



Association for
Talent Development

2022 Education Course Catalog

Prepared to Meet the Challenge



In a recent meeting with some industry colleagues, our discussion turned to the Great Resignation and the reality of a future that will most certainly be marked by a hybrid workforce. The implications of both are profound for talent development professionals.

The Great Resignation is the precursor to the great hiring and what many experts anticipate will be an aggressive war for talent in 2022 and beyond. Hundreds of thousands of workers will need to be trained, skills gaps will need to be assessed and addressed, and leaders will need to commit to allocating resources for the strategic development of their people. We know too that Gen Z values learning and expects to be provided learning opportunities and career mobility.

Are you ready to meet the challenge?

In addition to the need for constant skilling, reskilling, and upskilling, our field also will grapple with new ways to deliver learning experiences. Hybrid learning is something we need to figure out and learn to do well. Improving the virtual and asynchronous learning experience—from design to facilitation—also is critical. Giving people a reason to attend in-person courses because of the rich human experience of connecting in a classroom will be a differentiator.

Now more than ever, it is essential that talent development practitioners invest in their own growth. At ATD, we've been researching future practices for creating elevated and strategic learning experiences that deliver business impact and results. Our course portfolio has expanded significantly to meet the challenges faced by today's L&D professionals.

The catalog you are reading offers you insights into ATD's learning philosophy and our framework for developing your capabilities. You'll see a selection of courses highlighted that will give you a taste of the myriad programs we have to help you upgrade your knowledge and skillset. From training and facilitation to instructional design, from coaching to change management, you'll find certificate programs that meet you where you are and help you reach the next level of proficiency.

Over the past two years, we've also expanded our own capabilities to deliver world-class learning experiences across modalities. Whether you prefer to learn in-person, live online, or in an on-demand context, you can find programs to fit your needs and your budget.

We've witnessed a sea change in our field throughout the course of the COVID-19 pandemic. Learning has been catapulted into a strategic spotlight. We're being asked to help navigate the path forward in our organizations. We must come prepared to meet the challenge. That preparation comes through our own learning and development.

ATD is here to partner with you on your road to growth and success. And we look forward to seeing you in one of our programs in 2022.

Courtney Vital
VP, ATD Education

Need Help Getting Started?

Connect with one of our professional development specialists to help you navigate ATD's learning options to develop your own or your team's skills. Contact MyCareerPath@td.org or visit td.org/train-your-trainers to learn more.

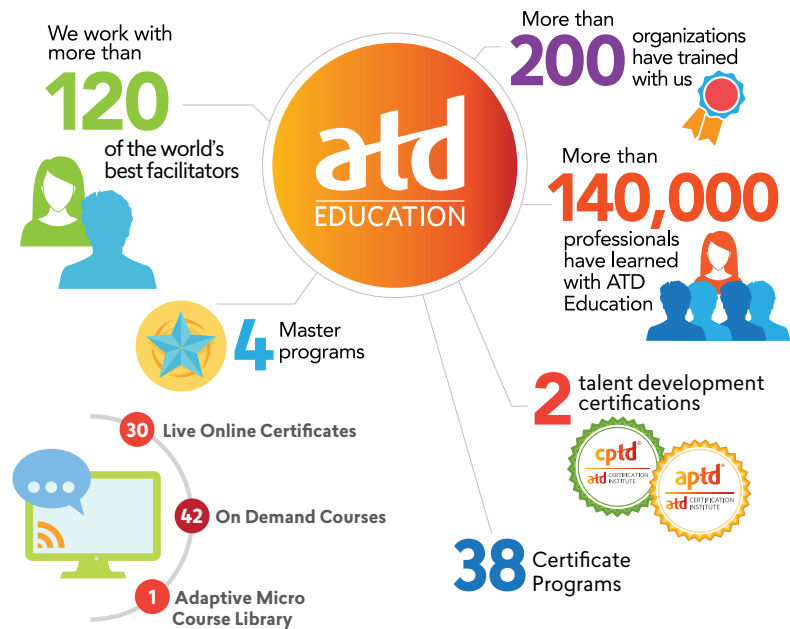
Why Choose ATD as Your Professional Development Resource?

WHY ATD EDUCATION?

For almost 80 years, our mission has been to empower talent development professionals with the knowledge and skills they need to be successful and remain competitive.

We accomplish this by providing learning that sticks and leads to measurable results in your on-the-job performance.

More than 140,000 professionals from around the world have trained with and earned ATD certificates and credentials in critical talent development disciplines.



YOU HELP OTHERS REACH THEIR POTENTIAL. LET ATD HELP YOU REACH YOURS.



- ATD provides a wealth of professional development offerings that serve talent development professionals throughout their careers.
- Our course designs apply the latest instructional strategies that promote application and organizational impact.
- Backed by the Talent Development Capability Model, we provide the practical resources and tools you and your organization need to elevate your talent development practice.
- Our team of facilitators are best-in-class. They are:
 - Speakers, authors, and known experts in the field
 - Dedicated to helping talent development functions build their capability to impact organizational results
 - Passionate about helping the profession develop the competencies and credibility needed to be viewed as strategic organizational partners



A Wise Investment—Guaranteed

If you are not completely satisfied after completing a program, you may request a refund of your enrollment fee. Because these programs consistently achieve a 95 percent satisfaction rating from your peers, you can be confident you're making the right choice.

ATD Sets the Standard for Professional Development

Backed by research and vetted by experts, the Talent Development Capability Model defines what TD professionals need to know and do to be successful today and tomorrow.

Whether you're new to the profession, midway through your TD career, or navigating the demands of senior leadership, ATD has the community, tools, resources, courses, and certifications you need to upskill yourself or your team.

We see your learning progression in five stages:

- **Exploring**
- **Informed**
- **Capable**
- **Advanced**
- **Expert**

Our extensive collection of professional development resources are aligned to these levels and the 23 capabilities in the Talent Development Capability Model™. That makes it easy for you to identify and build the skills you need to be successful in your role and grow in your career.

Learn more at td.org/model.

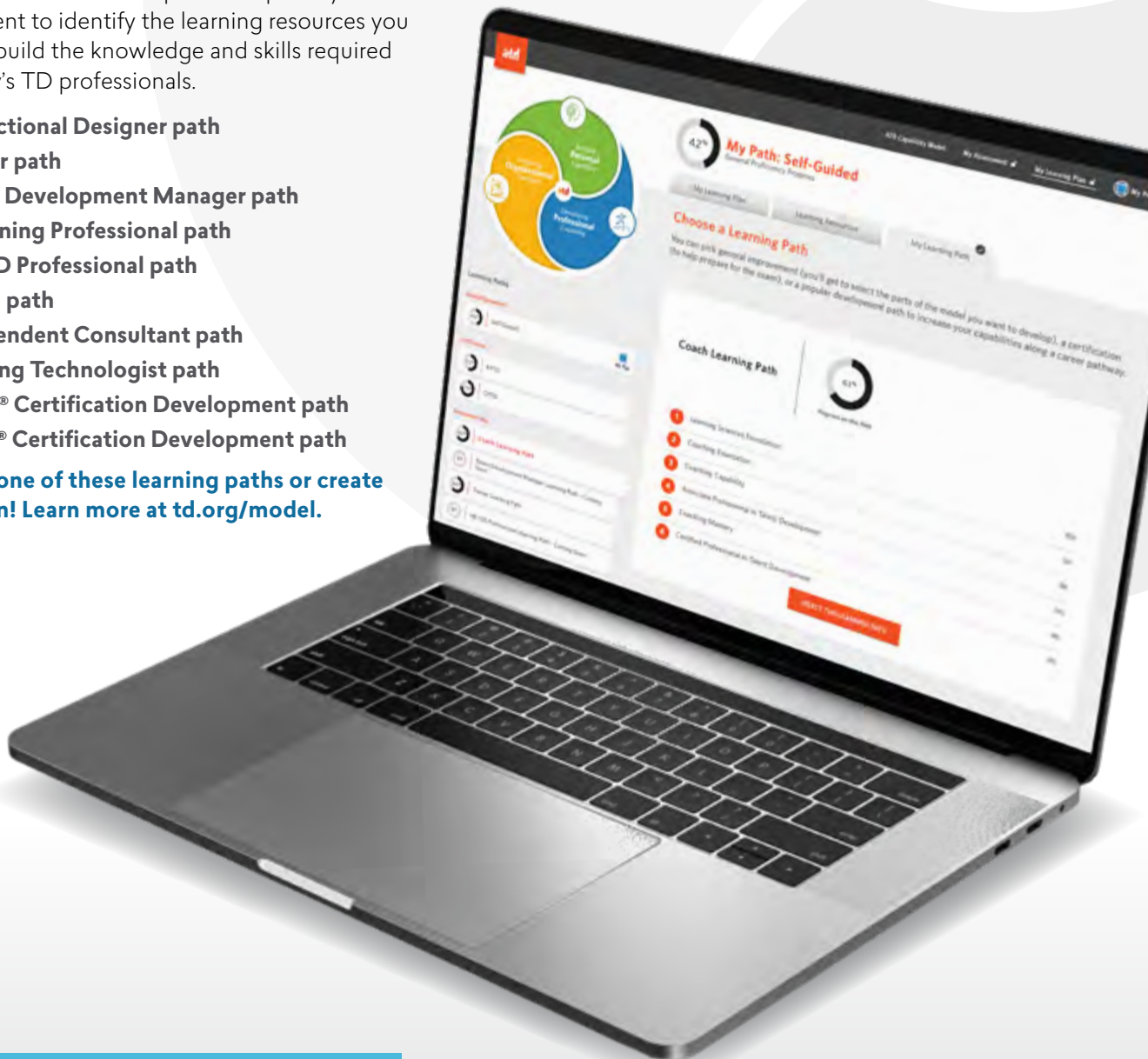


Assess Your Capabilities. Choose Your Learning Path. Create Your Plan.

Targeted. Simplified. Streamlined. Use the interactive Talent Development Capability Model assessment to identify the learning resources you need to build the knowledge and skills required for today's TD professionals.

- ▶ **Instructional Designer path**
- ▶ **Trainer path**
- ▶ **Talent Development Manager path**
- ▶ **E-Learning Professional path**
- ▶ **HR/OD Professional path**
- ▶ **Coach path**
- ▶ **Independent Consultant path**
- ▶ **Learning Technologist path**
- ▶ **APTD® Certification Development path**
- ▶ **CPTD® Certification Development path**

Choose one of these learning paths or create your own! Learn more at td.org/model.



ATD IS YOUR PARTNER IN LEARNING

The future is here. You need to acquire new skills at a rapid pace. Your role has new obstacles. The job market is more competitive than ever. We are here to support your growth.

- ✓ **Assess your skills**
- ✓ **Identify your learning gaps**
- ✓ **Choose a development path**
- ✓ **Create your learning plan with our interactive model**

How Do You Want to Learn With Us?

You need current knowledge, skills, and resources to keep up with the evolving talent development landscape. ATD Education offers flexible learning at a variety of depths, formats, and price points for you and your team. Our portfolio of **live online, on demand, and in-person** options enables you to earn valuable certificates and credentials throughout your lifelong learning journey.

Professional development is an investment. From concise e-learning courses you can launch at your fingertips to comprehensive Talent Development Capability Model–based certificate programs, all ATD Education experiences deliver the support, actionability, and impact you expect.

ATD Education Brand Promise

Regardless of the type of course you choose, **every** ATD learning experience brings you:

- Research-based content that builds your knowledge and skills—and propels your career
- Wisdom and guidance of an expert, industry-leading instructor
- Learning with and from your talent development peers
- A practical, tools-based approach designed to support application on the job
- Development of mastery through personalized learning

As the world's preeminent experts in professional learning, we know how people learn best and we know how to design training that works. **Get the skills you need, when you need them, without compromising learning outcomes.**



We're reimagining ATD Education to meet your needs and elevate our profession. Start learning your way today at td.org/education.



Build Your Plan Today



We're here to help you navigate ATD's expanding learning options. Access the resources below to create a professional development plan for yourself or your team.

Create Your Learning Plan

Assess your proficiency, choose a development path, and create your learning plan at tdcapability.org.



Contact an ATD Professional Development Specialist

Receive personalized recommendations on which education offerings align to your needs at 855.404.2783 or td.org/professional-development-specialists.



Train Your Team

Get group discounts on registration fees, schedule dedicated in-person or virtual training, or purchase a Flexible Learning Pass at td.org/atd-for-teams.

Want immediate support to enroll yourself or your team for a course? Call 855.404.2783, email mycareerpath@td.org, or visit td.org/professional-development-specialists.

Show What You're Capable Of Get certified.

Take your career to the next level with a certification from the ATD Certification Institute. Choose from two options that meet you where you are in your career. Learn more at td.org/ATDCertification.



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Find your next course to upskill your professional learning, develop new abilities, and minimize skill gaps.

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Note: While the information in this catalog is considered to be true and correct at the date of printing, prices and dates are subject to change. Check td.org/education for the most up-to-date information, including new programs, pricing, dates, and locations.

Which Credential Is Right for Me?

Validate your knowledge, skills, and experience.

CHOOSING THE RIGHT PROGRAM

CERTIFICATE PROGRAMS

help you build skills that result in behavior change and application that improves performance on the job. Earn a program certificate upon successful completion. No additional requirements to maintain certificate and badge.

MASTER PROGRAMS are assessment-based learning experiences that validate your ability to respond to and lead talent development efforts through the flexible use of skills, tools, and methodologies. Earn an ATD Master® designation upon successful completion. Complete recommended professional development and leadership opportunities to maintain designation and badge.

CERTIFICATION PROGRAMS

are testing events that result in confirmation of proficiency against an established set of standards. Required validation of proficiency through continued learning and leadership opportunities to maintain the certification.

SHOW WHAT YOU KNOW.

Learn more about ATD's new digital badging program at td.org/atd-badging.

THE ATD CERTIFICATION INSTITUTE (ATD CI)



ATD created the Certification Institute (ATD CI) in 2001 as a separate nonprofit entity to set industry standards and to confer credentials that recognize capabilities against those standards.

ATD CI offers two credentials, both based on the Talent Development Capability Model.



EARN CREDITS AND RECERTIFICATION POINTS WITH ATD

All ATD programs are eligible for continuing education units (CEUs), recertification points, and certification eligibility professional development hours you can use to pursue your professional development goals.

The following organizations have preapproved select ATD courses. Credit values and approved providers for each course can be found in the listings in this catalog. *Note: Not all ATD courses are preapproved by the providers listed here.*



Eligible for APTD recertification points and/or professional development hours from ATD Certification Institute.

td.org/recertification



Eligible for CPTD recertification points and/or professional development hours from ATD Certification Institute.

td.org/recertification



The program has met HR Certification Institute's criteria to be preapproved for recertification credit.

The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. hrci.org



The program is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP or SHRM-SCP.

Choose the Right Certification



The **Associate Professional in Talent Development (APTD)** is a certification for TD professionals who are in the early parts of their careers or whose professional roles and aspirations are focused on foundational areas of the field.

WHO IS IT FOR?

APTD is best suited for early career talent development (TD) professionals:

- Who want to formalize and recognize their role with a certification
- With at least three years of experience

Many of our APTD candidates are “accidental trainers” without formal education in training and development.



The **Certified Professional in Talent Development (CPTD)** is a certification for more experienced TD professionals. It is broad and measures a professional's knowledge and skill application across the breadth of talent development capabilities.

WHO IS IT FOR?

CPTD is best suited for seasoned TD professionals:

- Who have deep knowledge and experience enhancing employee talent development
- Who are looking to demonstrate expertise and commitment to the profession
- With at least five years in workplace learning and talent development

ATD offers prep resources and courses for both the APTD and CPTD certifications. From our Talent Development Body of Knowledge (TDBoK™) to a comprehensive study bundle, including 12-month access to an on demand course, supplemental live online sessions, and a full length practice test, ATD has the right option to fit your needs.



To choose the course that's right for you, visit td.org/certification/preparation.

Advance Skills With Flexible Team Training

Face-to-Face | On Demand | Live Online



Need to close skills gaps? ATD Enterprise Solutions can help. Enroll your talent development team in a virtual or in-person training course and get a head start on closing skills gaps. It's important to continue offering continuous learning opportunities and invest in your team's lifelong learning.

Contact enterprise@td.org or visit td.org/train-your-trainers to learn more.



*Prove your ability.
Elevate your design.
Develop impactful learning solutions.*

ATD Master Instructional Designer® Program

Updated Content, New Format!

The role of an instructional designer is evolving, expanding, and more in demand than ever. Today's designers need an expanded skill set that includes business acumen, consultative approaches, design approaches based on learning sciences, and technology expertise. Designers must pivot between designing for multiple modalities as well as implement solutions via multiple media streams. Armed with a broader skill set, instructional designers have the flexibility to be the jack-of-all-trades and a much-requested strategic resource for organizations.

Aligned to the Talent Development Capability Model, this advanced-level program covers the entire process of analysis, design, development, implementation, and evaluation of learning programs across all modalities (face-to-face, e-learning, virtual, or a blend). Explore new design models and techniques, evaluate real-world projects, and work with expert facilitators in this eight-week online program.

WHY SHOULD I ATTEND?

- Develop and demonstrate mastery of instructional design through a multi-part, real-world project, including individualized feedback and analysis.
- Gain six-months of free access to ATD's comprehensive Talent Development Body of Knowledge and receive tools, resources, and templates to use on the job.
- Receive personalized feedback from your facilitator and peers.
- Earn the industry recognized ATD Master Instructional Designer designation and digital badge.
- Accelerate your pathway toward achieving the APTD or CPTD certification.

HOW THE PROGRAM WORKS

- Learn research-based best practices from across the Talent Development Capability Model to elevate your instructional design skills.
- Over the course of eight weeks, engage in a flexible, around-your-schedule program via ATD's online learning platform.
- New content is available each week for you to complete in your own time; expect to spend an average of three-and-a-half hours per week.
- Benefit from the guidance of an expert ATD facilitator.
- Personalize your Master Instructional Designer journey by assessing your current skills, taking a deep dive into content most relevant to you, and demonstrating success with a multi-part, real-world project.

CREDITS

2.8 CEUs awarded
28 APTD Professional Development Hours or Recertification Points
28 CPTD Professional Development Hours or Recertification Points
Satisfies full professional development eligibility requirement for APTD and CPTD
28 HR General recertification credit hours toward PHR, SPHR, and GPHR recertification through HRCI
28 PDCs toward SHRM-CP and SHRM-SCP recertification

Member Price: US \$2,795

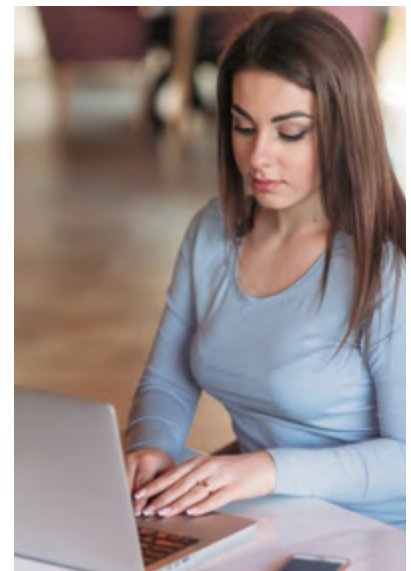
List Price: US \$3,055

MEMBERS SAVE \$260

REGISTER

* Pricing outside the United States varies. Please consult the individual program pages for additional details.

The ATD Master Instructional Designer Program is offered by the ATD Certification Institute.





Grow your knowledge.

Prove your skill.

Challenge yourself to deliver engaging and effective training.

ATD Master Trainer® Program ◀ BESTSELLER

Updated Content, New Format!

The role of the trainer has evolved to include building consultative partnerships, demonstrating facilitation skills dependent on learner dynamics, and reporting on business metrics to validate the effectiveness of the learning solution. Aligned to the Talent Development Capability Model, this renowned program covers the entire process of training delivery, including purpose and assessment, decision making, planning and preparation, presentation and facilitation, performance and evaluation, and business metrics and reporting. Engage with your cohort and facilitator to lift the conversation about training delivery to the master level, showcasing your ability to adapt to learner needs and be successful delivering in any modality.

WHY SHOULD I ATTEND?

- Develop and demonstrate mastery of training and facilitation through multiple practice deliveries, including individualized feedback and analysis.
- Gain six-months of free access to ATD's comprehensive Talent Development Body of Knowledge and receive tools, resources, and templates to use on the job.
- Receive personalized feedback from your facilitator and peers.
- Earn the industry recognized ATD Master Trainer designation and digital badge.
- Accelerate your pathway toward achieving the APTD or CPTD certification.

HOW THE PROGRAM WORKS

- Learn research-based best practices from across the Talent Development Capability Model to elevate your training and facilitation skills.
- This is an eight-week blended program consisting of seven weeks of online learning and three days of instructor-led sessions.
- Benefit from the guidance of an expert ATD facilitator.
- Learn with and from a group of peers through application-based discussions and reflections.
- Personalize your Master Trainer journey by assessing your current skills, adapting scenarios to your context, and demonstrating success with skills practice opportunities.

CREDITS

2.8 CEUs awarded
 28 APTD Professional Development Hours or Recertification Points
 28 CPTD Professional Development Hours or Recertification Points.
 Satisfies full professional development eligibility requirement for APTD and CPTD
 28 HR General recertification credit hours toward PHR, SPHR, and GPHR recertification through HRCI
 28 PDCs toward SHRM-CP and SHRM-SCP recertification

Member Price: US \$2,795

List Price: US \$3,055

MEMBERS SAVE \$260

REGISTER

* Pricing outside the United States varies. Please consult the individual program pages for additional details.

The ATD Master Trainer Program is offered by the ATD Certification Institute.



Adult Learning Certificate Program

Harness the experience and self-direction of adult learners in all your development initiatives.

In this interactive on-demand certificate program, you will gain foundational knowledge of the theories underlying best practices for adult learning in the workplace and discover strategies to add to your toolbox.

This comprehensive program includes eight application-based courses that cover different facets of adult learning. You'll be exposed to various interactive learning techniques including animations, case studies, branching scenarios, expert videos, downloadable tools and templates, and facilitated discussion forums.

WHY SHOULD I ATTEND?

- Gain a complete understanding of adult learning theory to help you improve your talent development efforts.
- Get actionable advice from well-respected adult learning practitioners via the course video.
- Learn at your own pace, gain mastery through a variety of interactive learning techniques, and get access to a set of practical ATD exclusive tools to use on the job.

CREDITS

0.9 CEUs awarded

Member Price: US \$1,395

List Price: US \$1,595

MEMBERS SAVE \$200

REGISTER



Articulate Storyline Certificate

Create interactive, engaging e-learning simply and swiftly.

Discover how to use Articulate Storyline to create innovative, interactive e-learning programs. Whether you are brand new to the program or have experience, this hands-on Storyline 360 training prepares you to hit the ground running. While some software programs can be intimidating, this Storyline training certificate program will build your confidence from the start. Experience how easy, fun, and rewarding Storyline is to use.

WHY SHOULD I ATTEND?

- Learn how to integrate content simply and swiftly from other sources to customize e-learning modules and ensure interactive, engaging, and effective outcomes.
- Develop and leave with a complete 15-minute course that uses Storyline's major features.
- Get the latest steps, tips, and tricks for using the tool.

CREDITS

14 CEUs awarded

14 APTD Professional Development
Hours or Recertification Points

14 CPTD Professional Development
Hours or Recertification Points

14 HR General recertification credit hours toward
PHR, SPHR, and GPHR recertification through
HRCI

This program is valid for 14.0 PDCs for the
SHRM-CP or SHRM-SCP.

Member Price: US \$1,495

List Price: US \$1,745

MEMBERS SAVE \$250

REGISTER

Blended Learning Certificate

Go beyond traditional classroom learning.

Learn to incorporate a mix of delivery methodologies to reach your learners at their moment of need. This blended learning training program models the concepts taught in the workshop. First, you'll complete a prework assignment and then continue working on it throughout the course. Later, you'll reconvene with your cohort in an online session following the classroom-based workshop. By adapting your own training program to a blended format as the course unfolds, you'll enhance your ability to apply blended learning models on the job.

WHY SHOULD I ATTEND?

- Learn best practices for selecting and using the appropriate mix of innovative learning technologies to design effective blended solutions.
- Design a complete blended learning program using an ATD-exclusive process and templates.
- Anticipate and navigate successfully the challenges associated with blended learning.

CREDITS

1.5 CEUs awarded
 15 APTD Professional Development Hours or Recertification Points
 15 CPTD Professional Development Hours or Recertification Points
 15 HR General recertification credit hours toward PHR, SPHR, and GPHR recertification through HRCI
 15 PDCs toward SHRM-CP and SHRM-SCP recertification

Member Price: US \$1,495

List Price: US \$1,745

MEMBERS SAVE \$250

REGISTER

Change Management Certificate

Become a change leader, facilitator, and communicator.

It's likely you already see the need to apply change management best practices. By earning an ATD Change Management Certificate you'll gain the necessary tools to become a trusted resource ready to facilitate all stages of a change initiative in your organization. Discover the key principles and stages of ATD's exclusive change management models through application exercises, case studies, and interactive program modules.

WHY SHOULD I ATTEND?

- Prepare to sponsor and engage in change efforts, conduct diagnostic assessments to define needed change efforts, identify an appropriate change model, and design a strategic change plan that minimizes impact and maximizes buy-in.
- Develop communication plans that raise awareness, build commitment, and ensure understanding while navigating and managing outcomes as they occur.
- Analyze data to provide feedback to help clients clarify outcomes, establish expectations, and identify realistic boundaries.

CREDITS

1.4 CEUs awarded
 14 APTD Professional Development Hours or Recertification Points
 14 CPTD Professional Development Hours or Recertification Points
 14 HR General recertification credit hours toward PHR, SPHR, and GPHR recertification through HRCI
 14 PDCs toward SHRM-CP and SHRM-SCP recertification

Member Price: US \$1,495

List Price: US \$1,745

MEMBERS SAVE \$250

REGISTER



Coaching Certificate

Help others develop, take action, and reach their goals.

Coaching for individuals, teams, and organizations works. Evidence shows that it's a powerful development approach that leads to positive change and results. Earning your ATD Coaching Certificate improves your ability to help clients develop rapidly, produce better results, and improve others' ability to set and achieve goals and take action. You'll practice foundational coaching competencies through role plays, group exercises, and case studies. Learning the behaviors of a successful coach amplifies your ability to help employees succeed by using their own natural strengths.

WHY SHOULD I ATTEND?

- Practice core coaching competencies and hone your ability to apply them to coaching conversations.
- Integrate and evaluate multiple sources of data and make interpretations that help clients achieve agreed-upon results.
- Develop and maintain an effective coaching plan with clients, manage ongoing progress, hold clients accountable for actions, highlight and celebrate successes, and adjourn the coaching process.

CREDITS

14 CEUs awarded
 14 APTD Professional Development Hours or Recertification Points
 14 CPTD Professional Development Hours or Recertification Points
 14 HR General recertification credit hours toward PHR, SPHR, and GPHR recertification through HRCI
 14 PDCs toward SHRM-CP and SHRM-SCP recertification
 8.5 Core Competency Units and 3.75 Resource Development Units toward International Coach Federation certification and recertification

Member Price: US \$1,495

List Price: US \$1,745

MEMBERS SAVE \$250

REGISTER

Consulting Skills Certificate ◀ BESTSELLER

Build your credibility as a trusted consultant.

Talent professionals must demonstrate strong consulting skills to lead the development of learning solutions and successfully guide their organizations toward optimal performance. ATD's Consulting Skills Certificate improves your ability to use effective behaviors and processes for internal learning consulting within your organization. External consultants also will benefit from this training.

Looking for an advanced offering? Explore the ATD Master Performance Consultant program.

WHY SHOULD I ATTEND?

- Move from order-taker to true business partner by discovering a model, techniques, and tools you can use to consult with your clients.
- Apply success strategies including working across organizational boundaries, providing feedback to senior leaders, and gaining buy-in.
- Evaluate your skills and identify your developmental needs as a consultant.

CREDITS

14 CEUs awarded
 14 APTD Professional Development Hours or Recertification Points
 14 CPTD Professional Development Hours or Recertification Points
 14 HR General recertification credit hours toward PHR, SPHR, and GPHR recertification through HRCI
 14 PDCs toward SHRM-CP and SHRM-SCP recertification

Member Price: US \$1,495

List Price: US \$1,745

MEMBERS SAVE \$250

REGISTER

A Modern Approach to Professional Development

On Demand Courses and Certificate Programs

Staying current on the latest trends and best practices, and keeping skills sharp is imperative. Yet, finding time for that all-important professional development can be a challenge.

Now, you can take control of when and what you learn. ATD's On Demand courses and certificate programs provide you the ability to gain the knowledge and skills you need in a more targeted, personalized, and flexible way.



On Demand certificate programs and courses are aligned to the TD Capability Model!

Like our popular in-person and live online offerings, every ATD On Demand course and certificate program is aligned to the Talent Development Capability Model. You have 12 months to access the content enabling you to learn when it suits your schedule.

CERTIFICATE PROGRAMS AVAILABLE ON DEMAND*

Adult Learning Certificate

E-Learning Instructional Design Certificate

Instructional Design Certificate

Learning Technologies Certificate

Virtual Instructional Design Certificate

Virtual Training & Facilitation Certificate

Each On Demand certificate program comprises several course modules and a capstone project. You'll:

- Personalize your learning experience
- Get access to exclusive ATD tools and templates
- Engage with peers and an expert facilitator
- Put your new knowledge and skills to practical use
- Have 12 months to complete the program at your own pace.

A SAMPLE OF OUR ON DEMAND COURSES:

APTD Certification Preparation Course

CPTD Certification Preparation Course

Applying Learning Science in Training Delivery

Creating Accessible Learning Experiences

Design Thinking and Rapid Prototyping

Engaging and Managing Participants

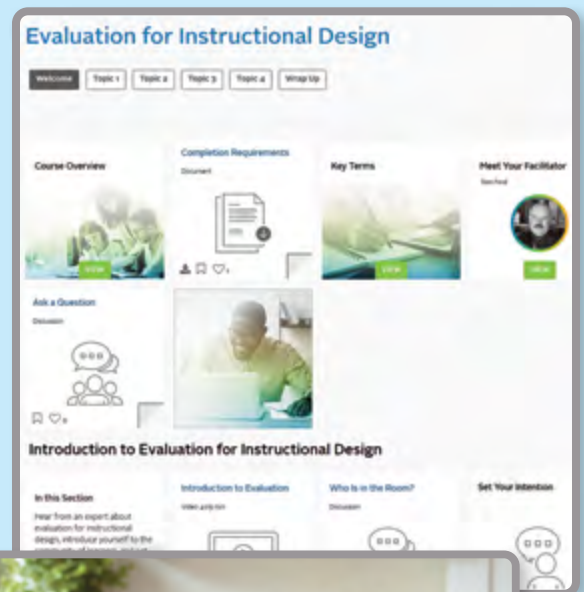
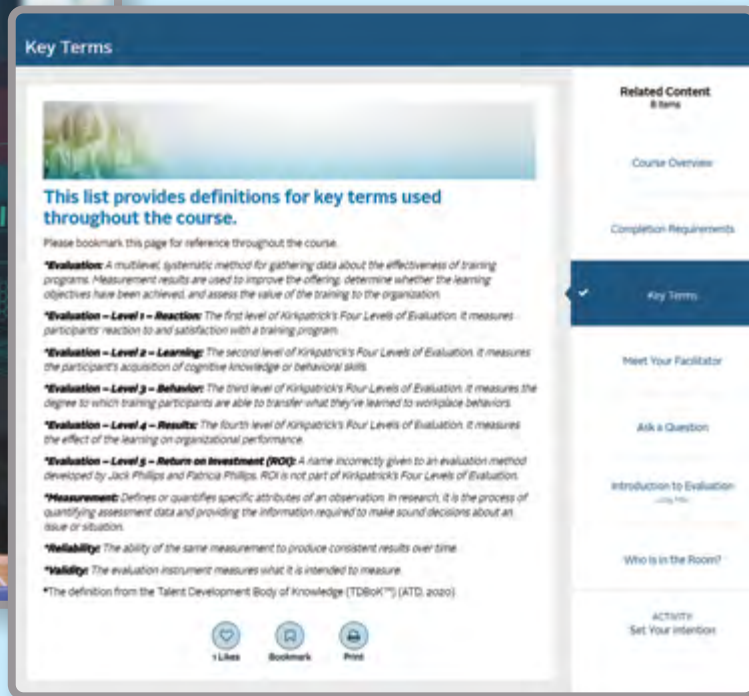
Evaluating and Selecting E-Learning Software Tools

Needs Assessment for Instructional Design

Planning and Coordinating Training Events

xAPI Foundations

On Demand courses offer you targeted skill development to help you advance in areas important to you.



BUNDLE On Demand Courses for a deeper dive!

With ATD's On Demand courses, you can create your own development adventure by bundling courses to level up your expertise.

SOME POPULAR BUNDLES INCLUDE:

TRAINING DELIVERY AND FACILITATION

Meeting Management and Facilitation Skills

- Managing and Facilitating Effective Meetings
- Planning and Coordinating Training Events
- Preparing to Facilitate

Facilitating Training

- Preparing to Facilitate
- Facilitation Styles and Techniques
- Engaging and Managing Participants
- Facilitating Formal Learning

INSTRUCTIONAL DESIGN

Building a Course

- Course Design Process
- Developing Content for Formal and Informal Learning
- Working with SMEs to Curate and Create Content
- Designing and Developing Learning Materials

Focus on Evaluation

- Needs Assessment for Instructional Design
- Developing Learning Outcomes and Objectives
- Evaluation for Instructional Design

*Certificates available as of press time. New On Demand certificate programs are being added regularly. Visit td.org/education for an up-to-date listing.

View all courses at td.org/education



(see p. 8 for details)

855.404.2783 | MyCareerPath@td.org | td.org/education 17

Instructional Design Certificate ◀ BESTSELLER

Leverage exclusive ATD tools and templates to develop the most powerful, bottom-line focused learning.

You'll learn best practices for conducting a needs assessment, completing a job/task analysis, and designing and developing courses using exclusive ATD templates. Discover a structured step-by-step process you can follow and apply immediately to your own training program development.

Earning this instructional design certificate gives you easy access to tools you'll put to great use in your training initiatives. You'll learn to design a complete program that aligns with your business goals, including participant guides, instructor guides, visual support, and other materials. In addition, you'll have an opportunity to work on your own real-world program throughout the course.

This certificate is aligned with the instructional design capability of the Talent Development Capability Model, which serves as the foundation for ATD Certification Institute's Master Programs and APTD and CPTD certifications.

Want to level up? Explore the ATD Master Instructional Designer™ program.

WHY SHOULD I ATTEND?

- Construct questions to stimulate conversations, understand the importance of staying on topic, and recognize environmental characteristics that encourage interaction.
- Acquire resolution strategies to use in challenging situations and when handling difficult participants.
- Participate in role-play activities, work through real-life scenarios, and leave with facilitation tools, techniques, and best practices you can apply immediately in your next group session.

CREDITS

- 2.1 CEUs awarded
- 21 APTD Professional Development Hours or Recertification Points
- 21 CPTD Professional Development Hours or Recertification Points
- 21 HR General recertification credit hours toward PHR, SPHR, and GPHR recertification through HRCI
- 21 PDCs toward SHRM-CP and SHRM-SCP recertification

Member Price: US \$1,695
List Price: US \$1,945

MEMBERS SAVE \$250

REGISTER



Learning Technologies Certificate

Build and maintain world-class learning technology ecosystems.

With learning technologies training you'll learn best practices for conducting needs assessments, preparing usability tests, and seamlessly integrating the latest tools to enhance learning experiences. Discover a comprehensive approach you can apply immediately to your own training program development.

Learning technologies are essential tools in the creation of modern training initiatives. Integrating these tools in a thoughtful way leads to greater knowledge acquisition and skills application back on the job, and ultimately to exponential results for the organization. An effective, inclusive learning technology ecosystem requires assessing, defining, and articulating technology requirements. Ensuring that the result of leveraging the latest technology benefits both the learner and the organization means understanding of the learners' needs and overall experience.

Earning this certificate gives you easy access to all the approaches, models, and tools you need to leverage learning technologies for effective learning experiences. The program consists of 11 modules that address in detail all aspects of learning technologies. Incorporated throughout these modules is a personalized capstone experience that takes a comprehensive approach to learning technologies and provides an opportunity to demonstrate your new skills on a learning project.

This certificate aligns to the technology application capability of the Talent Development Capability Model, which serves as the foundation for ATD Certification Institute Master Programs and APTD and CPTD certifications.

WHY SHOULD I ATTEND?

- Explore a comprehensive approach to implementing and administering learning technologies.
- Gain access to a collection of more than 20 tools and templates you can use in your own practice.
- Apply your new knowledge and skills on an authentic learning project for leveraging learning technologies and receive feedback from an ATD expert facilitator.
- Create a personal action plan to hold yourself accountable for applying what you have learned.

CREDITS

- 2.1 CEUs awarded
- 21 APTD Professional Development Hours or Recertification Points
- 21 CPTD Professional Development Hours or Recertification Points
- 21 HR General recertification credit hours toward PHR, SPHR, and GPHR recertification through HRCI
- 21 PDCs toward SHRM-CP and SHRM-SCP recertification

Member Price: US \$1,695

List Price: US \$1,945

MEMBERS SAVE \$250

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Training Certificate ◀ BESTSELLER

The premier train-the-trainer program.

Gain a practical, how-to overview of the entire training function in this best-in-class train-the-trainer program. Through modeling of best practices and the latest techniques in training delivery, you will experience a live demonstration of exceptional facilitation skills.

You'll be introduced to a proven model for delivering outcome-based development and training. This will cover purpose and assessment, planning and preparation, presentation and facilitation, and performance and evaluation. New trainers seeking tips and techniques and experienced trainers who want to increase learner engagement and refresh their toolkit will benefit by earning this trainer certificate. Acquire a strong foundation in proven training and facilitation techniques that is balanced in theory and practical application.

The focus of this corporate/organizational training course is on what happens before, during, and after you deliver training. This certificate aligns with the training delivery and facilitation capability in the Talent Development Capability Model, which serves as the foundation for ATD Certification Institute's Master Series programs and APTD and CPTD certifications.

WHY SHOULD I ATTEND?

- Explore learning methods, engagement strategies, and techniques for creating a positive learning environment for use in the classroom.
- Gain access to ATD-exclusive templates and tools to use in your own practice.
- Demonstrate your new skills and receive feedback from an ATD expert facilitator.

“My favorite takeaways would have to be: You can't teach someone, but you can help them learn, along with many effective ways to get your participants engaged in the information.”

—Kristina Davis
Training Certificate
Participant



CREDITS

2.1 CEUs awarded
21 APTD Professional Development Hours or Recertification Points
21 CPTD Professional Development Hours or Recertification Points
21 HR General recertification credit hours toward PHR, SPHR, and GPHR recertification through HRCI
21 PDCs toward SHRM-CP and SHRM-SCP recertification

Member Price: US \$1,695

List Price: US \$1,945

MEMBERS SAVE \$250

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Virtual Instructional Design Certificate

Design engaging training for the virtual classroom.

Intentional and thoughtful instructional design is necessary for successful virtual learning events. Well-designed virtual experiences supported by well-designed materials, keep learners motivated and engaged throughout the learning experience.

An effective instructional design process follows a system of assessing needs, designing instruction, developing materials, and evaluating effectiveness. Creating programs for a virtual platform is no different. Core instructional design fundamentals require the analysis and selection of the most appropriate strategies, methodologies, and technologies to maximize the learning experience and knowledge transfer—whether you are converting a face-to-face classroom course or designing for a virtual delivery from the beginning.

This certificate program will provide you with more than 20 ATD-exclusive tools and templates and the opportunity to practice using them on a flexible, authentic learning project. Your project allows you to demonstrate your new skills in writing effective learning objectives, outlining a virtual learning event, and more.

WHY SHOULD I ATTEND?

- Discover actionable best practices for virtual classroom instructional design.
- Gain access to a collection of more than 20 tools and templates you can use in your own practice.
- Apply your new knowledge and skills on an authentic learning project for virtual instruction and receive feedback from an ATD expert facilitator.

CREDITS

2.1 CEUs awarded
 21 APTD Professional Development Hours or Recertification Points
 21 CPTD Professional Development Hours or Recertification Points
 21 HR General recertification credit hours toward PRH, SPHR, and GPHR recertification through HRCI
 21 PDCs toward SHRM-CP and SHRM-SCP recertification

Member Price: US \$1,695

List Price: US \$1,945

MEMBERS SAVE \$250

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Virtual Training & Facilitation Certificate

Deliver meaningful training in the virtual classroom.

Training and facilitating in the virtual classroom require planning and preparation if facilitators want to motivate and engage learners. A successful learner-focused event goes beyond an informational webinar and requires a facilitator to understand the learners' needs and create a welcoming and inclusive virtual space.

Learn how to select learning methods and facilitate activities in a virtual environment that will keep learners engaged throughout the event and prepare them to apply what they have learned on the job. Explore techniques for building rapport and connecting with learners in the virtual environment.

This certificate program will provide you with ATD-exclusive tools and templates as well as the opportunity to demonstrate your new skills and receive feedback from your expert facilitator and peers. Practice skills in an authentic simulation where you will receive feedback and guidance from peers and an experienced ATD facilitator.

WHY SHOULD I ATTEND?

- Discover actionable best practices for virtual classroom instructional design.
- Gain access to a collection of more than 20 tools and templates you can use in your own practice.
- Apply your new knowledge and skills on an authentic learning project for virtual instruction and receive feedback from an ATD expert facilitator.

CREDITS

2.1 CEUs awarded
 2.1 CEUs awarded
 21 APTD Professional Development Hours or Recertification Points
 21 CPTD Professional Development Hours or Recertification Points
 21 HR General recertification credit hours toward PHR and SPHR recertification through HRCI
 21 PDCs toward SHRM-CP and SHRM-SCP recertification

Member Price: US \$1,695

List Price: US \$1,945

MEMBERS SAVE \$250

REGISTER

Writing for Instructional Design and Training Certificate

Improve the quality of your learning programs through clear, engaging writing.

Like most instructional designers and developers, you probably spend about 80 percent of your working hours writing, so it's important that your writing is persuasive to gain buy-in from stakeholders, crystal clear to ensure understanding, and engaging to aid learning transfer. This writing style is an art and having these skills can give you a competitive advantage as your career grows.

Discover how to use rhetorical writing techniques to articulate desired training outcomes when you earn this instructional design writing certificate. Learn through hands-on practice how to write to clarify, simplify, illuminate, and explain. Find out how to use tone, point of view, and personality to keep your audience actively engaged.

WHY SHOULD I ATTEND?

- Develop effective writing techniques so you produce content faster and improve your learning programs.
- Learn to tailor your writing to the appropriate modality, format, and audience.
- Master editing to clarify your message and reduce cognitive load.

CREDITS

1.5 CEUs awarded
 15 APTD Professional Development Hours or Recertification Points
 15 CPTD Professional Development Hours or Recertification Points
 15 HR General recertification credit hours toward PHR, SPHR, and GPHR recertification through HRCI
 15 PDCs toward SHRM-CP and SHRM-SCP recertification

Member Price: US \$1,495

List Price: US \$1,745

MEMBERS SAVE \$250

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- Great Coaching Dialogue
- Helping Performers Get Unstuck

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- Game Design for Learning
- Introduction to Microlearning
- Storyboarding and Prototyping
- Working With Subject Matter Experts (SMEs)

Learning and Development in Healthcare

- The ADDIE Model for Learning and Development in Healthcare
- Overview of Learning and Development in Healthcare Providers and Systems (HCAHPS) Scores to Guide Learning Efforts
- Using Hospital Consumer Assessment of Healthcare

Management Development

- Developing a Leadership Strategy
- Leading as a Futurist
- Manager's Guide to Employee Development
- Winning Support and Overcoming Challenges During Change

Managing the Learning Function

- Marketing the Learning Function
- Overview of Executive Dashboards for Learning and Development (L&D)
- Overview of Outsourcing the Learning Function

Measurement and Evaluation

- Data Analysis and Statistics for Needs Assessment
- Developing Practice Exercises and Assessment Materials
- Overview of Evaluation
- Surveys From Start to Finish

My Career

- Creating a Career Portfolio
- Delivering Memorable Presentations
- Great Visual Presentations
- Interviewing to Get the Job
- Introduction to Proposal Writing

Science of Learning

- Designing and Facilitating for the Learner's Brain
- Introduction to Memory and Cognition
- Processes for Learning

Talent Management

- Maximizing the Impact of Talent Development
- Overview of Talent Engagement

Training Delivery

- Compliance Training That Matters
- Icebreakers and Motivators
- The Learner-Centered Classroom
- Managing Difficult Behaviors in the Classroom
- Neuroscience and Memory for the Trainer
- Powerful Storytelling Techniques
- Successful Global Training

Virtual Training

- Creating Visuals for Virtual Presentations
- Designing and Developing for the Online Classroom
- Developing Activities for Virtual Training
- Preparing Virtual Facilitators and Producers

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