



THE NATIONAL TALENT BOARD™

# CTD™ Competency Framework

Professional Competency Standard

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## Purpose

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This document defines the knowledge, skills, and professional competencies required of a Certified Talent Director (CTD™). It serves as the foundational standard against which all CTD candidates are assessed. The framework was developed by The National Talent Board™ in consultation with practicing talent management professionals and creator economy stakeholders.

## Overview

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The CTD™ Competency Framework is organized into 6 professional domains. Each domain contains specific competency statements describing what a Certified Talent Director must be able to do, along with the knowledge areas underpinning each competency. Candidates must demonstrate proficiency across all six domains.

## Domain 1: Talent Management Foundations

Weight: 15%

### COMPETENCIES

- **1.1** - Identify revenue streams available to digital creators and the role of talent management in optimizing them
- **1.2** - Distinguish between major business models for talent management (full-service agency, boutique management, consulting)
- **1.3** - Articulate the legal and fiduciary responsibilities of a talent manager to their clients
- **1.4** - Describe the lifecycle of a talent management engagement from signing through offboarding
- **1.5** - Evaluate market conditions and industry trends affecting the creator economy

### KNOWLEDGE AREAS

- Creator economy landscape and market dynamics
- Business models and compensation structures
- Industry terminology and professional vocabulary
- Legal frameworks governing talent representation
- Competitive landscape and market positioning

## Domain 2: Agency Positioning & Business Operations

Weight: 15%

### COMPETENCIES

- **2.1** - Define a clear market position including niche, ideal client profile, and unique value proposition
- **2.2** - Develop a pricing model and commission structure aligned with industry standards and agency positioning
- **2.3** - Establish the business infrastructure required to operate a compliant talent management agency
- **2.4** - Design operational systems and standard operating procedures for repeatable agency workflows
- **2.5** - Create professional brand assets and client-facing materials that communicate credibility

### KNOWLEDGE AREAS

- Niche selection and market positioning strategies
- Commission structures and pricing frameworks
- Entity formation, contracts, and business compliance
- Standard operating procedures and workflow design
- Professional branding and agency presentation

## Domain 3: Creator Acquisition & Evaluation

Weight: 20%

### COMPETENCIES

- **3.1** - Source potential creator clients through systematic outreach and scouting methodologies
- **3.2** - Evaluate creator viability based on audience analytics, content quality, and growth trajectory
- **3.3** - Conduct discovery calls that assess mutual fit, set expectations, and communicate value
- **3.4** - Prepare and present management proposals that clearly articulate scope, terms, and deliverables
- **3.5** - Draft and execute management agreements that protect both parties and define the relationship
- **3.6** - Implement a structured onboarding process for new creator clients

### KNOWLEDGE AREAS

- Scouting methodologies and outreach strategies
- Audience analytics and creator evaluation frameworks
- Discovery call frameworks and qualification criteria
- Agreement structures and legal considerations
- Client onboarding processes and systems
- Red flags and risk assessment in client selection

## Domain 4: Brand Partnerships & Deal Execution

Weight: 25%

### COMPETENCIES

- **4.1** - Identify target brands aligned with a creator's audience, niche, and values
- **4.2** - Build compelling pitch decks and outreach materials that communicate creator value to brands
- **4.3** - Negotiate partnership terms that maximize creator compensation while meeting brand objectives
- **4.4** - Structure deals across formats (sponsored content, ambassadorships, licensing, affiliate) appropriate to the opportunity
- **4.5** - Develop and maintain rate cards that reflect fair market value and justify pricing
- **4.6** - Execute contracting processes including scope documentation, deliverable specifications, and payment terms

### KNOWLEDGE AREAS

- Brand outreach strategy and prospecting
- Pitch deck construction and presentation
- Rate card development and market pricing
- Contract terms, usage rights, and exclusivity clauses
- Negotiation tactics and deal structuring
- Platform-specific deal formats and requirements

## Domain 5: Campaign Fulfillment & Client Delivery

Weight: 15%

### COMPETENCIES

- **5.1** - Manage campaign timelines from kickoff through final deliverable and payment
- **5.2** - Coordinate content approval workflows between creators and brand partners
- **5.3** - Ensure deliverables comply with contractual specifications and FTC disclosure requirements
- **5.4** - Track and report campaign performance metrics to both creators and brand partners
- **5.5** - Manage invoicing, payment collection, and commission accounting
- **5.6** - Identify and resolve fulfillment issues including scope changes, delays, and disputes

### KNOWLEDGE AREAS

- Project management and campaign coordination
- FTC guidelines and advertising disclosure requirements
- Content approval workflows and brand compliance
- Performance reporting and analytics
- Invoicing, payment processing, and financial tracking
- Dispute resolution and client relationship management

## Domain 6: Agency Growth & Scale

Weight: 10%

### COMPETENCIES

- **6.1** - Develop a hiring plan and team structure to support agency growth beyond solo operation
- **6.2** - Create documented SOPs that enable delegation and consistent service delivery
- **6.3** - Evaluate and implement systems and tools (CRM, project management, communication) that support scale
- **6.4** - Identify and develop additional revenue streams beyond management commissions
- **6.5** - Assess growth opportunities including new verticals, partnerships, and market expansion

### KNOWLEDGE AREAS

- Hiring, delegation, and team structure
- SOP documentation and process standardization
- CRM, project management, and operational tooling
- Revenue diversification strategies
- Growth metrics, KPIs, and scaling benchmarks

## Competency Validation

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### Practical Assessment Requirements

Assessment	Domains	Requirements
Agency Positioning Document	Domains 1–2	Written niche, offer, pricing, and target profile
Creator Outreach Evidence	Domain 3	20+ real outreach messages OR signed management agreement
Brand Pitch Submission	Domain 4	Real pitch sent to a brand prospect
Capstone Demonstration	Domains 3–5	Signed agreement OR completed deal with paid invoice

## Assessment Criteria

✓ Completeness

✓ Professional quality

✓ Commercial viability

✓ Ethical compliance

All submissions are reviewed by a qualified assessor within 48 hours of submission.

## Credential Award

The CTD™ credential is awarded to candidates who successfully complete all required coursework, pass all three phase gates, complete the capstone demonstration, and acknowledge the Code of Professional Ethics. No single component may be waived or substituted.

## Framework Maintenance

This competency framework is reviewed annually by The National Talent Board™ to ensure it remains current with industry practices and market conditions. Input is solicited from the Advisory Board, active

CTD™ holders, and industry stakeholders. Revisions are published with updated version numbers and effective dates.

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