



*Experience  
the Power*  
of Membership




Association for  
Talent Development

# Explore the *Expanded Benefits* of ATD Membership

The ATD membership experience has been updated and tailored to revolve around our members' changing needs. We know it's essential that you have the tools you need when you need them, and as a member, you'll have these these tools at your fingertips.

This booklet highlights the exclusive, actionable resources all ATD members can access to create more impact with their work.





Association for  
Talent Development

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Hi, Allison. Welcome back!

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FEATURED BENEFIT

**Needs Assessment Toolkit**  
Whenever there is a perceived performance gap, a needs assessment can be critical in identifying the gap and providing a list of potential solutions for addressing it. This toolkit can help you determine the best course of action to move forward.

**Needs Assessment Toolkit**  
Whenever there is a perceived performance gap, a needs assessment ...  
By Ashley Chaisson on March 25, 2019

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By Maggie Romanovich on April 01, 2021


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By Sharon Boller & Laura Fletcher on April 28, 2021

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A best practice for designing learning experiences is to facilitate ...  
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TEMPLATES AND TOOLS MEMBER BENEFIT

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Professional Plus  
EFFECTIVE: 09/23/2019 - 09/30/2020

Membership Details →

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10-Minute Case Studies

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Community

Now more than ever, community and connection are critical. Your ATD membership connects you to a global network of like-minded peers. Contribute to and engage with our vibrant professional community today!

Contribute Content

View All Content

# Ready-to-Use Resources

Members have exclusive access to various member-only templates, tools, and practical resources. This growing library is yours to use whenever you need it. Members find these resources highly valuable on the job every day.

- 100+ templates and tools, including Spanish translations
- 300+ *TD at Work* guides
- Subscription to *TD* magazine



## ATD MEMBER-ONLY TOOLS

### Personal Branding Checklist

- ☐ **Determine your "value statement."** What is unique and special about you and the skills you have that people compliment you on the most?
- ☐ **Join LinkedIn** and upload a clear professional photo of yourself for the profile pic. A suit or any professional photo is fine. Avoid blurry images or incompletely cropped photos where another person is visible.
- ☐ **Determine your profile summary** using your value statement for the first line. The second two lines of the summary should be on what kind of job you want or what company you want to work for.
- ☐ **Before anyone meets you in person they usually meet you online**, so remember to be authentic. Authenticity does not equal oversharing—no political or religious posts unless you are (or plan to be) working exclusively in politics, advocacy, or religious organizations. Authenticity means being true to your style and personality.
- ☐ **Network as much as possible.** Join LinkedIn groups, community and charity groups, and of course professional organizations (like ATD!).
- ☐ **You don't have to start a blog**, but if you like writing, it doesn't hurt to post about the positions and fields within which you are working or hope to work. You can target specific companies by blogging about them with well-thought-out insights supported by data and observations. Remember, a picture is worth a thousand words, so use compelling graphics in your posts when you can.

#### Some blogging platforms:

- Blogger
- WordPress
- Medium
- LinkedIn

#### Free Photo Sites:

- Pixabay
- Flickr\*
- Unsplash
- Pexels

\* Check the photo has a Creative Commons license to reuse.

- ☐ **The only thing worse than having embarrassing content online is having no content.** Be visible and authentic. Post your thoughts on articles, follow, like, and leave comments on industry leaders' blogs and pages as well as those from organizations in which you want to work.
- ☐ **Keep it short.** Be as succinct as possible on your LinkedIn profile, posts or blogs, and your resume. Do not include work you did 20 years ago unless it was absolutely award winning.
- ☐ **Frequency matters.** Make sure you are regularly posting updates on your profiles and your blogs. Reach out to your networks weekly. Don't become lost in the flurry of content and SMEs out there!

Find more tools at  
[td.org/MemberTools](https://td.org/MemberTools)

atd

TEMPLATES  
& TOOLS




# Expansive Professional Development

Our most popular tier of membership, Professional Plus, builds on the resources available to every member and provides exclusive access to the ATD Micro Course Library. Powered by ATD's Adaptive Learning Engine, the 99 courses in the library help you focus on areas of personal development through content tailored to your personal learning.



60% of  
ATD members have  
access to Professional  
Plus benefits.



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Coaching


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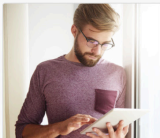
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Conflict Resolution for Workplace Teams  
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My Career

0 of 10 Completed



# Resources to *Help You Grow* Your Skills and Advance Your Career

ATD's Talent Development Capability Model is a research-backed framework that guides TD practitioners in what they need to know and do to develop themselves and others and influence their organizations. It is a blueprint for impact.

The Capability Model includes a free assessment you can use to measure your strengths and identify growth opportunities. It has recommended learning plans to help you close your skills gaps.

Members have greater access to exclusive resources that will help them develop professionally.

# Proven *Solutions*

Members have access to ATD's valued research. With vetted content backed by data, you'll find resources that will help you tackle any challenge.

- 10-Minute Case Studies
- Whitepapers
- Annual *State of the Industry* report (a \$499 value)



# Effective Trainers

Formal learning delivered by instructors—in the traditional classroom, virtual classroom, or remote learning environments—accounts for most learning hours. According to ATD Research, several traits characterize trainers at high-performing organizations.

## Who Delivers Formal Workplace Training?

Individuals who delivered training came from a variety of backgrounds:

**73%**

were originally hired as trainers.

**58%**

were full-time trainers who formerly held other positions in the organization.

**54%**

have primary jobs outside talent development.

## What Training Knowledge Do They Have?



At **37%** of organizations, the average trainer had only **beginner-level** understanding of foundational TD concepts.

## How Often Do They Deliver Training?

**40%**

of their time is typically spent delivering training.



## Do Organizations Value Their Trainers' Professional Development?

**16%**

offer growth opportunities to a high extent.



## Among Organizations That Provided Both Traditional and Virtual Training:

**34%**

had **some** trainers who delivered content in both environments.

**58%**

had **all** their trainers deliver content in both environments.

## Best Practices

Organizations with trainers who had at least **intermediate knowledge** of the concepts or **advanced knowledge** of one theory or model were more likely to be **high performers**.



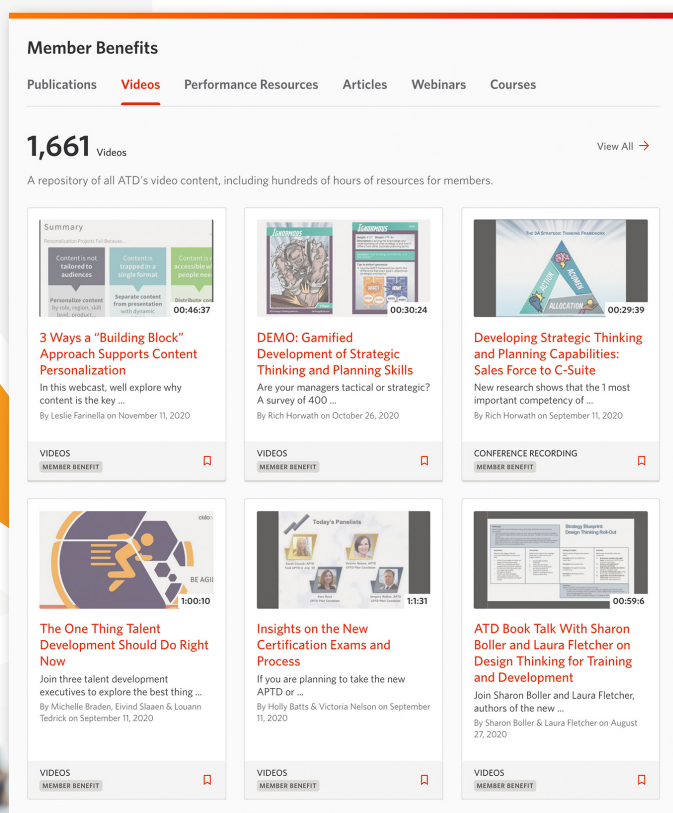
Organizations with trainers who spent more than **50%** of their time **delivering training** were more likely to be **high performers**.

Those organizations that **offer their trainers professional development opportunities** to a high extent were more likely to be **high performers**.



# Conference & Webinar *Library*

Members never miss a beat with unlimited access to the ATD video library. Hundreds of hours of webinar and conference recordings enable members to quickly build skills and capabilities on critical topics.



**Member Benefits**

Publications **Videos** Performance Resources Articles Webinars Courses

**1,661** Videos [View All](#)

A repository of all ATD's video content, including hundreds of hours of resources for members.

Thumbnail	Title	Duration	Category
	<b>3 Ways a "Building Block" Approach Supports Content Personalization</b> In this webcast, we'll explore why content is the key ... By Leslie Farnella on November 11, 2020	00:46:37	VIDEOS
	<b>DEMO: Gamified Development of Strategic Thinking and Planning Skills</b> Are your managers tactical or strategic? A survey of 400 ... By Rich Horwath on October 26, 2020	00:30:24	VIDEOS
	<b>Developing Strategic Thinking and Planning Capabilities: Sales Force to C-Suite</b> New research shows that the 1 most important competency of ... By Rich Horwath on September 11, 2020	00:29:39	CONFERENCE RECORDING
	<b>The One Thing Talent Development Should Do Right Now</b> Join three talent development executives to explore the best thing ... By Michelle Braden, Ervind Slaen & Louann Tedrick on September 11, 2020	1:00:10	VIDEOS
	<b>Insights on the New Certification Exams and Process</b> If you are planning to take the new APTD or ... By Holly Batts & Victoria Nelson on September 11, 2020	1:31	VIDEOS
	<b>ATD Book Talk With Sharon Boller and Laura Fletcher on Design Thinking for Training and Development</b> Join Sharon Boller and Laura Fletcher, authors of the new ... By Sharon Boller & Laura Fletcher on August 27, 2020	00:59:6	VIDEOS



ATD BLOG

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GODIN

## TD's Role in Achieving Better

Connection Point Newsletter, October 28, 2020

Seth Godin knows how to capture an audience's attention. During the Association for Talent Development's Virtual Conference: Unleash Potential, the altMBA founder and bestselling author ditched traditional greetings and salutations and instead opened his keynote address with one word: "Yikes!" From there, he proceeded to describe the state of affairs for organizations in today's climate.

"The organizations where we work have shifted from industrial organizations that everybody there knows what their job is and they do what they do to learning organizations that have to lead because business as usual is now unusual," he said.

Those remarks helped set the stage for his talk "Right Here and Right Now: The Urgency of Creativity in Leadership and Development" in which he conveyed that the disruption that has hit the workplace presents an opportunity for talent development professionals to lead their organizations into the future. "Right here and right now, leadership and development, training—all of those things—those are our future," he explained.

TD professionals already have what it takes to lead their companies to a better place, he contended. And his talk centered on principles that TD professionals should keep in mind while navigating through this era of unprecedented change.

### Leadership vs. Management

"Leadership and management are not the same thing," Godin stated and highlighted the differences between the two concepts. One key difference is that management is mandatory and leadership is voluntary. The industrialized world cannot function without management; and management aims to keep things "under control," he explained. On the other hand, Godin stressed that leadership is about possibility.



He then called attention to some of the baggage associated with leadership and pointed out, “What it means to be a leader is to choose to do something that might not work.” He encouraged: “Ship creative work.” That is his marching order for those who want to help their organizations achieve better. Godin said, “If it doesn’t ship, it doesn’t count,” meaning you need to get your efforts off the ground. Shipping creative work, he explained, is a form of active leadership that can help TD professionals see what is possible.

Godin revisited his “ship creative work” concept during the Q&A that followed his address. He reminded listeners that they could explore the concept further in his book *The Practice: Shipping Creative Work* that is set for release early next month.

Godin likewise touched on impostor syndrome, noting that it, too, is bundled in the baggage that comes with leadership. He contended that impostor syndrome is good to have and encouraged attendees to view those feelings as a compass. “When you feel like you’re an impostor in service of others, it means that you’re doing the right work,” Godin added.

## Learning vs. Education

Godin maintained that TD professionals are well positioned to help transform their workplaces into learning organizations. A learning organization, he said, is one that asks hard questions to which there are no answers and sees possibilities for better even when the world has seemingly turned upside down. However, many TD professionals have been in the business of education, not learning.

Education is compliance—“it is trading time and money for a certificate”—whereas learning, similar to leadership, is voluntary, he explained. To lead then is to ask and answer the right questions.

For example, Godin suggested attendees take a look at their organization’s meeting culture. While sitting in those Zoom meetings, hours at a time, questions they could ask include: Where did our meeting culture come from? Why aren’t they sending a memo instead? Who decided that it had to be synchronous as opposed to asynchronous? How do we know this is working?



“Meeting culture is an example of how a learning organization can evolve—it’s an opportunity,” Godin said. Though TD professionals may not manage meeting culture, hiring practices, or other aspects of the business, that should not hinder them from making a difference. Godin encouraged attendees to put fear aside and use this mass disruption to influence others and create cycles of possibility that can help move their companies to the next level.

## Convincing Leadership

Following Godin’s keynote address, conference participants raised questions on everything from impostor syndrome to how they can help leadership better understand the value of a learning organization.

In addressing how TD professionals can convince leaders of the importance of embracing a learning culture, Godin said that the pandemic has, paradoxically, created two choices for organizations: Be resilient or fail. Since failure is not an option, he suggested selling resilience. Resilience, he said, comes from learning.

*Connection Point is the daily news source written by ATD staff for the ATD Virtual Conference, relaying news, session coverage, and other updates.*

# A Community of Trailblazers

Members are invited to share their insights by writing articles for a member-only newsletter and the website. They are also invited to contribute to the talent development community through ATD. Members receive curated industry news and communication on how best to leverage member benefits.



## Prop Up Your Presentations

By Lenn Millbower  
Friday, April 16, 2021

In this article, we will look more closely at one of the eight principles of learnertainment: Visuals Aid Retention.

### Props Are Visual Aids

There's an old saying: "A picture is worth a thousand words." Props are visual clues that convey information without words. If a script calls for an actor to read a newspaper, the act of holding a newspaper tells the audience what the actor is doing. The prop saves words, in essence freeing up time for more important matters.

Advertising faces an accelerated version of this time crunch. A commercial only has 30 seconds to tell its story, so advertisers often rely on props. Perhaps the most successful use of a prop in a commercial is Duracell's Energizer Bunny. In commercial after commercial, this battery-operated bunny keeps going as it demonstrates a difficult visual: batteries with a long shelf life.

During presentations, props function as effective mnemonics. Named after the Greek goddess Mnemosyne, the mother of the Muses, a mnemonic is a device that aids in memorization through the arts. Props work on a peripheral level, helping participants process key points holistically. They provide metaphorical anchors for the brain.

Use this need for visual information. Harness it to your advantage. Bring your presentation room to life with visual mnemonics that support key points. Display items that say visually what you are saying verbally. Give your attendees something to look at and their minds something to anchor to.

## Props Frame the Environment

Another entertainment function of props is as a framing device. Magicians make extensive use of framing devices. At any illusion show, audience members expect to see swords, tables, colorful silks, bouquets of flowers, saws, cards, and other magic-oriented paraphernalia. Consequently, magicians populate their show with such items. The props visually affirm the expectation of magic to follow.

Movies also frame their scenes with props. The successful Harry Potter film series, for example, makes extensive use of brooms and other devices that viewers are likely to view as magical.

The technique extends beyond the magical to the ordinary. One example comes from *Shakespeare in Love* (1998), a fictionalized story of the Bard's experiences while writing *Romeo and Juliet*. The movie often shows Shakespeare writing with a feather pen. Imagine the confusion that would occur if he used a computer instead. As small a matter as a writing utensil can disrupt or frame a scene.

Props are so effective at framing that non-entertainers use them. One example comes from the political arena. American President Franklin D. Roosevelt (FDR) was elected during the Great Depression. It was a time of uncertainty, with approximately 25 percent of the population unemployed. FDR made it a point to flash a jaunty smile and an aura of can-do activity. Considering an early bout with polio left FDR's legs paralyzed and confined him to a wheelchair, this was no easy feat. FDR displayed activity without walking through the use of a prop, a long-stemmed cigarette holder. The act of clutching it in his teeth made him smile, and, by wiggling it with his tongue, he could display extra bodily movement. The length of the cigarette holder allowed its movement to seem bigger than it was and gave FDR an aura of movement when there was none.

The entertainment-savvy presenter props the classroom with items that draw attention. Frame the environment as an enjoyable place to be. Create a festive, inviting atmosphere. Make the room seem like a party with a purpose. Put the subject of your presentation on display. For a speech on leadership, place leadership quote plaques around the room. For a diversity presentation, display culturally appropriate materials. Regardless of your subject, find

small, inexpensive items indicative of it, and, if the attendees are sitting at tables, place those items on the tables as centerpieces.

## Props Capture Attention

Props are great attention-getters, and performers know it. Part of Elton John's initial breakthrough resulted from his outrageous outfits; rap culture built its streetwise image through raw, abrasive lyrics, and Larry King wore suspenders to create a relaxed, folksy image that differentiated him from other talk show hosts. For those performers, props provided immediate identification.

In a similar manner, it is often necessary to capture or refocus attendee attention. By displaying an interesting item related to your subject matter, you will establish a mnemonic learning connection. If the prop is small enough to handle, engage your attendees' sense of touch by passing it around the room.

## Props Function as Pacing Devices

Props are effective pacing devices. Comedian Groucho Marx was known for his subtly risqué wit. As a result, he often had to wait for the audience to digest the meaning of his words. Groucho would stall for time by playing with his cigar while lifting his eyebrows and leering. The cigar by-play gave the audience time to process the more obscure, risqué meanings of the jokes and gave the appearance that the act was moving forward when it was really at a stop.

A recent political example comes from former American President Bill Clinton. In Clinton versus Jones, the infamous Paula Jones sexual harassment lawsuit, Clinton was deposed over a period of six hours. The president paced his answers quite effectively through the use of soda cans. Every time the president was asked a tough legal question, he would pause to take a sip. This pause gave him time to process his answers before speaking.

Presentation attendees can pace their own attention spans through props. When placed on the attendees' tables, props function as hand amusers. They give participants something to occupy their fingers and minds during moments of distraction.

Breaks are a second pacing opportunity. Exercise functions as an energy leveler for attendees who have become under or over stimulated. In addition,



the placement of bowling pins, plastic horseshoes, beanbags, and other harmless play devices wears down excess energy during breaks and may bring participants back to the session early.

### **Props Provide Metaphors for the Subject at Hand**

Props provide great metaphoric examples. Perhaps the world's most famous play, Shakespeare's Hamlet, features a scene in which lead character Hamlet holds the skull of his former mentor and court jester, Yorick, as he ponders human mortality. Yorick's skull is a metaphor for the human condition as Hamlet explains it: "A man may fish with the worm that hath eat of a king, and eat of the fish that hath fed of that worm."

Metaphoric prop usage is not limited to showbiz. In the mid-1980s, American President Ronald Reagan wanted to demonstrate visually what he considered to be an out-of-control United States budget. In his State of the Union speech, he produced the entire budget, all 6,000 pages of it, leather bound in seven volumes, and dropped each volume onto the podium with a thud. The visual was of a preposterously long document that no one could read or understand.

Props, when used as presentation metaphors, increase retention by providing visual representations of key discussion points. One method is to tie a prop to a story with a pun as an ending. The story that started this article offered an example of this technique.

Finally, it should be acknowledged that the use of props adds costs and logistical challenges to any presentation. Although the use of these items requires more of the presenter's time and energy, they help attendees absorb more information in less time. For these participants, props may be the ultimate time management tool. So, be an arrow, not a banana. Help your attendees manage their time.

Lenn Millbower is a Disney speaker, presentation skills trainer, and author. He received his bachelor's degree from Berklee College of Music and his master's from Webster University. Millbower was honored by the Walt Disney Company with the prestigious Partner's In Excellence lifetime achievement award. This internal employee award was granted in recognition of his training and leadership accomplishments as a member of the opening training team for Disney's Animal Kingdom. He is a national board member of the International Alliance for Learning and the Contract Trainer's Association, and a member of the National Speaker's Association and ASTD.

## *The Value* Members Find in ATD Membership

"I believe the combination of involvement with my local chapter and attending the ATD International Conference & EXPO has provided such great value to me as an ATD member. To learn and network together with other talent development professionals all over the world is incredible."

*—Amy Dinning, ATD member since 1994*

"What drew me to membership was that I had come into the training role from a sales role, so like many people I was the SME who became a trainer. Then I started to realize that there was a lot more to it. Without formal support for professional development in that role provided by my company, that was really the best thing for me to do, to connect with ATD."

*—Christine Grazio, ATD member since 2018  
Northern New Jersey Chapter Leader*



# The Power of the ATD Community

"We get the opportunity to partner with really smart people. It's one thing to go online and find some content, but it's an entirely different thing to have a conversation with another person who knows much more about the topic than you do and give you the opportunity to drill down."

—Hayward Suggs, ATD member since 2016  
Chicagoland Chapter Leader

"I found so many mentors, so many friends that never actually hesitated sharing anything I might need from them. It could be a PowerPoint presentation, to doing great information interviews with me when I wanted to learn more about a concept and if I wanted to interview into a next job or a project - they were always there."

—Susmitha Valvekar, ATD member since 2017  
Orange County Chapter Leader



## Your work is critical today.

The need to develop employees is, and will continue to be, a constant demand of employers who rely heavily on talent development professionals to make it happen. Whether you consider yourself a trainer, instructional designer, coach, HR professional, talent development manager, workplace learning professional, or a different title, you are essential to helping organizations navigate a future that will be marked with constant change and the need to be agile.

We are passionate about helping you do your best work, and our membership experience delivers the most essential resources. ATD members get access to world-class programs for their professional development, are empowered with industry-leading insights, and are connected to nearly 30,000 peers around the world. They're lifelong learners who are deeply committed to adding value to others. I hope these sample resources have shown you some of the ways we provide support to our members and the ways we could support you and your career.

We invite you to join our global community. Together, we help create a world that works better. Join or learn more about ATD at [td.org/membership](https://td.org/membership).

*Tony Bingham*

Tony Bingham  
President and CEO  
Association for Talent Development



ATD membership connects you to a global network of like-minded peers and provides you with a wealth of resources to help you find solutions to whatever challenge you're facing.

Whether you're creating virtual training or transitioning to hybrid learning models, ATD has the resources you need.

**Learn more at [td.org/membership](https://td.org/membership).**

