



# ATD Master Performance Consultant™ Program

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

**REGISTER**



ATD Master Designation



Live Online + Self-Directed Online Components



28 Hours Over an 8-Week Blended Experience



Aligned to Talent Development Capability Model™



Enterprise Team Training Available

**T**alent development professionals are often asked to design and deliver training programs to address performance issues in the workplace. But what if training isn't the answer? A performance consultant thinks of training as one of many options to solve performance problems. A performance consultant uses a systematic approach to find the root causes of performance gaps, then recommends and implements solutions to address those gaps. This advanced course gives you everything you need to master a performance consulting approach in your work and make a bigger impact in your organization.

Whether you hold the formal title of performance consultant or not, the skills you learn and hone in this course will elevate your ability by giving you a systematic and reliable approach you can use on the job to address performance issues. You will have the opportunity to assess your capabilities against key performance consulting competency areas and roles to determine your strengths and development opportunities.

ATD has been a leader in human performance improvement (HPI) for more than 20 years, and ATD's Performance Consulting Model and the ATD Performance Consulting Framework are the foundation of this course. During this eight-week blended program, you'll get practical experience applying each phase of the performance consulting model using real-life client scenarios. You'll leave this program with the ability to deliver results to your clients and with the confidence to call yourself a master performance consultant.

### Earn the ATD Master Performance Consultant™ designation and digital badge after:

- Completing all online modules
- Completing all course assignments
- Attending all live online sessions in full
- Successfully completing all deliverables in the Performance Consulting Project

*Show, share, and socialize your skills and achievements with ATD's digital badging program!*

*Successful participants of this program will earn the ATD Master Performance Consultant™ certificate and digital badge.*



#### 1 Assess the Need

- Define the project in the project proposal.
- Establish the initial scope of the project.
- Determine how ready the client and their organization are for the project.
- Set expectations for client deliverables, budget, and timeline.
- Identify the project team and stakeholders.



#### 2 Understand the Issue

- Select appropriate key performers.
- Prepare to conduct outcome interviews.
- Identify and analyze critical tasks.
- Observe and gather data on workplace setup and ergonomics.
- Capture outcomes from key performers.
- Validate outcomes with managers.
- Identify performance gaps.
- Analyze data to calculate performance gap.



#### 3 Present Findings & Interpretations

- Consolidate performance information.
- Develop and confirm or deny the influence hypothesis.
- Derive conclusions from findings and data.
- Create recommendations and find solutions.
- Prioritize the solution set.
- Plan and design the message.
- Prepare the client report or presentation.
- Deliver the client report or presentation.



#### 4 Develop & Implement a Solution

- Design and develop results-based solutions.
- Assess change readiness to plan change management.
- Implement the solution.
- Manage the implementation plan.



#### 5 Complete the Project & Evaluate the Results

- Evaluate solutions to refine and improve the results.
- Facilitate a change management plan to institutionalize the solutions.
- Close the project to strengthen a long-term relationship with the client.



# ATD Master Performance Consultant™ Program

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

**REGISTER**

## Derived From ATD Research, Backed by Our Capability Model

Aligned to the Consulting and Business Partnering capability in the Talent Development Capability Model™, this advanced-level program covers the process that performance consultants must use to identify the root causes of performance gaps and recommend solutions that lead to both on-the-job application and business impact.

### Why You Should Attend:

- Make a bigger impact in your role and elevate your status as a TD professional by learning the techniques and tools of a master performance consultant.
- Access ATD's Performance Consulting Model and Performance Consulting Framework, a step-by-step guide that takes you through the performance consulting process from beginning to end.
- Gain access to tools, resources, and templates to use on the job.
- Receive personalized feedback from your facilitator and peers.
- Earn the industry-recognized ATD Master Performance Consultant designation and digital badge.
- Accelerate your pathway toward achieving the [Associate Professional in Talent Development](#) (APTD®) or [Certified Professional in Talent Development](#) (CPTD®) certification.

### How the Program Works:

- Learn research-based best practices from across the Talent Development Capability Model to elevate your instructional design skills.
- Engage in a flexible-around-your-schedule program via ATD's online learning platform. Attend four virtual facilitator-led sessions throughout the program, in weeks 1, 3, 5, and 7.
- Benefit from the role modeling, wisdom, and guidance of an ATD expert facilitator.
- Learn with and from a group of peers through application-based discussions and reflections.
- Personalize your Master Performance Consultant journey by assessing your current skills, taking a deep dive into the content most relevant to you, and demonstrating success with a multipart, real-world project.

### Related Learning Opportunities:

#### Consulting Skills Certificate

*Build your credibility as a trusted consultant.*

#### Human Performance Improvement Certificate

*Enhance performance with a systematic and results-based approach, driven by business needs.*

#### Change Management Certificate

*Become a change leader, facilitator, and communicator.*

#### Certified Talent Development Professional

*(CPTD) Demonstrate that you have the highest level of knowledge in the field by becoming a CPTD.*



# ATD Master Performance Consultant™ Program

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

**REGISTER**

## Elective Course Offering

To support ongoing professional development, ATD master program registration includes a complimentary course elective. Take the ATD certificate program of your choice following successful completion of your ATD master program. Exclusions apply.

### Exclusions:

Learners cannot enroll in the following as their complimentary elective:

- Other ATD master programs
- Training Design & Delivery Certificate
- APTD or CPTD preparation courses and preparation bootcamps
- ATD on-demand courses

## Who Should Attend

The ATD Master Performance Consultant program is designed primarily for experienced learning, talent, and organization development practitioners ready to elevate and validate their skills in performance improvement and consulting. Internal and external business consultants who lead transformation and change initiatives in organizations will find this program especially beneficial.

## Eligibility Criteria

To ensure you gain the most from this advanced program, you must have:

- At least three years of experience in the consulting profession
- A solid understanding of and experience in applying consulting principles and processes
- A strong background in traditional consulting tasks, such as conducting needs assessments, understanding the issue, analyzing available data, presenting findings, and developing and implementing solutions

Additionally, completion of a foundational ATD certificate program such as the Consulting Skills Certificate, Human Performance Improvement Certificate, or Change Management Certificate is preferred (not required).

## After this program, you will be able to:

- Assess current strengths in key performance consulting competency areas and roles (e.g., expert, advisor, coach, facilitator, and more), and identify opportunities for ongoing improvement.
- Apply ATD's Performance Consulting Framework (e.g., ethical guidelines, critical skills, consulting competency areas, process, methodology, tools, relationship management, and specializations) to enhance your ability to improve clients' individual, team, or organizational performance.
- Establish and manage a trusting relationship with the client and key stakeholders during an engagement and beyond.
- Use the Performance DNA Methodology and tools to gain client alignment and commitment, capture goals and performance gaps, identify key performers, analyze human performance, recognize positive and negative influences on performance, and document findings.



# ATD Master Performance Consultant™ Program

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

**REGISTER**

- Use effective HPI data analysis, consolidation, and decision-making methods to derive defensible workplace performance findings, reveal trends and patterns of key performance, and make recommendations.
- Use effective presentation techniques to report findings and recommendations and gain agreement from decision makers to move forward.
- Select and design the most appropriate solutions that align with recommendations, close performance gaps, have a high probability of success, and meet or exceed the client's originally stated needs and business goal(s).
- Lead, align with, or advise others on planning and implementing solutions that meet client requirements.
- Lead, align with, or advise others in evaluating and measuring the success and impact of solutions on original client business goals.
- Assist clients in planning for improving the readiness of their organizations to benefit from the changes that are triggered by solution implementation.



# ATD Master Performance Consultant™ Program

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

**REGISTER**

## COURSE OVERVIEW

### Week 1: The Fundamentals of Performance Consulting

- **Introduction to the Program**
  - Introduce Yourself Discussion
- **Performance Consulting Project Overview**
- **The Field of Performance Consulting**
  - Delivering Masterful Performance Consulting Discussion
- **The Role of a Performance Consultant**
  - Identify Your Consulting Role Discussion
  - Performance Consulting Self-Assessment
- **Human Performance Improvement**
  - Sell HPI to Your Client Activity
- **Introduction to the Case Study**
  - Case Study Activity
- *Week 1 Live Online Synchronous Session*

### Week 2: Assessing the Need

- **Meeting the Client**
  - Preparing for the First Meeting Activity
  - Tips for the First Client Meeting Discussion
- **Preparing a Proposal**
  - Drafting an HPI Project Proposal Activity
  - Share Your Proposal Approach Discussion
- **Maintaining Strong Ethics**
  - Identify Your Ethical Standards Discussion
- **Starting Up a Project**
  - Business Analysis Data Activity
  - Business Analysis Reflection Discussion
- **Case Study, Continued**
  - Case Study Activity
  - Learning Project Deliverable #1



# ATD Master Performance Consultant™ Program

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

**REGISTER**

## Week 3: Understanding the Issue

- **Identifying Key Performers**
  - Choose the Performers Discussion
- **Defining Outcomes**
  - Outcomes in Your Job Discussion
- **Interviewing Key Performers and Their Managers**
  - Facilitating Successful Interviews Discussion
  - Find the Performance Analysis Data Activity
  - Performance Analysis Reflection Discussion
- **Reviewing Performance Gaps**
  - Plan to Discuss Performance Gaps Activity
- **Case Study, Continued**
  - Case Study Activity
  - *Week 3 Live Online Synchronous Session*

## Week 4: Analyzing the Data

- **Defining Key Work Processes and Tasks**
  - Name Your Key Work Processes Discussion
  - Name Your Tasks Discussion
- **Analyzing Key Work Process and Tasks**
  - Conducting a Key Work Process Interview Activity
- **Conducting Structured Observations**
  - Find the Key Performer Analysis Data Activity
  - Plan to Uncover Key Work Processes Activity
  - Share Your Experience Discussion
- **Case Study, Continued**
  - Case Study Activity
  - Learning Project Deliverable #2

## Week 5: Presenting the Findings and Interpretations

- **Formulating a Hypothesis**
  - What to Assess Next Activity
  - How to Assess Influences Activity
- **Testing Your Hypothesis**
  - Using the Influence Analysis Tools Discussion
- **Consolidating Your Data Set**
  - Share Your Approach to Data Consolidation Activity
- **Refining Solutions**
- **Prioritizing Solutions**
  - Selecting and Prioritizing Solutions Activity and Discussion
  - Recognizing Bias Discussion
- **Case Study, Continued**
  - Case Study Activity
  - *Week 5 Live Online Synchronous Session*



# ATD Master Performance Consultant™ Program

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

**REGISTER**

## Week 6: Developing and Implementing a Solution

- **Delivering the Final Report**
  - Share Your Delivery Tips Discussion
- **Dealing With Resistance**
  - Plan to Manage Resistance Activity
- **Designing and Developing Results-Based Solutions**
  - Speed Solutioning Activity and Discussion
- **Implementing Solutions**
  - Plan to Ensure Implementation Success Discussion
- **Embracing Change Management**
  - Your Response to Change Discussion
- **Case Study, Continued**
  - Case Study Activity
  - Learning Project Deliverable #3

## Week 7: Completing the Project and Evaluating the Results

- **Improving Impact Through Evaluation**
  - Evaluation Examples Activity
  - Share Your Evaluation Approach Discussion
- **Influencing Change**
  - Coach Organizational Leaders Activity
- **Closing a Project**
  - Closing a Project Discussion
- **Case Study, Continued**
  - Case Study Activity
  - *Week 7 Live Online Synchronous Session*

## Week 8: Putting It All Together

- **Reflect on Your Learning**
  - Your First 90 Days Activity
  - Stop, Start, More, Less Discussion
- **Performance Consulting Project Final**
  - Final Project Deliverable
  - Final Project Video Presentation
- **Future Readiness and Lifelong Learning**
  - What Does Lifelong Learning Mean to You? Discussion
- **Contributing to the Field**
- **Course Wrap-Up**

## Additional Tools and Resources

- Performance DNA Toolkit
- Business Strategy and Needs Questionnaire
- Change Management Plan Checklist
- Interviewing for Accuracy
- Performance Consulting Evaluation Plan
- Performance Consulting Self-Assessment
- Sample Agenda for Findings and Recommendations
- Sample Organizational Readiness Report
- Upskilling as a Performance Consultant

## What Participants Are Saying

“The program was filled with tons of new knowledge and skills. It has a great focus on the real transition from L&D practitioner to performance consultant.”

— Moustafa Hassaan



# ATD Master Performance Consultant™ Program

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

**REGISTER**

## RESOURCE SAMPLE

# Performance Consulting Evaluation Plan

Ideally, project evaluations should be designed at the beginning of a performance consulting project. Use this worksheet to organize a plan and keep your evaluation efforts aligned to the questions that you most want answered.

### Focus

What project or phase of the project are you evaluating?

Describe the business goal and gaps.

### Align

Questions <i>What do you want to know?</i>	Indicators <i>How will you know it?</i>	Timing <i>When will you collect data?</i>	Data Collection			
			Sources <i>Who has this data? Where is this data?</i>	Methods <i>How will you collect it?</i>	Sample <i>Who will you question?</i>	Tools <i>What tools will you use?</i>
1.	1a. 1b.					
2.	2a. 2b.					
3.	3a. 3b.					
4.	4a. 4b.					
5.	5a. 5b.					





# ATD Master Performance Consultant™ Program

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

**REGISTER**

Questions <i>What do you want to know?</i>	Indicators <i>How will you know it?</i>	Timing <i>When will you collect data?</i>	Data Collection			
			Sources <i>Who has this data? Where is this data?</i>	Methods <i>How will you collect it?</i>	Sample <i>Who will you question?</i>	Tools <i>What tools will you use?</i>
6.	6a. 6b.					
7.	7a. 7b.					




# Why Choose ATD as Your Professional Development Resource?

**D**uring the last 80 years, our mission has been to empower talent development professionals with the knowledge and skills they need to be successful and remain competitive. We accomplish this by providing learning that sticks and leads to measurable results in your on-the-job performance.


## What You Can Expect From an ATD Course

- ✓ Research- and competency-based learning with applied adult learning principles
- ✓ Hands-on practical activities
- ✓ An engaging environment that builds confidence and makes learning personally relevant
- ✓ Actionable take-home materials to ensure real application back at work

**95+**   
Course Topics

**900+**   
Organizations Have Trained With Us

**120+**   
Countries With an ATD Presence

**150,000+**   
Professionals Have Learned With ATD Education

## Ready to Get Started?



### Register by Phone or Get a Consultation

Not sure what to take? Call a professional development specialist to help you enroll. They can give you course recommendations based on your learning goals and your role.

Call: **855.404.2783**  
Visit: [td.org/LearningPath](https://td.org/LearningPath).



### Register Online

- Visit [td.org/LearningPath](https://td.org/LearningPath).
- **Choose** your preferred dates and times.
- **Click** Enroll.
- **Follow** the cart and checkout prompts.



### Register a Team/ On-Site Training

Interested in bringing a course to your company as an on-site learning event?

Call: **888.816.7813**  
Email: [enterprise@td.org](mailto:enterprise@td.org)

**We Are Here to Help You and Your Team Learn, Grow, and Improve!**