



Association for
Talent Development

**NEW COURSE
COMING THIS FALL!**
DEI in Talent
Development Certificate
Visit td.org/dei to learn more.



2022

Education Course Catalog



Meet the Challenge; Embrace the Opportunity



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.

We have already begun to see an aggressive competition for talent in 2022 and we expect that to continue. Continuous training, upskilling and reskilling is not only needed but desired by employees, and leaders will need to commit to allocating resources for the strategic development of their people in order to attract and retain the best. 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?

Our field has also grappled with new ways to deliver learning experiences. Hybrid learning is here to stay and talent development practitioners will be expected to be adept at it. Improving the virtual and asynchronous learning experience—from design to facilitation—is critical. However nothing beats in-person learning--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 from the start of the pandemic through today. Learning has been catapulted into a strategic spotlight. We're being asked to help navigate the path forward in our organizations. 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.

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Find your next course to upskill your professional learning, develop new abilities, and close 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.

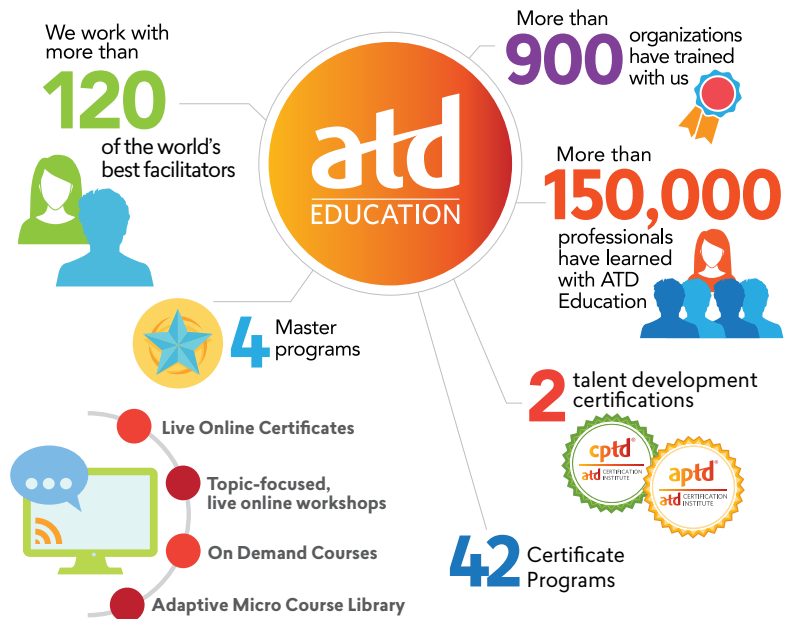
Why Choose ATD as Your Professional Development Resource?

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 150,000 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.

The ATD Talent Development Capability Model 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 resources you need to upskill yourself or your team.

We see your learning progression in five stages:

- Exploring
- Informed
- Capable
- Advanced
- Expert

Let ATD help you chart your career course.



It Starts With the Assessment



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

Measure your skills and knowledge in the three Capability areas and create your Learning Plan!

**Training? Instructional Design?
Coaching or Consulting?**

Choose your learning path or create your own!
Get started today at td.org/model

Count on the ATD Education Brand Promise No Matter Which Modality You Choose

You need continuous 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.



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.

ATD 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. 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.

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 to a comprehensive course bundle, including both 12-month access to an on demand course plus a supplemental two-day instructor-led workshop, ATD has the right option to fit your needs.

Let us Help You Prepare.

ATD offers a number of tools to help prepare for the CPTD or APTD, from practice tests, to the Talent Development Body of Knowledge (the definitive industry resource), to our Certification Prep courses. Choose the preparation resource right for you—or bundle them and save—even on the Certification fee!

Visit td.org/certification/preparation

Advance Skills With Flexible Team Training

Face-to-Face | On Demand | Live Online



Need to jump-start your goals? 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.

atd ENTERPRISE
SOLUTIONS



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

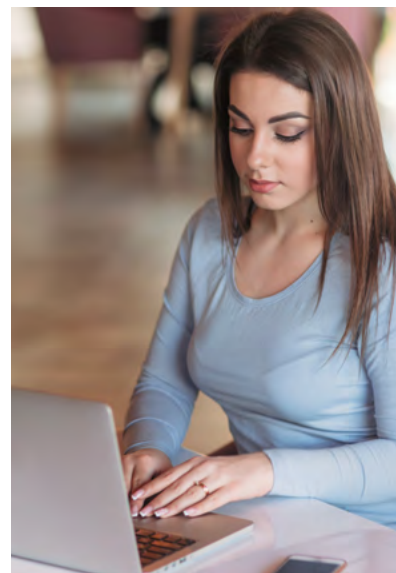
List Price: US \$3,055

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.



ATD offers a variety of Courses and Certificate Programs to meet every need. Choose the one best for you at td.org/education/search-all-programs or call 855-404-2783.



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.



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Adult Learning Certificate Program

The Foundational Course for Those Who Teach and Develop Lifelong Learners.

Practices for successful adult learning differ greatly from those used for teaching children. By understanding the science behind how adults learn, we as professional educators are able to optimize our learning and development initiatives to better meet outcomes and drive behavior change. To put it simply, this course will change the way you work and increase your impact.

This comprehensive certificate program introduces the key adult learning and cognitive science theories and demonstrates how instructional designers, facilitators, subject matter experts who train, and other practitioners can put them into practice to maximize learning impact.

WHY SHOULD I ATTEND?

- Gain a comprehensive understanding of applying adult learning and cognitive science theory to help you improve your talent development efforts.
- See adult learning principles in action through ATD expert facilitation and course design and activities.
- Apply your learning through case studies, reflections, peer collaboration, and a personalized project.

CREDITS

- 14 CEUs awarded
- 14 APTD Professional Development Hours or Recertification Points
- 14 CPTD Professional Development Hours or Recertification Points
- 14 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



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
- 14 PDCs toward SHRM-CP and SHRM-SCP recertification

Member Price: US \$1,495

List Price: US \$1,745

MEMBERS SAVE \$250

REGISTER



ATD offers a variety of Courses and Certificate Programs to meet every need. Choose the one best for you at td.org/education/search-all-programs or call 855-404-2783.

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



ATD offers a variety of Courses and Certificate Programs to meet every need. Choose the one best for you at td.org/education/search-all-programs or call 855-404-2783.

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.

Want to elevate your skills? Explore the ATD Expert Coach™ Program

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



ATD offers a variety of Courses and Certificate Programs to meet every need. Choose the one best for you at td.org/education/search-all-programs or call 855-404-2783.

Learning Technologies Certificate

Maximize your talent development initiatives with the right technology and tools.

From learning management systems to virtual classroom platforms to e-learning tools, learning technologies big and small are essential for modern training initiatives. A learning technology ecosystem includes these platforms, tools, and more. We define the ecosystem as the various learning technologies and infrastructure that are used to execute an organization's talent and development strategy.

We talk about learning technologies as an ecosystem because a singular tool or platform can rarely support all of an organization's needs and its people. An array of choices is available to enhance your learning experiences. Thoughtfully integrating the right tools leads to greater knowledge acquisition and skills application on the job and overall positive outcomes for the learners.

This course will give you the knowledge and tools to source and evaluate learning technologies as well as the knowledge and skills you need to conceptualize a holistic learning technology ecosystem. We'll explore e-learning and learning delivery software, data standards, user experience design, extended reality, artificial intelligence, and accessibility considerations. This program will provide you with access to ATD-exclusive templates and tools that you can apply immediately to develop your own learning technology ecosystem architecture.

WHY SHOULD I ATTEND?

- Discover common practices and approaches for identifying, selecting, implementing, and maintaining learning technologies that will enhance your learning and talent strategies.
- Get techniques for assessing, defining, and articulating technology requirements.
- Learn how to configure and support a learning technology ecosystem that meets your organization's needs along with its talent development goals.
- Become a valued learning tech resource for your organization or the organizations you support.

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



ATD offers a variety of Courses and Certificate Programs to meet every need. Choose the one best for you at td.org/education/search-all-programs or call 855-404-2783.

Training & Facilitation Certificate ◀ **BESTSELLER**

The premier train-the-trainer program.

This training certificate course covers the entire end-to-end training cycle, including planning and preparing a training event, managing the learning environment and engaging participants in the classroom, and following up post-event to continue to support learning. We'll cover the science behind learning as well—why and how learner needs and preferences, training techniques, classroom environment, and well-structured materials all affect learning outcomes. At the end of the course, you will have the opportunity to demonstrate your techniques in a skills training practice where you will receive feedback and guidance from peers and an ATD expert Facilitator.

ATD's Training Certificate, the best-established train-the-trainer course in the talent development field, is now Training & Facilitation Certificate. Drawing upon ATD's extensive research and experience, this program will help you become a learner-centric facilitator who recognizes and can apply all of the skills of an effective trainer..

WHY SHOULD I ATTEND?

- Get an overview of all phases of the training cycle from the planning phase through the evaluation phase.
- Leave with the knowledge and skills to become a participant-focused facilitator in any environment, from large-scale training events to meetings and presentations.
- Learn from a master trainer and facilitator who will demonstrate best practices in the classroom.
- Demonstrate your new skills and receive personalized, actionable feedback from your 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 & Facilitation
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

REGISTER

ATD offers a variety of Courses and Certificate Programs to meet every need. Choose the one best for you at td.org/education/search-all-programs or call 855-404-2783.

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.

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.

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 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

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 2.1 CEUs awarded
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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
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E-Learning Instructional Design Certificate ◀ **BESTSELLER**

Design e-learning courses that drive results.

This program provides an opportunity to explore and implement the ATD E-Learning Design Model. You will see examples and practice the skills needed to develop asynchronous e-learning experiences that motivate learners to examine and adjust their behavior. Take advantage of opportunities to practice designing effective e-learning, investigating and applying instructional methodologies that support learning, and incorporating best practices into your own projects.

WHY SHOULD I ATTEND?

- Gain practical experience applying the ATD E-Learning Design Model.
- Apply instructional design principles to e-learning design in a purposeful way.
- Explore ways to present, structure, and sequence content that is learner centric.
- Learn a variety of techniques for enhancing learning motivation and commitment.

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

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 \$1,695

List Price: US \$1,945

MEMBERS SAVE \$250

REGISTER

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

ATD offers a variety of Courses and Certificate Programs to meet every need. Choose the one best for you at td.org/education/search-all-programs or call 855-404-2783.

Additional ATD Courses

Our industry-leading certificate programs and designations cover the breadth and depth of the talent development field, giving you an opportunity to stay current on the most targeted and relevant topics.

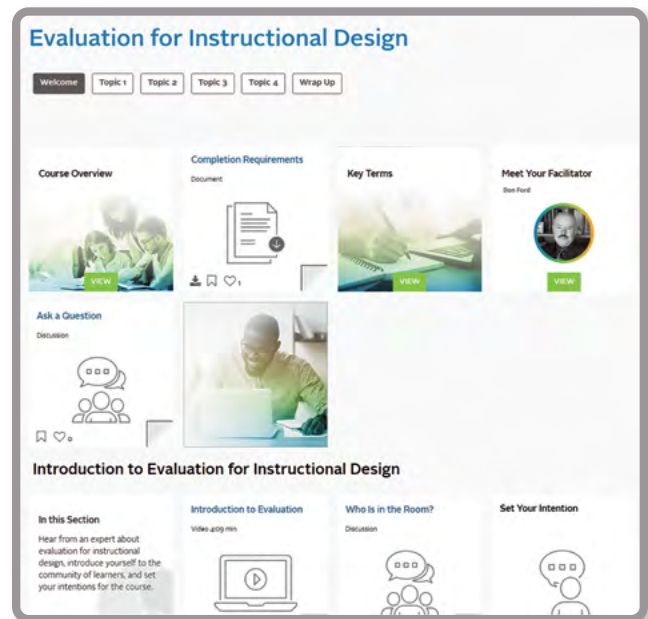
- **Adobe Captivate Certificate**
- **ATD Certificate in Management Development**
- **ATD Certificate in Strategic Leadership**
- **ATD Master Performance Consultant™ Program**
- **Creating Leadership Development Programs Certificate**
- **E-Learning Instructional Design Certificate**
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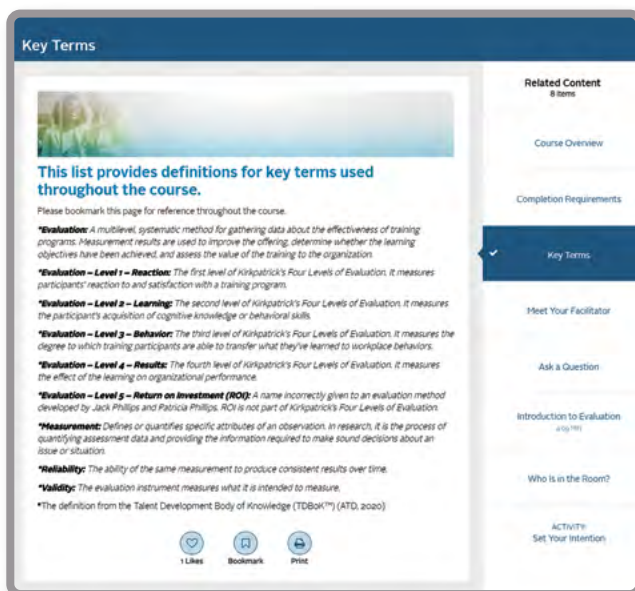
ATD Offers Best in Class Talent Development On Demand Courses

Staying current on the latest trends and best practices, and keeping skills sharp is imperative. Is time a constraint? ATD's On Demand courses provide you the ability to gain the knowledge and skills you need in a more targeted, personalized, and flexible way—and on your timeframe.

Like our popular in-person and live online offerings, every ATD On Demand course 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.



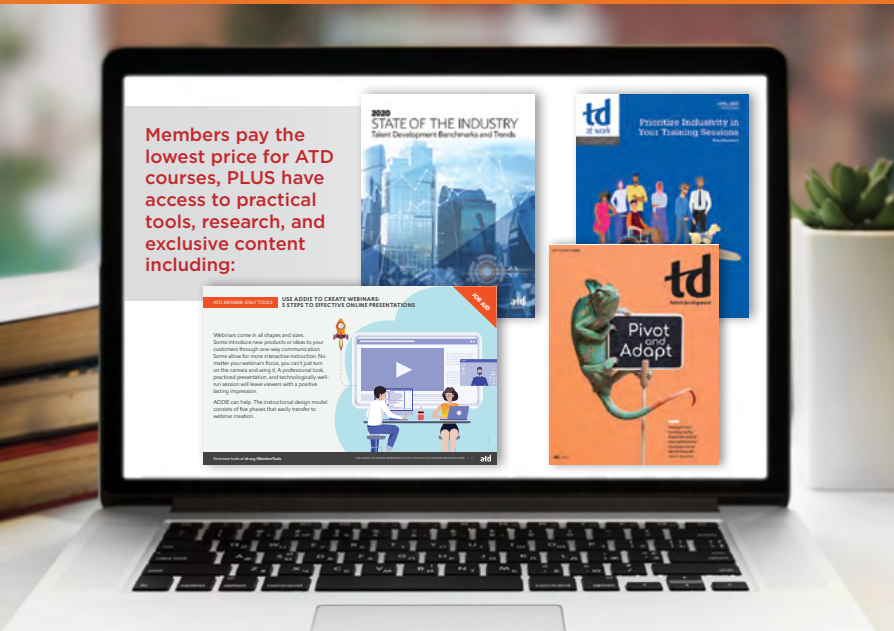
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- Applying Learning Science in Training Delivery
- Planning and Coordinating Training Events
- Engaging and Managing Participants
- Selecting Delivery Options and Methods for Training Events
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- Selecting and Implementing Learning Technologies
- xAPI Foundations
- Principles of User Interface Design

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