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The Association for Talent Development (ATD) is the world’s largest association dedicated to those who develop talent in organizations. We’ve published important content for the field for more than 70 years. ATD Press publications are written by industry thought leaders and offer anyone who works with adult learners the best practices, academic theory, and guidance necessary to move the profession forward.

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Data and Analytics for Instructional Designers

Megan Torrance

Add Data and Analytics to Your TD Toolkit

Data and analytics pro Megan Torrance addresses the importance of instructional designers accessing and applying learning and performance data—from how to design learning experiences with data collection in mind to how to use the data to improve and evaluate those experiences—and delves into the foundational concepts that enable instructional designers and L&D professionals to use data in their roles.

Split into two parts, the book first defines key data and analytics terms, data specifications, learning metrics, and statistical concepts. It then lays out a framework for using learning data for planning how to gather data and building scale and maturity in your data operations.

This accessible book blends practical what-is and how-to content with real-world examples and longer case studies from practitioners. Chapters conclude with opportunities for you to put these techniques to work right away, whether you are in a data-rich environment already, or are just getting started and working on hypotheticals.

Contents: Why Should IDs Care? • Definitions • Data Specifications in Workplace Learning • Unique Learning Metrics • A Little Bit of Statistics • A Framework for Using Learning Data • Plan for Gathering and Using Data • Form Your Hypothesis and Specify Data Needs • Identify Data Sources • Build in Data Capture • Store the Data • Iterate • Communicate and Visualize the Data • Build Scale and Maturity

Megan Torrance is CEO and founder of TorranceLearning.

ISBN: 9781953946447 • Product Code: 112302
Member: $28.99 • List: $32.99
PB • 6 x 9 • 248 pp. • April 2023

Also by Megan Torrance

Agile for Instructional Designers

Recognizing that software development and instructional design have different needs and outcomes, Megan Torrance developed the LLAMA methodology, which tailors the Agile project management approach specifically to instructional design.

ISBN: 9781949036503 • Product Code: 111910
Member: $24.99 • List: $29.99
PB • 6 x 9 • 224 pp. • 2019
The Accidental Instructional Designer
Learning Design for the Digital Age
Second Edition
Cammy Bean

Go From Accidental to Intentional

E-learning veteran Cammy Bean covers nearly every aspect of the learning design process for those just getting started, as well as the experienced practitioner in need of new ideas.

Many trainers and instructional designers fall into the talent development profession by accident, often having been tasked by their organization to train others on a subject they are expert in but with little to no formal education in instructional design. Here’s where The Accidental Instructional Designer comes in. Providing a solid grounding in instructional design, Cammy explores instructional design basics such as working with subject matter experts, picking a design approach, and making learning experiences better through storytelling, interactivity, and visuals.

In this second edition, she goes deeper into the learning and development space (where instructional design happens in organizations), learning tools, the technology ecosystem, and assessment and evaluation frameworks. Along the way, you’ll hear from other accidental instructional designers, get ideas for your own projects, and find resources and references to take your own practice to the next level.

Contents: What Is Instructional Design? • The Learning Pie • Why Design Matters • On Tools and Technology • Working With SMEs • Your Design Approach • Effective Blends and Marketing Strategies • Finding Your Hook • Interactivity • Writing Better Learning Content • It’s All in the Story • On Visual Design • Assessment and Evaluation • Taking It Forward • My Favorite Resources

Cammy Bean accidentally became an instructional designer in 1996 and is currently a senior solutions consultant at Kineo.

Learn More About Instructional Design

ATD’s Instructional Design Certificate course is for participants new to instructional design or for those who want to gain a comprehensive skill set. Ten modules address all aspects of the instructional design process, giving you a complete playbook for how to create training programs.
Designing Virtual Learning for Application and Impact
50 Techniques to Ensure Results

Cindy Huggett, Jack J. Phillips, Patricia P. Phillips, and Emma Weber

Show the Value of Virtual Learning to Demonstrate Business Impact

Virtual learning expert Cindy Huggett teams with evaluation experts Jack and Patti Phillips and learning transfer authority Emma Weber to create a guidebook for TD practitioners to ensure that their online programs achieve measurable results beyond the virtual classroom.

This practical book outlines a design process focused on how to deliver on-the-job application of learning and a positive impact on business results. It gives 50 techniques you can immediately use to effectively design an engaging virtual learning program that helps learners apply the knowledge they’ve gained back on the job.

Virtual learning must add value to an organization, otherwise it’s a waste of time and resources. As budgets are slashed, the ability to show that a program is an investment, rather than an expense, is vital. Step up to the challenge and get serious about delivering business impact with your virtual learning programs.

Contents:
The Challenges and Opportunities • Align Virtual Learning With the Business • Selecting the Right Solution • Design for Results • Actions to Take Before the Program • Actions to Take During the Program • Actions After the Program • Technology-Enabled Approaches • Selecting the Techniques • Data Collection • Measuring Results and Calculating ROI • Communicating the Results and Using the Data

ISBN: 9781953946775 • Product Code: 112308
Member: $32.99 • List: $38.99
PB • 7 x 10 • 250 pp. • April 2023

Cindy Huggett is the author of Virtual Training Basics, Second Edition, Virtual Training Tools and Templates, and The Virtual Training Guidebook. Patricia P. Phillips is CEO of ROI Institute and Jack J. Phillips is chairman of ROI Institute, together they’ve written a number of books on the ROI Methodology. Emma Weber is CEO and founder of Lever–Transfer of Learning; this is her first book.
Learning Experience Design Essentials
Cara North

Design Learning Experiences, Not Events

Learning Experience Design Essentials explores how new instructional designers and those looking to build their skills and align their function to the business can blend content and context to elevate learning experiences. Learning expert Cara North maps out the skills and capabilities that define the work learning experience design (LXD) professionals do.

Cara lays out an LXD process to guide readers in creating effective experiences. It includes the all-important task analysis to understand the shoes your learners walk in while performing at work. Other steps include creating assessments, conducting usability testing, and messaging the why behind the learning experience.

Traditional instructional design places undue emphasis on dumping training content on learners through a combination of information, media, and technology. What’s missing is the context of how learning happens and the understanding that learning is a process, not a one-time event.

This book will help you craft a 30/60/90–day plan to apply the concepts throughout. By the end, you’ll feel confident saying “yes” to the simple question, “Would you want to take your own learning experiences?”

Contents:
- Introduction
- What Is LXD?
- The LXD Process
- The Request, Kickoff, and Scope Agreement
- The Shoes and Funnel
- The Product: UX and UI; Accessibility; Assessments
- The Red Pen
- The Message and Takeoff
- The Results
- LXD Settings
- Becoming an LXD Champion

Learning expert Cara North is the owner of The Learning Camel, a learning and development consulting agency. Previously, she enjoyed an extensive career working in corporate, higher education, and consulting organizations. Cara facilitates online courses for ATD and also shares her experiences on her YouTube channel, Unfiltered ID.

ISBN: 97819553946423 • Product Code: 112303
Member: $19.99 • List: $23.99
PB • 6 x 9 • 140 pp. • July 2023
ATD’s Handbook for Training and Talent Development

Third Edition

Elaine Biech, Editor

Start, Build, and Navigate Your Training and TD Career


Edited by Elaine Biech, the third edition is divided into eight sections comprising 57 chapters authored by 100 expert practitioners—the brightest thinkers in the field—who share foundational and advanced perspectives and information. The handbook offers an in-depth exploration into growing professional expertise and personal skills, virtual learning and remote work, trends affecting talent development, managing organizational and career change, growing roles in talent development, and understanding organizational impact and business alignment. More than 100 online tools are available to download, and there is also a glossary and references.

Scan the QR code to review the full contents and the list of contributors.

Contents: Inspiration From Previous Models • Shift Your Mindset • The MLE Framework • Shared Knowledge • Performance Support • Reinforcement • Coaching • Pull and Push Training • Apply the Framework • MLE in Action • Good Technology Decisions • The Data • Influence • Build a Learning Culture That’s Ready for Anything

“In an era where our greatest asset is our ability to learn, Elaine has convened the brightest minds in the field to help us and our organizations to learn, grow, and develop. If you are leading talent development today or aspiring to do so tomorrow, this handbook will become your go-to resource.”

—André Martin, Ed Tech Advisor; Former CLO, Google, Target, Nike, Mars
Facilitation in Action
Finding Your Authentic Training Style
Carrie Addington, Jared Douglas, Nikki O’Keeffe, and Darryl Wyles

Improve the Impact of Your Facilitation

In Facilitation in Action, four master ATD facilitators open your eyes to a range of facilitation methods and techniques and help you find your authentic training style. Authors Carrie Addington, Jared Douglas, Nikki O’Keeffe, and Darryl Wyles provide tips, lessons, and stories rooted in hands-on application from their experiences leading ATD’s education programs and delivering training in industries from government and healthcare to marketing and beauty.

Learn how to develop a facilitation mindset that identifies what learners need to be successful before, during, and after training. Explore how to adapt your facilitation across various modalities and how to be prepared when you must pivot in the moment. In addition, you’ll dive into the importance of empathy, inclusion, feedback, and performance for facilitation.

This train-the-trainer guide takes both new and established facilitators on a journey of honing training delivery skills and demonstrating agility for the benefit of learners, the organization, and themselves.

Contents: The Facilitation Mindset • Setting the Stage for the Learner • Your Role in Learning • Developing Your Style • Facilitating Across Modalities • Facilitating for Impact • Empathetic and Inclusive Facilitation • The Art of Feedback • Performance Improvement • Future Readiness and Lifelong Learning

Carrie Addington, Jared Douglas, Nikki O’Keeffe, and Darryl Wyles are master ATD trainers and facilitators.
RECENT BOOKS

**Interact and Engage!**
75+ Activities for Virtual Training, Meetings, and Webinars
Second Edition
*Kassy LaBorie and Tom Stone*
This revised volume offers more than 75 activities as well as tips and strategies to help you create effective online learning and masterful meetings and webinars. Kassy and Tom cover advanced features and techniques as well as how to convert or create your own online activities, no matter what technology you use.

**Next Level Virtual Training**
Advance Your Facilitation
*Diana L. Howles*
Diana L. Howles introduces the Virtual Trainer Capability Model, which identifies eight areas of expertise for the top virtual professional. You’ll develop the specific knowledge and skills to facilitate online interactivity, manage multitasking, become technically fluent, oversee logistics, leverage your voice, and engage virtual learners.

**The Facilitator’s Guide to Immersive, Blended, and Hybrid Learning**
*Cindy Huggett*
Cindy Huggett examines the role of a facilitator in immersive, blended, virtual, and hybrid learning environments and offers cutting-edge insights and practical advice on how facilitators can make programs effective and engaging in today’s modern learning environments.

**Enhance Your Learning Through an ATD Certificate Program**
Consider taking ATD’s Virtual Instructional Design Certificate where you will learn how to create learner-focused engagement in the virtual (synchronous live online) classroom. Scan the QR code for more information.

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The Modern Learning Ecosystem

JD Dillon

A New L&D Mindset for the Ever-Changing Workplace

The Modern Learning Ecosystem outlines a practical approach for navigating nonstop workplace change. Inspired by decades of operations and talent development experience with the world’s most dynamic companies, learning and enablement expert JD Dillon challenges the traditional L&D mindset with a tried-and-true framework that makes right-fit support a meaningful part of the everyday workflow. This book provides step-by-step instructions for architecting a disruption-ready learning ecosystem that will help employees solve today’s biggest problems while building the knowledge and skills needed to seize tomorrow’s opportunities.

Contents: Inspiration From Previous Models • Shift Your Mindset • The MLE Framework • Shared Knowledge • Performance Support • Reinforcement • Coaching • Pull and Push Training • Apply the Framework • MLE in Action • Good Technology Decisions • The Data • Influence • Build a Learning Culture That’s Ready for Anything

JD Dillon is a respected author, keynote speaker, podcaster, online host, and founder of LearnGeek, through which he publishes a variety of content and advises organizations on their learning.

ISBN: 9781953946386 • Product Code: 112208
Member: $29.99 • List: $34.99
PB • 6 x 9 • 260 pp. • 2022

Conscious Accountability

David C. Tate, Marianne S. Pantalon, and Daryn H. David

Deepen Connections, Elevate Results

Yale faculty, psychologists, and leadership consultants David C. Tate, Marianne S. Pantalon, and Daryn H. David invite you to think about yourself and your working relationships more completely and integrate a practice of conscious accountability in your daily life. A forward-thinking approach to realizing organizational and team goals, conscious accountability can help you move beyond traditional ways of engaging with your employees, team members, and peers to enjoy closer, more meaningful, and more productive connections.

Contents: Rethinking Accountability • Becoming More Aware • The Power of Conscious Accountability • The Seven Practices • Putting It All Together • Challenges to Implementation • A World of Conscious Accountability

David C. Tate, Marianne S. Pantalon, and Daryn H. David are Yale faculty, psychologists, and leadership consultants.

ISBN: 9781950496716 • Product Code: 112201
Member: $18.99 • List: $21.99
PB • 6 x 9 • 292 pp. • 2022

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Jack Harlow, Editor

Develop Soft Skills and Gain Hard Value

More than ever, soft skills are being recognized as a premium, and developing these skills is where talent development comes in. TD professionals play a unique role in addressing the increasing demand for soft skills. Organized into two parts, each book in the ATD Soft Skills series tackles one soft skill that TD professionals need for developing themselves, others, and their organizations. Part 1 breaks down the skill into what it is, why it’s important, and what challenges it brings. Part 2 turns the lens on your daily work and how to practice, build, and perfect the skill on the job. Featuring worksheets, self-reflection exercises, and best practices, these books empower you to develop career resiliency by matching your talent development technical expertise with your newfound soft skill abilities.

Adaptability in Talent Development
Esther Jackson
ISBN: 9781952157516
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PB • 5.25 x 8 • 160 pp. • 2021

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Patrick Malone
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Donna Porter and Nancy Tennant
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Vivian Blade
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With this book as your road map, you can be thoroughly prepared for the role of being a successful facilitator. To do this, you need tools and techniques to deal with a wide variety of meeting situations. You'll have the help you need to act as a catalyst for progress, enabling your clients to work together effectively and make critical business decisions with greater success.

This book gives you a step-by-step process for becoming an accomplished and successful facilitator. It covers everything you need, including agreements, building consensus, managing time, handling group conflict, keeping participants engaged, and more. Whether you're new to facilitation or looking to hone your skills, this book is your comprehensive guide to success.

The ATD 10 Steps series provides proven, easy-to-follow techniques for improving your skills in business writing, mentoring, managing, coaching, and facilitating, among other topics.

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**10 Steps to Successful Facilitation**
Second Edition

*Association for Talent Development*

This book gives you a step-by-step process for becoming an accomplished and successful facilitator.

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**10 Steps to Successful Coaches**
Second Edition

*Sophie Oberstein*

A guide for anyone who wants, or has been asked, to do some formal or informal coaching.

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This book helps the L&D professional design and administer effective, valid, and reliable surveys and questionnaires.

**Training Design Basics**  
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Learn how to design successful training for the face-to-face or virtual classroom, as well as self-study training programs, such as online tutorials and workbooks.

**Facilitation Basics**  
*Christee Gabour Atwood*  
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*Christee Gabour Atwood*  
This book equips you with the background and implementation tools you need to devise and execute a forward-thinking succession planning program for your organization.

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**Adult Learning Basics**  
*William J. Rothwell*  
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Patricia Pulliam Phillips, Jack J. Phillips, and Rebecca Ray

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The BS Dictionary
Uncovering the Origins and True Meanings of Business Speak

Bob Willfong and Tim Ito

This book provides real-world definitions for nearly 300 of the most commonly used business terms and gives the origin story for each. Get language clarity and have fun learning the full etymology of your favorite phrases.

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Terry Bickham, Editor

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Focus on Them
Become the Manager Your People Need You to Be

Edited by Ryan Changcoco, Megan Cole, and Jack Harlow

Introducing the ACCEL Model (accountability, communication, collaboration, engagement, and listening and assessing), this book provides the tools and know-how for managers to excel.

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Leading the Learning Function
Tools and Techniques for Organizational Impact
Edited by MJ Hall and Laleh Patel

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Launching, Leveraging, and Leading Your Organization’s TD Effort
Elaine Biech

Provides the resources you need to navigate the talent development industry and help grow your career and organization. Offering practical guidance and required information, this book should become a trusted advisor to all senior leaders.

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Daniel P. Gallagher and Joseph Costal

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This book bridges the gap between instructional design and game design by helping you grow your game literacy and strengthen crucial game design skills.

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An Action Guide to Live Online Learning
Cindy Huggett
Gain the tried-and-true tools needed to make virtual training programs an all-out success with this complete guide.

Shock of the New
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Chad Udell and Gary Woodill
This book offers a much-needed framework (BUILDS) for evaluating emerging learning technologies.
E-Learning Department of One

Emily Wood

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Cindy Huggett

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Brandon Carson

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Diane Elkins and Desirée Pinder

Offers a comprehensive examination of the e-learning process from the ground up, providing the base of knowledge necessary to tackle everything from early e-learning concepts down to its execution.

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