
Late Renewal (within 90 days)	\$199
Reinstatement (after 365 days)	\$299 + review
Replacement Certificate	\$49
Replacement Credential Card	\$29

Contact

General Inquiries

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Credentials & Certification

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Ethics & Compliance

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