Head of ATD Education

ATD Vice President, Learning

Courtney Vital, CPTD

seeing you at one of our 2023 programs.

ATD is excited to partner with you on your road to growth and success. We look forward to programs that meet you where you are and help you reach the next level of proficiency.

Our latest catalog includes our entire course portfolio as well as insights into ATD's learning philosophy and our framework for developing your capability in our field. From training and facilitation to instructional design, from coaching to project management, you'll find certificate programs that meet you where you are and help you reach the next level of proficiency.

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Courtney Vital, CPTD
ATD Vice President, Learning
Head of ATD Education

Talent Development Has
Never Been More Essential

This year has been full of change and challenge, and we can expect that to continue in 2023. To adapt, workplaces are asking: What is the right hybrid balance? Organizations run the gamut from full-time remote to full-time in office, with many settling on an evolving hybrid schedule.

What hasn't changed is the consistent need for effective upskilling and cross training. Talent development is key to employee growth and retention, which cascades up to company productivity, innovation, and competitiveness. Leaders need to commit to allocating resources for the strategic development of their people to attract and retain the best talent.

Continuous improvement and evolution of digital learning experiences is critical, along with ensuring we're designing and delivering the most innovative in-person learning. Creating compelling business cases to engage in person because of the rich human experience of connecting in a classroom will be a differentiator. We offer in-person programs across the country, around the world, and soon at the new state-of-the-art ATD Learning Center at our headquarters.

Now, more than ever, it's essential that talent development practitioners invest in their own growth. At ATD, we never stop researching future practices for talent professionals. It is our mission to develop those who develop others in the workplace and to increase the strategic impact that talent development provides to organizations—and to society.

Our latest catalog includes our entire course portfolio as well as insights into ATD's learning philosophy and our framework for developing your capability in our field. From training and facilitation to instructional design, from coaching to project management, you'll find certificate programs that meet you where you are and help you reach the next level of proficiency.

Take the next step in your lifelong learning journey. Find a course to enhance your professional learning and develop new capabilities.

Table of Contents

The ATD Education Brand Promise .......................... 2
The Talent Development Capability Model* ...................... 3
Choose the Right Certification .................................. 4
AFTD Certification Preparation Course .......................... 5
CPTD Certification Preparation Course ........................ 6
Earn Credits and Recertification Points ......................... 7
ATD Master Instructional Designer® Program .................... 8
ATD Master Performance Consultant™ Program ............... 10
ATD Master Trainer® Program ................................. 12
Adobe Captivate Certificate .................................. 14
Adult Learning Certificate ..................................... 15
Articulate Storyline Certificate ................................. 16
Blended Learning Certificate .................................. 17
Change Management Certificate .............................. 18
Coaching Certificate ........................................... 19
Consulting Skills Certificate .................................. 20
Creating Leadership Development Programs Certificate ........ 21
DEI in Talent Development Certificate ......................... 22
E-Learning Instructional Design Certificate ..................... 23
Evaluating Learning Impact Certificate ........................ 24
Human Performance Improvement Certificate .................... 25
Instructional Design Certificate ............................... 26
Integrated Talent Management Certificate ...................... 27
Knowledge Management Certificate ........................... 28
Learning Technologies Certificate ............................. 29
Managing Learning Programs Certificate ....................... 30
Measuring Return on Investment Certificate .................... 31
Microlearning Certificate ..................................... 32
Needs Assessment Certificate .................................. 33
New Employee Onboarding Certificate ........................ 34
Project Management Certificate ................................ 35
Rapid Video Development for Learning Certificate ........... 36
Test Design and Delivery Certificate ............................ 37
Training & Facilitation Certificate ................................ 38
Training Design and Delivery Certificate ......................... 39
Virtual Instructional Design Certificate .......................... 40
Virtual Training & Facilitation Certificate ....................... 41
Writing for Instructional Design and Training Certificate ....... 42
Our Facilitators ................................................. 43
ATD On Demand Courses ..................................... 44
Member Learning Benefits ..................................... 46

Note: While the information in this catalog is 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.
The ATD Education Brand Promise

No matter what type of course (certificate course, master program, or on-demand course) or modality (in person, live online, or on demand) you choose, every ATD learning experience brings you:

- Research-based content that builds your knowledge and skills—and propels your career
- The wisdom and guidance of an expert, industry-leading facilitator
- 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 how to design training that works. Get the skills you need, when you need them, without compromising learning outcomes. Together, let’s elevate our profession.

ATD: Your Professional Development Resource

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

The Talent Development Capability Model™

The framework you need to develop your learning plan and advance your career.

Backed by research and vetted by experts, the Talent Development Capability Model defines what TD professionals need for success 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.

Look for this icon on our course pages within this catalog to see which talent development capability areas each course aligns to.

Assess Your Current Capability

Targeted. Personalized. Future-Focused. The interactive Capability Model self-assessment lets you identify your current skills and create a learning plan to increase your impact as a talent professional.

Measure your skills and knowledge in the three capability areas and create your learning plan!

Trainer/Facilitator? Instructional Designer? TD Manager?

Choose from 10 role-based learning paths or create your own! Get started today at td.org/model.
Choose the Right Certification

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

WHO IS IT FOR?
APTD is best suited for early career 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 of experience in workplace learning and talent development

Need Help Getting Started? Talk to a Professional Development Specialist.

Whether you are looking for advice on which credential is right for you or choosing your next ATD course, our professional development specialists provide complimentary consultations to help you on your learning journey. Visit td.org/my-career-path.

APTD Certification Preparation Course

The complete APTD® exam prep program that you can personalize and adapt to meet your study needs.

This comprehensive learning experience gives you everything you need to get ready for the APTD—the certification for talent development professionals in the early parts of their careers or whose roles and aspirations are focused on foundational areas in the field. A flexible and self-paced approach gives you access to the content and resources immediately upon enrolling and for 12 months after to ensure you can prepare right up to your exam date. The course uses an adaptive, assessment-based approach to allow you to customize your learning and dive into the content you need most to learn. With a robust set of microlearning resources tailored for busy professionals and with an expert facilitator and community of candidates, you will be guided through an end-to-end study path. Leave the course feeling confident to take the exam.

Course features include:
• Content review
• Expert-led discussions and feedback
• Exam preparation strategies
• Adaptive self-assessments
• Interactive scenario-based activities
• Learning resources
• Complete practice test
• Live online sessions
• TDBoK™ access

CREDITS
2.8 CEUs awarded
20.0 Professional Development Hours toward initial certification eligibility for the APTD credential from the ATD Certification Institute. Course must be completed before it can be reported.

Pricing (US):
List: $1,645 | Member: $1,395
Members Save $250

REGISTER
CPTD Certification Preparation Course

The complete CPTD® exam prep program, personalized and adapted to prepare you best.

Prepare with a comprehensive learning experience that will help you focus on the areas you need to prove your ability and earn the CPTD—the certification for professionals with at least five years of experience who understand and can affect impactful talent development solutions that drive organizational success.

A facilitator-led yet flexible and self-paced approach gives you access to the content and resources immediately upon enrolling and for 12 months after to ensure you can prepare right up to your exam date. The course uses an adaptive, assessment-based approach to allow you to customize your learning. With a robust set of microlearning resources tailored for busy professionals, an expert facilitator, and a community of candidates, you will be guided through an end-to-end study path so you leave the course feeling confident to take the exam.

Course features include:

- Content review
- Expert-led discussions and feedback
- Exam preparation strategies
- Adaptive self-assessments
- Interactive scenario-based activities
- Learning resources
- Complete practice test
- Live online sessions
- TDBoK™ access

 DETAILS

**Capability Areas:**

**Level:** Advanced

**Format:** Self-Paced, 28 hours

**Roles:**
- Instructional Designer
- Talent Development Manager
- Trainer/Facilitator

**Pricing (US):**
- List: $1,945
- Member: $1,695
- Members Save $250

**Credits**
- 2.8 CEUs awarded
- 20.0 Professional Development Hours toward initial certification eligibility for the CPTD credential from the ATD Certification Institute. Course must be completed before it can be reported.

**Earn Credits and Recertification Points**

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 this catalog's listings. Note: Not all ATD courses are preapproved by the providers listed here.

Select courses are eligible for APTD and CPTD recertification points or professional development hours from the ATD Certification Institute. Visit td.org/recertification for more information.

The program has met the HR Certification Institute’s criteria for preapproval for recertification credit for Professional in Human Resources (PHR), Senior Professional in Human Resources (SPHR), and Global Professional in Human Resources (GPHR) credentials.

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

The program is recognized by the Society for Human Resource Management (SHRM) to offer Professional Development Credits (PDCs) for SHRM Certified Professional (SHRM-CP) or SHRM Senior Certified Professional (SHRM-SCP) credentials.
ATD Master Instructional Designer® Program

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

The role of an instructional designer is evolving, expanding, and more in demand than ever. Once seen as a planner of learning events for typical classroom programs with a short set of defined tasks (such as analyzing needs, writing learning objectives, and evaluating learning programs), instructional designers need an expanded skill set. These now essential skills include business acumen, consultative approaches, design approaches based on learning sciences, and technology expertise. Designers must pivot between designing for multiple modalities such as face-to-face, e-learning, and virtual as well as implement learning solutions via multiple media streams such as e-learning modules, learning management systems, podcasts, mobile apps, videos, infographics, and animated shorts. 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 for designing learning solutions to ensure that you are a valued partner to stakeholders and align learning solutions to meet business objectives.

WHY YOU SHOULD ATTEND
• Develop and demonstrate mastery of instructional design through a multipart, 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.
• Accelerate your pathway toward achieving the APTD® or CPTD® certification.

WHY YOU SHOULD ATTEND
• Develop and demonstrate mastery of instructional design through a multipart, 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.
• Accelerate your pathway toward achieving the APTD® or CPTD® certification.

Pricing (US):
List: $3,545 | Member: $3,295
Members Save $250

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

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 Master Performance Consultant™ Program

Analyze performance gaps.
Deliver impactful solutions.
Foster exemplary performance.

It is critical for performance consultants to have the necessary tools to identify the root causes of performance gaps and recommend solutions to address those gaps. The ATD Master Performance Consultant™ Program is a unique assessment-based offering that provides the opportunity to evaluate, refine, and enhance your performance consulting skills.

Gain hands-on experience applying proven tools and methodologies to real-world situations. Use this performance consulting training to leverage your experience and demonstrate your ability to improve individual, process, or organizational performance. See how systematic analysis and targeted solutions deliver business results.

WHY YOU SHOULD ATTEND

• Assess your current strengths in performance consulting competency areas, and identify personalized development opportunities.
• Access ATD’s Performance Consulting Framework and a comprehensive guide to performance improvement to enhance your ability to improve clients’ individual, team, or organizational performance.
• Select a real performance challenge in your organization and complete a capstone project.

PROGRAM COMPONENTS

Part 1 (Online): Pre-Course
Part 2 (Face-to-Face or Live Online): ATD Master Performance Consultant Core Course
Part 3: Elective and Capstone Performance Consulting 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

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

WHY YOU SHOULD ATTEND

• Assess your current strengths in performance consulting competency areas, and identify personalized development opportunities.
• Access ATD’s Performance Consulting Framework and a comprehensive guide to performance improvement to enhance your ability to improve clients’ individual, team, or organizational performance.
• Select a real performance challenge in your organization and complete a capstone project.

Register

Pricing (US):
List: $3,545 | Member: $3,295
Members Save $250

Pricing outside the United States varies. Please consult the individual program pages for additional details. The ATD Master Performance Consultant™ Program is offered by the ATD Certification Institute.

*Available to earn in September 2023.
ATD Master Trainer® Program

Focused on practice and grounded in theory, prove your ability to deliver the most engaging and effective training solutions—in both the classroom and virtual environments.

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 (classroom, virtual, asynchronous, or a blend). Identify where you excel and where you have opportunities for growth. Benefit from a structured and collaborative learning experience and the opportunity to assess your knowledge and skills through discussion, practice, and skills demonstrations.

WHY YOU SHOULD 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.
• Accelerate your pathway toward achieving the APTD® or CPTD® certification.

DETAILS

Recognition:
ATD Master Designation, Digital Badge

Capability Areas:
Learning Sciences, Collaboration and Leadership, Communication, Instructional Design, Technology Application, My Career, Training Delivery and Facilitation

Level:
Advanced

Format:
Live Online (3, 8-hour sessions) + Self-paced online components, 28 hours over 8 weeks; Face-to-Face, 3 days

Roles:
Trainer/Facilitator, Talent Development Manager, Independent Consultant, Talent Development Director/Executive

PROGRAM COMPONENTS

Weeks 1–3 (Self-Paced)
Week 4 (Face-to-Face or Live Online)
Weeks 5–6 (Self-Paced)
Weeks 7–8 (Self-Paced)

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

“I would absolutely recommend this program to a friend. It’s rare to make so much professional progress in such a short span of time, but the Master Trainer Program significantly impacted my skills.”

—JANE MAGNESS, ATD MASTER TRAINER PROGRAM

Pricing (US):
List: $3,545 | Member: $3,295
Members Save $250

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.
Adobe Captivate Certificate

Reimagine the way you create interactive e-learning.

Discover all you need to know to create visually rich, artistic, and highly interactive e-learning programs. Earning the Adobe Captivate Certificate enables you to create effective e-learning content, including text captions, images, screen characters, quizzes, buttons, and hotspots. Adobe Captivate training doesn’t require program experience to attend. You’ll quickly discover its power and accessibility as you apply production best practices and techniques that significantly reduce your content development time.

WHY YOU SHOULD ATTEND
• Receive expert guidance on building software simulations, demonstrations, and soft-skills e-learning projects to make your e-learning modules as interactive and engaging as possible.
• Learn to interact effectively with other software programs, including Microsoft Word and PowerPoint, to optimize your design.
• Receive a step-by-step workbook, created exclusively for ATD and available only to course attendees.

CREDITS
1.4 CEUs awarded
14 APTD® Recertification Points
14 CPTD® Recertification Points
14 General recertification credit hours toward PHR, SPHR, and GPHR recertification through HRCI
14 PDCs toward SHRM-CP and SHRM-SCP recertification

Pricing (US):
List $2,125 Member $1,875
Members Save $250

Adult Learning Certificate

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, as professional educators we can 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 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. With this critical knowledge at your fingertips, you’ll be able to use adult learning principles to inform all aspects of your education and training initiatives, from needs assessments to developing learning content to engaging and motivating participants in and outside of the classroom. You will explore how the adult brain works, including information processing, cognitive load, and communication theories and how these can be deployed in a learning setting.

WHY YOU SHOULD 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
1.4 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

Pricing (US):
List $2,045 Member $1,795
Members Save $250
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 YOU SHOULD 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

1.4 CEUs awarded
14 APTD® Recertification Points
14 CPTD® 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

Pricing (US):

List $2,125
Member $1,875
Members Save $250

REGISTER

“\textit{I thought I was pretty good with Articulate; however, after taking the class with Diane Elkins, she was able to help me connect the dots. I am a freakin’ SUPER HERO now. I am so happy, this will take my instructional designer skills to a whole other level.}”

—KATHLEEN GAY, ARTICULATE STORYLINE CERTIFICATE

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. You’ll begin with a pre-work assignment that you’ll continue working on 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 YOU SHOULD 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 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 General recertification credit hours toward PHR, SPHR, and GPHR recertification through HRCI
15 PDCs toward SHRM-CP and SHRM-SCP recertification

REGISTER
Change Management Certificate

Become a change leader, facilitator, and communicator.

Change is a key part of talent development (TD). Every learning initiative requires some level of organizational change regardless of whether it is a formal change project. But change isn’t easy, and most change initiatives fail. The question is why? To understand change, you need to understand the people and organization that are impacted. As TD professionals, we are accountable for training and nurturing our colleagues so that they can be their best selves at work. This is never more critical than during change.

The ATD Change Management Certificate explores the process of facilitating organizational change and introduces the ATD CHANGE model, a strategic and tactical tool to guide you through the process of leading and influencing change. The program starts with a deep dive into the science of change to understand why change can be hard on both people and organizations. We then move on to the principles and stages of the ATD CHANGE model, grounded in theory and best practices but designed specifically to meet the needs of the TD field. Using a case study and working with an expert facilitator and your peers, you’ll have the chance to apply each stage of the model to a real-world, TD scenario. Armed with a step-by-step approach and plenty of supporting tools and resources, you will leave the program ready to become a change leader who is prepared to navigate the personal and organizational dynamics of change in today’s work environment.

WHY YOU SHOULD ATTEND

• Become a trusted resource ready to facilitate all stages of a change initiative in your organization.

• Drive meaningful organizational change using the latest change management and project management resources and tools to increase speed, efficiency, and overall success.

• Plan and prepare change projects by assessing change needs and organizational readiness, building a change team, and forming a change plan.

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

BESTSELLER

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’ abilities to set and achieve goals and take action. This coaching certificate program lets you practice foundational coaching competencies through role playing, group exercises, and case studies. Learning the behaviors of a successful coach amplifies your ability to help employees succeed by using their natural strengths.

WHY YOU SHOULD 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

1.4 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

Pricing (US):
List $2,125 Member $1,875
Members Save $250

REGISTER
Consulting Skills Certificate

Build your credibility as a trusted consultant.

ATD’s Consulting Skills Certificate provides you with a five-phase consulting model—rooted in a performance-based approach that prioritizes results over activities—that you can use to diagnose needs, establish goals, and achieve desired performance outcomes for your learning projects. The five phases of the process lay out a practical, step-by-step method for addressing a consulting project, beginning from initial contact through the final step of process improvement.

Together with an expert facilitator and a class of your peers, you will explore how to be successful as a consultant. Collaborating in small groups, you will follow a case study from start to finish, apply skills from each phase of the consulting model to practice consulting scenarios, solve problems, role-play meetings, try out checklists, and practice making decisions consultants make every day. You will leave the program prepared to establish strong client partnerships, overcome obstacles and resistance, and build your consulting credibility to influence decision making.

WHY YOU SHOULD ATTEND

• Move from order taker to true business partner by applying an ATD-exclusive model, techniques, and tools to successfully consult with organizations to implement talent development projects.
• Maximize success strategies with internal and external clients, including working across organizational boundaries, providing feedback to senior leaders, and gaining buy-in.
• Evaluate your baseline consulting skills, and identify your developmental needs as a consultant.

CREDITS

14 CEs 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

Creating Leadership Development Programs Certificate

Develop your future superstars.

Design and implement transformational leadership development programs that nurture high performers and prepare them to take on new roles within your organization. Take your leadership initiatives beyond individual training events and build the foundation for a holistic leadership development process that begins by laying the groundwork and partnering with senior executives.

The ATD LEADS model, an exclusive model based on industry-leading research and best practices, serves as the foundation for the course. Using the model as a guide, we will explore all the components necessary to build a successful program, from establishing organizational readiness and analyzing various assessment models to evaluating leadership competencies and behaviors and their relationship to your organization's workforce needs. Six case studies allow you to learn from other organizations that have implemented leadership development programs. This course addresses identifying candidates and designing developmental opportunities, including creating learning events. You will also learn how to sustain programs by demonstrating their impact on the bottom line.

WHY YOU SHOULD ATTEND

• Discover the components of planning, designing, and sustaining best-in-class leadership development programs.
• Directly align leadership development programs to your organization’s culture, goals, vision, and mission.
• Review the latest research and trends on leadership development and compare best practices against your organization's current approach.

CREDITS

14 CEs 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

Members Save $250
DEI in Talent Development Certificate

Foster and develop a diverse, equitable, and inclusive workforce.

Fostering a diverse, equitable, and inclusive workforce and workplace involves awareness of and appreciation for different perspectives, backgrounds, customs, abilities, and behavior norms. Talent development professionals are in a unique position to ensure that every employee in their organization is respected and engaged and that their organization realizes the significant benefits of an inclusive approach.

Throughout this course, you will explore key themes and concepts encompassing many facets of diversity, equity, and inclusion (DEI) and discover the tools necessary to support DEI through your role as a talent development practitioner. In alignment with the Talent Development Capability Model™, you will examine your organizational impact from three unique perspectives—personal, professional, and organizational—and identify strategies to expand your mindset, practices, and influence.

WHY YOU SHOULD ATTEND

• Feel empowered to develop and lead others in a diverse, inclusive, and equitable manner.
• Gain the knowledge, resources, and tools you or your team needs to integrate DEI into your talent development efforts.
• Optimize your talent, drive meaningful change, and strengthen your workplace and your workplace.

CREDITS

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

“The curriculum is phenomenal, but the “truly transformational” comes from our facilitator. She cracked open my thinking around DEI in personal, professional, and organizational measurable change. I’m ready to be a change agent and grateful for this invaluable training.”

—BECKY NUSBAUM, DEI IN TALENT DEVELOPMENT CERTIFICATE

E-Learning Instructional Design Certificate

Great e-learning starts with great instructional design.

Self-paced e-learning can be deployed in a variety of ways—from full courses to performance support opportunities to blended learning experiences. Regardless of how you use e-learning, intentional and thoughtful instructional design is an essential element. Well-designed e-learning courses and modules engage learners and enable them to acquire and apply new knowledge and skills.

This course covers the entire instructional design process from start to finish and shows you how to apply that process to e-learning projects. Under the guidance of an experienced facilitator, you’ll have the chance to focus on and practice critical e-learning course creation tasks.

WHY YOU SHOULD ATTEND

• Explore ways to present, structure, and sequence e-learning content that is learner-centric, engaging, and impactful.
• Use design thinking and rapid prototyping to minimize rework and accelerate your e-learning project.
• Gain access to a collection of more than 20 templates and tools you can use immediately on the job.

CREDITS

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

Pricing (US):
List $2,245 | Member $1,995
Members Save $250

REGISTER
Develop a solid foundation to measure the success of any talent development program. Help your organization shift from activity-based to results-based talent development. Take the first step to becoming a performance consultant by building a credible business case to stakeholders and leaders for learning and development projects. Learn the basics of evaluation design, including how to select appropriate evaluation strategies and measurement tools, how to collect and analyze data to show the value of investments, and how to establish and communicate evidence to demonstrate the effectiveness of your learning, development, or human resource initiatives. This evidence may include measures of how participants reacted to, learned from, and applied what they learned and how such evidence impacts targeted organization business goals.

WHY YOU SHOULD ATTEND

- Develop a solid foundation to measure the success of any talent development program.
- Help your organization shift from activity-based to results-based talent development programs.
- Build a credible business case to stakeholders and leaders for learning investment, and, ideally, increased evaluation in your organization.

CREDITS

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

“...This was an incredible course to expand my knowledge in understanding performance outcomes and really provided me with a new perspective on how to bridge the gaps we are seeing at the organizational and individual level. ATD has been a reliable resource in having up-to-date information needed when developing talent.”

—DAWN KRUSCH, HUMAN PERFORMANCE IMPROVEMENT CERTIFICATE
### Instructional Design Certificate

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

As an instructional designer, you have the power to impact organizational results by designing learning experiences that give participants the knowledge and skills needed to perform their jobs well. To be an effective instructional designer, you need a structured, step-by-step design process that you can rely on to create outcome-based training.

In the Instructional Design Certificate course, you’ll gain access to all the approaches, design models, and tools you need to create impactful learning events. The program consists of 10 modules that address all aspects of the instructional design process in detail: assessing organizational needs, designing the learning experience, developing materials, and evaluating effectiveness—giving you a complete playbook for how to create training programs. As you go through the course, you’ll practice each step of the design process—getting guidance and feedback along the way.

**WHY YOU SHOULD ATTEND**

- Explore the breadth of the instructional design process from start to finish.
- Address common challenges such as engagement, motivation, and retention through good design.
- Gain access to a collection of more than 20 templates and tools you can use in your practice.

**CREDITS**

- 2.1 CEUs awarded
- 21 APTD® Professional Development Hours or Recertification Points
- 21 CPTD® Professional Development Hours or Recertification Points

**Pricing (US):**

- List: $2,245
- Member: $1,995
- Members Save $250

### Integrated Talent Management Certificate

Match your talent strategy to your organizational objectives.

Managing talent with a coherent strategy is an important responsibility for the talent development professional. In this hands-on talent management program, you will uncover the practices essential to achieving an integrated talent management approach—no matter your organization’s size.

Learn practical methods for taking an integrated approach to developing a talent management strategy. Key areas of consideration include the employee life-cycle phases of workforce planning, talent acquisition, engagement and retention, succession planning, rewards and compensation, learning and development, and performance management.

Discover the blueprint you’ll need to align your human capital processes with organizational strategy to ensure you have the right talent with the right skills ready to achieve your business goals.

**WHY YOU SHOULD ATTEND**

- Build a road map for an integrated talent strategy that will prepare your organization for success today and in the future.
- Learn from the approaches of best-in-class organizations, your expert facilitator, and your colleagues in the course.
- Be empowered with the tools you need to facilitate the strategic development of talent to support organizational needs.

**CREDITS**

- 1.4 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

**Pricing (US):**

- List: $2,125
- Member: $1,875
- Members Save $250

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“**This was a phenomenal program and I would recommend it from the perspective of any practitioner venturing into the industry of talent management.**”

—JESSICA THOMPSON,
INTEGRATED TALENT MANAGEMENT CERTIFICATE
Knowledge Management Certificate

Leverage organizational know-how for maximum impact.

Effective knowledge sharing throughout an organization enhances employee performance and promotes innovation. This knowledge management course is designed for learning professionals who have a major role in enabling access to critical knowledge and expertise in real time—wherever and whenever work gets done.

Knowledge management training introduces approaches that both include and transcend formal learning solutions. Emerging practices extend beyond curating repositories of content. They’ve grown to include fostering collaboration and access to experts. Learn more about facilitating the exchange of your organization’s most important commodity—the knowledge of the people who make the difference between organizational success and failure.

WHY YOU SHOULD ATTEND

• Learn to identify knowledge management opportunities and align them with your organization’s business strategies.
• Build a more robust training and development toolkit to help you generate effective learning and performance solutions.
• Discover tips to select the right people and tools for implementing knowledge management in your organization.

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

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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 used to execute an organization’s talent and development strategy.

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 you can apply immediately to develop your own learning technology ecosystem architecture.

WHY YOU SHOULD 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.

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

Pricing (US):

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Managing Learning Programs Certificate

Boost your acumen as a manager of the learning function.

This three-day learning management program provides critical tools for developing the learning function (its people and programs). Discover how to have a meaningful impact on the overall strategy of your organization. Access self-assessments, small group case study discussions, best-practice reviews, and feedback on specific challenges. You’ll also have access to rich content on the core disciplines of managing the talent development function.

This comprehensive certificate course will prepare you to provide leadership in developing your organization’s people to execute organizational strategy. It is aligned with the managing learning programs area of expertise in the Talent Development Capability Model™, which serves as the foundation for the ATD Certification Institute’s APTD® and CPTD® certifications.

WHY YOU SHOULD ATTEND

• Get empowered to partner with business leaders and advocate for learning as a catalyst for performance improvement.
• Develop a long-range road map for learning initiatives to implement the vision, understand what drives business, and show how talent development can best add value.
• Run talent development like a business. Convert strategies into real-world action plans, develop budgets, and understand staffing and resource deployment.

CREDITS

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

Pricing (US):
List: $2,445
Member: $2,195
Members Save $250

REGISTER

Measuring Return on Investment Certificate

Connect your learning investment to the business bottom line.

Training’s return on investment is often top of mind for business leaders. That’s why developing the skills needed to create and deliver effective return on investment (ROI) evaluations should be at the top of your to-do list. Areas where measuring ROI is key include learning and performance, organization development, human resources, technology, change, and quality solutions.

In this ROI training, you will learn to apply the Phillips ROI Methodology techniques to learning and performance solutions. This includes isolating the impact of your program on business measure improvements, converting those improvements to money, and calculating the ROI.

WHY YOU SHOULD ATTEND

• Apply ROI techniques to measure the impact of learning and performance solutions to gain senior leadership buy-in.
• Link your learning program objectives to business results.
• Develop an evaluation plan for one of your programs to improve your evaluation processes on the job.

CREDITS

1.4 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

Pricing (US):
List: $2,225
Member: $1,975
Members Save $250

REGISTER
Microlearning Certificate

Use bite-sized learning for employee development.

In today’s VUCA (volatile, uncertain, complex, and ambiguous) world, your workforce needs to develop new knowledge and skills at a rapid pace. In this highly practical course, you’ll get access to ATD’s MILE model for microlearning and leave ready to design and develop a practical and effective microlearning program.

The MILE model gives you a road map to create a program structure, gather resources using the three Cs (curate, create, and crowdsource), and implement, promote, and evaluate your programs. You’ll review case studies with an eye toward identifying design ideas that you can incorporate into your own programs. Additionally, you’ll learn what to do once you have implemented microlearning—including how to measure for effectiveness and keep your program content current.

WHY YOU SHOULD ATTEND

• Quickly and efficiently create learning content that expedites a learner’s mastery of specific skills and enables you to meet both stakeholder and client needs.
• Use the MILE model to develop bite-sized learning programs that your employees will not only want to use, but also share with others.
• Determine the best way to assess learning and measure the organizational impact of your program so you can continuously improve.

CREDITS

1.4 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

REGISTER

Needs Assessment Certificate

Identify individual and organizational performance needs before developing effective solutions.

Racing to create course materials and roll out initiatives without upfront analysis of what drives the need or knowing how to ensure results is shortsighted. In this highly practical course, you will learn a systematic approach for conducting your own training needs assessment of individual and organizational performance that prompts requests for learning and development solutions.

Learn to use an ATD-exclusive needs assessment process to identify individual or organizational needs prior to developing learning strategies. As a result, the effectiveness of the programs you develop will increase.

WHY YOU SHOULD ATTEND

• Learn to stop operating in order-taker mode and relying solely on your stakeholder’s learning solution inputs.
• Align learning solutions with business outcomes to maximize impact, increase your professional competence, and ensure you are a valued partner to your organization.
• Gain access to data collection tools and methods you can use immediately on the job to assess business and performance needs.

CREDITS

1.4 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

REGISTER

“Personally, I came here with a set of goals. But I’m leaving with a mission...a purpose. I am deeply appreciative to have had the opportunity to participate in this program.”

—GEORGIA INNISS, NEEDS ASSESSMENT CERTIFICATE
New Employee Onboarding Certificate

Develop for high performance from the start with successful new employee onboarding.

In this program, you’ll learn everything you need to create effective onboarding programs that build engagement with your new hires even before their first day. Using ATD’s 5R model of employee onboarding, you’ll learn to successfully navigate the review, recruitment, role clarity, relationship building, and results phases of onboarding.

WHY YOU SHOULD ATTEND
- Learn how to develop an onboarding program, from business case to implementation, at your organization.
- Refresh the content of an existing onboarding program.
- Improve employee engagement by providing tools for successful new hire integration.

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

Pricing (US):
- List $2,125
- Member $1,875
- Members Save $250

REGISTER

Project Management Certificate

Run your learning projects efficiently and with greater impact.

If you work in talent development, you are more than likely running projects all day every day. These projects may include creating or updating training programs, partnering with your IT department to implement a new technology platform or tool, such as a virtual learning platform or a learning management system (LMS), or overseeing an organization-wide learning initiative, such as a leadership development program. As talent development continues to grow and change to meet learner needs, having a systematic project management approach enables you to successfully oversee projects with increasing complexity and greater impact.

Regardless of the type, every learning project needs a strong project manager who is skilled in developing and managing timelines and budgets, setting priorities, minimizing risks, and gathering stakeholder input. The benefit of this certificate program is that it introduces you to core project management skills and shows you how to apply those skills specifically to a TD environment through examples and hands-on activities. As a result, you’ll be able to manage learning projects more efficiently through systematic, repeatable, and adaptable processes tailored to our field. Whether you work within a talent development department or organization or as an independent consultant, becoming a skilled and capable project manager makes you a valuable asset to the team you support.

WHY YOU SHOULD ATTEND
- Learn established project management approaches and how you can apply them to a TD context.
- Become a skilled project manager who can take on and manage any learning project with ease.
- Practice project management tasks throughout the program and get proven techniques to stay ahead of and quickly resolve issues when managing projects.

CREDITS
- 1.4 CEUs awarded
- 14 APTD® Recertification Points
- 14 CPTD® Recertification Points

Pricing (US):
- List $2,125
- Member $1,875
- Members Save $250
Rapid Video Development for Learning Certificate

Gain the confidence to produce affordable, high-quality video quickly.

Talent development professionals are increasingly called on to create training video content that extends learning in the classroom and beyond. In this certificate course, you will learn how to make a training video using consumer-level equipment that looks professional and reinforces learning. Drawing on both media psychology and learning theory, the course takes you through a step-by-step planning process for structuring learner-centered didactic video. You’ll plan a storyboard and write an engaging script, learn the e-learning video production process, streamline production by using rapid video techniques, effectively use a camera and compose shots, and edit video.

WHY YOU SHOULD ATTEND
- Learn all aspects of shooting video, including planning, pre-production, shooting, recording sound, editing, and deployment.
- Use readily available equipment to create engaging video that looks professional and reinforces learning.
- Discover how video works as a communication method in relation to learning content and understand how human cognition and adult learning theory apply to media content.

CREDITS
1.4 CEUs awarded
14 APTD® Professional Development Hours or Recertification Points
14 CPTD® Professional Development Hours or Recertification Points

Test Design and Delivery Certificate

Develop reliable tests for training, certification, and management decision making.

Learning professionals use tests for a variety of reasons, yet the guidelines and best practices for developing reliable and valid tests are not widely known. This program, offered in partnership with ACT Inc., provides a comprehensive approach to ensuring your tests measure what they claim to measure, both consistently and reliably. Through examples and application exercises, learn the entire test development and delivery process, including planning the test, creating test items, creating the test form, delivering the test, and evaluating the test. Ample time will be dedicated to item-writing so you can gain experience generating well-crafted test items. Learn from facilitators who are real-world consultants whose professional focus is to help organizations improve their testing practices.

WHY YOU SHOULD ATTEND
- Gain a systematic approach for developing and administering tests that will meet your organization’s needs and follow professional standards.
- Develop tests that do not put your organization in legal jeopardy.
- Become knowledgeable in testing best practices to increase your credibility within your organization.

CREDITS
1.4 CEUs awarded
14 APTD Professional Development Hours or Recertification Points
14 CPTD Professional Development Hours or Recertification Points

Find the right course for you. Visit td.org/course-search or call 855.830.2783.
Training & Facilitation Certificate

Experience the premier train-the-trainer course.

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 as 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.

WHY YOU SHOULD 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 an expert trainer and facilitator, who will demonstrate best practices in the classroom and receive personalized, actionable feedback.

CREDITS

2.1 CEUs awarded
21 APTD® Professional Development Hours or Recertification Points
21 CPTD® Professional Development Hours or Recertification Points

21 General recertification credit hours toward PHR, SPHR, and GPHR recertification through HRCI
21 PDCs toward SHRM-CP and SHRM-SCP recertification

“I would like to one day manage my own training program. This course gave me all of the pertinent info to design the course and maximize my impact in the classroom to start on that career path.”

—JARED NOLAN, TRAINING & FACILITATION CERTIFICATE

Training Design and Delivery Certificate


Are you ready to advance your career as a talent development professional? Get started with this fast-paced training design boot camp that will build your foundational skills in both instructional design and training and facilitation, all in one program.

The course kicks off with an overview of the ADDIE model for instructional design and then walks you through each phase of the design process. During the first half of the course, you will learn how to apply the model’s tools and principles using a human performance improvement approach. The second half of the program introduces the training cycle. You will learn best practices and the latest techniques for each step of the cycle and have an opportunity to practice your facilitation skills and receive feedback.

WHY YOU SHOULD ATTEND

• Learn adult learning theory basics and instructional design methodology and build a foundation for conducting a needs assessment, developing learning objectives, and evaluating the impact of your training initiatives.
• Learn and apply effective training techniques for managing participants, engaging a variety of learning styles, creating an effective positive learning environment, and managing classroom challenges.
• Develop engaging, learner-centered training solutions and create participant guides, facilitator guides, and supporting materials using templates provided in the workshop.

CREDITS

3.5 CEUs awarded
35 APTD® Professional Development Hours or Recertification Points
35 CPTD® Professional Development Hours or Recertification Points

35 General recertification credit hours toward PHR, SPHR, and GPHR recertification through HRCI
35 PDCs toward SHRM-CP and SHRM-SCP recertification
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 (specifically, instructor-led synchronous 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 a process, developing materials, and evaluating effectiveness. Creating programs for a virtual platform is no different. Core instructional design fundamentals require 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.

WHY YOU SHOULD ATTEND

- Cover actionable best practices for virtual instructional design and 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.
- 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 General recertification credit hours toward PHR, SPHR, and GPHR recertification through HRCI
21 PDCs toward SHRM-CP and SHRM-SCP recertification

REGISTER

Virtual Training & Facilitation Certificate

Deliver meaningful training in the virtual classroom.

Training and facilitating in the virtual classroom requires planning and preparation if facilitators are 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.

WHY YOU SHOULD ATTEND

- Explore learning methods and engagement strategies for use in the virtual classroom and gain access to ATD-exclusive tools and templates to use in your own practice.
- Demonstrate your new skills, 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 General recertification credit hours toward PHR, SPHR, and GPHR recertification through HRCI
21 PDCs toward SHRM-CP and SHRM-SCP recertification

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 YOU SHOULD 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
1.4 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

Our Facilitators
ATD Education works with more than 100 of the world’s best facilitators to deliver our talent development programs. They are practitioners with at least 10 years of experience in their content areas, and draw on their professional accomplishments to deliver personalized, valuable learning experiences. You’ll find that many of our facilitators are published authors or speakers in their fields of expertise, and they come from a wide range of industries and sectors. They frequently serve as instructional designers, managers, coaches, human performance improvement professionals, and consultants.

Meet Some of Our Facilitators

Co-Authors of ATD’s Facilitation in Action

Carrie Addington
Jared Douglas
Nikki O’Keefe, APTD
Darryl Wyles

Tonya Wilson
Bahaa Hussein, CPTD
Kiran Mohan
Elaine Biech

Koko Nakahara, CPTD
Patti Phillips, PhD, CPTD
Jonathan Rock
Rita Bailey
ATD On Demand Courses

Best-in-Class Self-Paced Learning on Essential Talent Development Topics

Staying current on the latest trends and practices and keeping skills sharp is imperative. Is time a constraint? ATD’s On Demand courses provide you with the ability to boost your knowledge and skills 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™ and provides an expert facilitator to support and answer your questions. Gain 12 months of content access upon enrollment.

Explore our full lineup of On Demand courses at td.org/on-demand.

Courses by category:

**INSTRUCTIONAL DESIGN**

Course Design Process. Implement a structured process for consistent course design.

Design Thinking and Rapid Prototyping for Instructional Design. Leverage an iterative process and learner input for successful instructional design.

Developing Content for Formal and Informal Learning. Use a blended approach to reach learners in the flow of their work.

Developing Learning Outcomes and Objectives. Define the behaviors that will drive learners engaged to ensure learning sticks.

Evaluation for Instructional Design. Evaluate the impact of your learning events.

Learning Design Basics. Learn the basics of effective instructional design.

Needs Assessment for Instructional Design. Define the need behind performance gaps.

Selecting Delivery Methods and Media. Determine the best way to reach your audience.

The ADDIE Model for Instructional Design. Explore the original model for instructional design.

Working With SMEs to Curate and Create Content. Work with subject matter experts (SMEs) to identify and gather the best content for an initiative.

**TRAINING DELIVERY & FACILITATION**

Applying Learning Science in Training Delivery. Choose the best delivery strategies based on cognitive science and learner preferences.

Creating a Positive Learning Environment. Ensure your training events are set up to be safe and welcoming for all participants.

Designing and Developing Learning Materials. Create robust, learner-centric materials for better learning experiences.

Engaging and Managing Participants. Keep learners engaged to ensure learning sticks.

Facilitating Formal Learning. Feel prepared to facilitate formal learning in any modality.

Facilitation Styles and Techniques. Identify your personal facilitation style and techniques to create an engaging learning experience.

Managing and Facilitating Effective Meetings. Be prepared for the tasks that happen before, during, and after a successful meeting.

Planning and Coordinating Training Events. From managing logistics to contingency planning, ensure you are prepared to facilitate an impactful training event.

Preparing to Facilitate. Get ready to facilitate exceptional training events with specific plans and practice techniques.

Selecting Delivery Options and Methods for Training Events. Choosing the right training delivery method makes all the difference.


**TECHNOLOGY APPLICATION**

Administering a Learning Technology Ecosystem. Build and maintain a comprehensive learning technology ecosystem to ensure successful, sustainable learning programs.

Creating Accessible Learning Experiences. Develop and deliver learning programs that serve all learners.

Data Standard Formats. Effectively evaluating learning experiences starts with understanding data standard formats.

Evaluating and Selecting E-Learning Software Tools. The right e-learning software tools significantly enhance your learning programs.

Identifying and Articulating Technology System Requirements. Determine your technology requirements in order to ensure sustainable programs.

Introduction to Artificial Intelligence and Mixed Reality for Learning Professionals. Take your training programs to the next level with cutting edge technology.

Leveraging Social Media for Learning. Increase engagement and retention through integrated social learning on a global scale.

Methods and Techniques for Testing Learning Technologies. Testing learning technologies is key to ensuring maximum benefit for your learners.

Principles of User Interface Design. Seamless user interface design elevates learning experiences.

Selecting and Implementing Learning Technologies. Learn the critical considerations necessary to assess, select, and implement learning technologies seamlessly and effectively.

xAPI Foundations. Leverage xAPI to develop more comprehensive learning experiences.

**LEARNING SCIENCES**

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- Introduction to Instructional Methods and Media
- Introduction to Microlearning
- Leadership Competencies
- Overview of ADDIE
- Overview of Training Needs Assessment
- Planning and Organizing Training Events
- Processes for Learning
- Training Adult Learners
- Use ADDIE to Create Webinars: 5 Steps to Effective Online Presentations

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