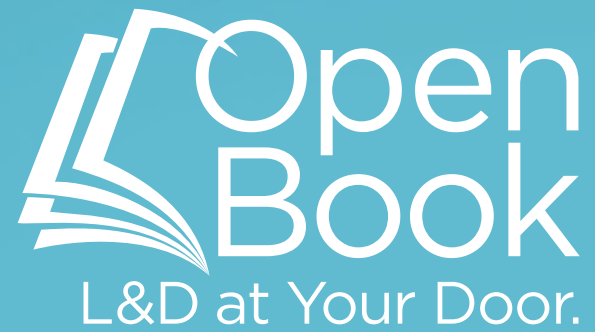


BOOK CATALOG

FALL 2024

atd
PRESS



A Subscription Service Exclusively for Members

4 new books one delivered every quarter

Free shipping

Subscribe or renew anytime

Only \$119

Coming in Spring 2025:

Q1 Performance Feedback Strategies by Sandra Mashihi and Kenneth M. Nowack

Q2 Think Like a Marketer, Train Like an L&D Pro by Bianca Baumann and Mike Taylor

ATD PRESS

The premier publisher specializing in talent development, training, and professional development.

ATD is the world's largest association dedicated to those who develop talent in organizations. We've published important content for the field for more than 80 years. ATD Press publications are written by industry thought leaders and offer anyone who works with adult learners the best practices, academic theory, and guidance necessary to move the profession forward.

Save 10% with discount code FALLBOOKS24.* See inside back cover for details.*

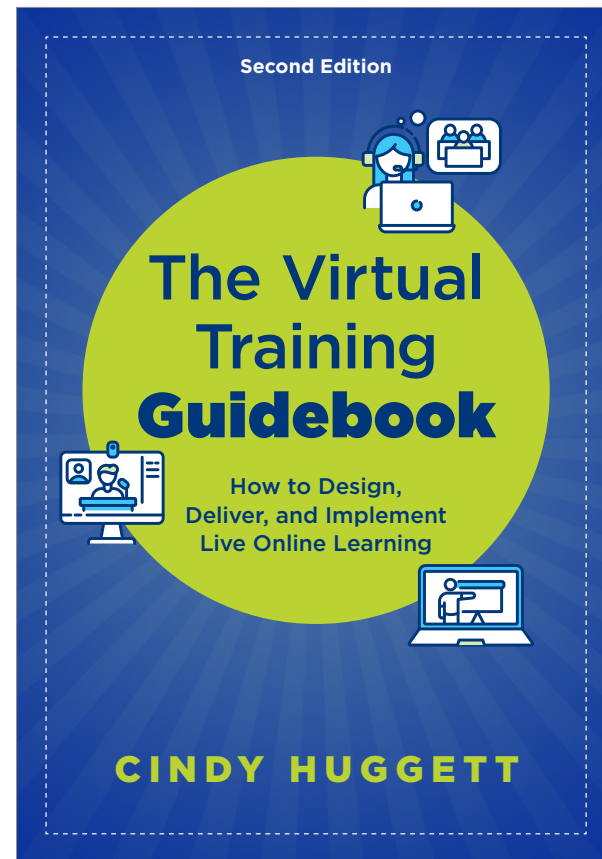
Contents

- New From ATD 2
- Recent Books 6
- ATD Book Series 10
- Business and Management 14
- Leadership and Leadership Development 15
- Learning Technology 18
- Employee and Organization Development 21
- Training, Facilitation, and ISD 23
- Audio and Other Formats 30
- ATD Book Bundles 32
- Ordering and Contact Information Inside Back Cover

*Offer valid on print and e-books. Subscriptions, bundles, OpenBook, and licenses are not included.

Cindy Huggett has created two resources that will help you learn what you need to know to design and deliver successful virtual training. Purchase each book individually or enjoy greater savings when you buy the bundle, available for order on September 24, 2024.

Cindy Huggett, CPTD, is a pioneer in the field of online learning with more than 20 years of experience teaching thousands of training professionals how to design and deliver practical and engaging interactive online classes. She partners with organizations to upskill facilitators, improve online learning design, and create actionable learning solutions for today's global workforce. Cindy is a co-author of *Designing Virtual Learning for Application and Impact* and the author of *The Facilitator's Guide to Immersive, Blended, and Hybrid Learning* and *Virtual Training Basics*, second edition.



The Virtual Training Guidebook

Second Edition

How to Design, Deliver, and Implement Live Online Learning

Cindy Huggett

Definitive A-to-Z Guidebook on Virtual Training

The Virtual Training Guidebook, second edition, is a comprehensive and accessible manual for anyone who needs to create robust training solutions that solve real-world business challenges. Novices and experienced training professionals will find field-tested advice on choosing the right technology for their organization's training needs, designing and facilitating classes that help all participants level up their skills, developing more engaging activities for learners, measuring success, and turning virtual training programs into valuable contributors to talent development and the bottom line. The second edition includes:

- Step-by-step instructions for designers, facilitators, producers, administrators, and participants on how to enhance their efficiency and effectiveness
- Dozens of new and updated case studies and practical checklists, templates, and worksheets
- Expanded coverage of accessibility, hybrid learning, and immersive technologies
- A look at what's trending in global classrooms, AI, and mobile technology

Contents: Get Ready • Select Technology • Design Content • Develop Activities • Prepare Facilitators • Support Producers • Prepare Participants • Build Success Through Logistics • Measure Results • Prepare for the Future • Glossary • References

ISBN: 9781957157740 • Product Code: 112407
 Member: \$37.99 • List: \$42.99
 PB • 7 x 10 • 308 pp. • September 2024

Virtual Training Tools and Templates

Second Edition

An Action Guide to Live Online Learning

Cindy Huggett

A Complete and Practical Toolkit for Successful Virtual Training

Create the most effective virtual training solutions for your organization by using the right tools for the right learning situation. In this updated edition of *Virtual Training Tools and Templates*, online learning pioneer Cindy Huggett expands on her first edition by adding more than 80 new tools and sharing her most powerful suggestions to help training professionals create engaging virtual learning that leads to results. Whether you're a training program manager, designer, facilitator, or producer, you'll find expert guidance on selecting the right technology, working with IT colleagues, designing creative programs, developing activities, and facilitating experiences to engage and inspire learners. The new edition includes:

- 185 checklists, worksheets, questionnaires, templates, and other training and learning aids to help you provide accessible, effective virtual training
- Tips on incorporating the latest trends in hybrid, immersive, and global classrooms
- More than a dozen tools for measuring your program's success so you can move forward with confidence

Contents: Get Ready • Select Technology • Design Content • Develop Activities • Prepare Facilitators • Support Producers • Prepare Participants • Build Success Through Logistics • Measure Results • Glossary • References

ISBN: 9781957157764 • Product Code: 112408
 Member: \$39.99 • List: \$45.99
 PB • 7 x 10 • 392 pp. • September 2024

About the On a Shoestring Series

ATD's On a Shoestring series helps professionals successfully execute core training and TD topics when facing time, money, and staff constraints. Using the Build-Borrow-Buy approach to problem solve, this series is perfect for small companies with limited resources, departments of one or few, and less experienced TD professionals who need fast, inexpensive access to practical strategies that work.

E-Learning Design on a Shoestring

Marina Arshavskiy

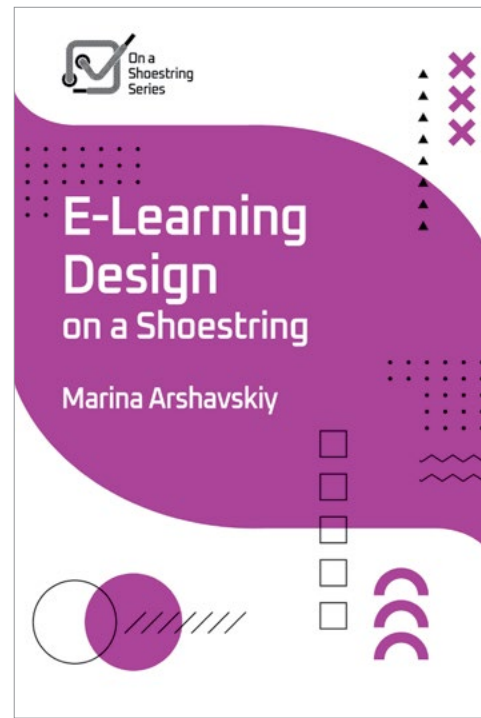
Design Effective E-Learning Courses Despite Limited Resources

E-Learning Design on a Shoestring offers talent development professionals a process for designing and developing e-learning courses without breaking the bank. E-learning expert Marina Arshavskiy provides guidance, quick tips, and shortcuts for creating meaningful asynchronous learning experiences.

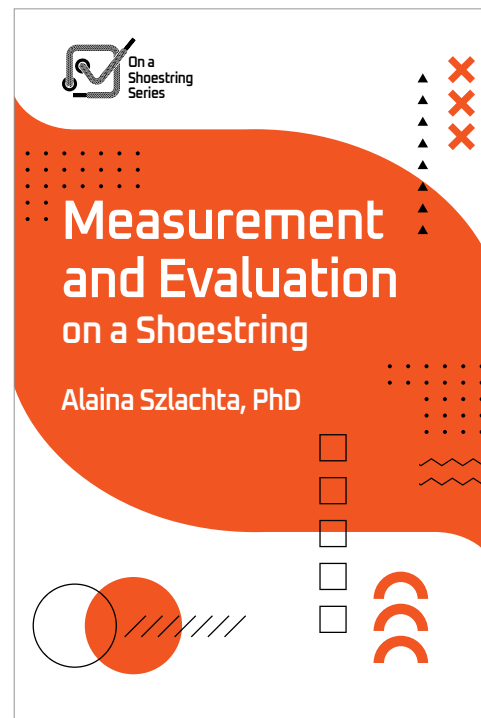
With this book, discover how to tap into learner motivation and engagement; create e-learning scripts, storyboards, and prototypes; and build inexpensive yet effective interactivity in your courses. It also guides you on saving time and money by auditing existing e-learning materials and creating reusable content. You'll learn how to manage e-learning projects efficiently, select technology that meets your course needs, and secure buy-in for current and future e-learning efforts.

Contents: Introduction • Building Your Course Design Plan, Foundation, Components, and Building Evaluation • Borrowing Existing Course Assets, Templates With Reusable Objects, and Other People's Talents • Budgeting for Time and Design, Buying Cost-Effective Tools, and Advocating for Funding • Bringing It All Together

Marina Arshavskiy is the owner of Your eLearning World, an e-learning company committed to helping organizations become more effective by creating groundbreaking, result-oriented learning solutions.



ISBN: 9781957157368 • Product Code: 112404
Member: \$21.99 • List: \$24.99
PB • 6 x 9 • 204 pp. • October 2024



ISBN: 9781957157726 • Product Code: 112406
Member: \$21.99 • List: \$24.99
PB • 6 x 9 • 212 pp. • November 2024

Measurement and Evaluation on a Shoestring

Alaina Szlachta

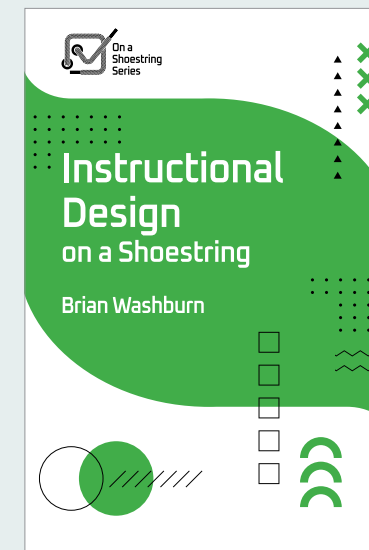
Measure Learning Impact Despite Limited Resources

Year after year, talent development professionals report that lack of time, lack of support or partnership from stakeholders, and limited budgets are key barriers to measuring and evaluating their learning programs. *Measurement and Evaluation on a Shoestring* offers TD professionals a process to measure what matters to the organization with the tools and resources they have available. M&E pro Alaina Szlachta applies the Build-Borrow-Buy approach to provide guidance, quick tips, and shortcuts for making measurement easier while still demonstrating the value and impact of organizational learning.

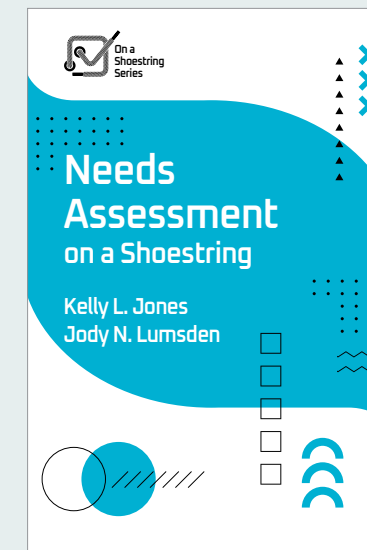
Learn to ask the right questions, brainstorm metrics to evaluate learning, and build a measurement strategy that fits your needs. It also guides you on integrating M&E into your instructional design approach from the get-go, using and analyzing data sources you might already have, building stakeholder relationships to secure buy-in, and when to look for external support and technology.

Contents: Introduction • Part 1. Building the Strategy, Data Collection, Data Analysis, and Recommendations • Part 2. Borrowing Existing Data, Time, and Talent • Part 3. Budgeting for Time, Buying Smart, Buy-In • Bringing It All Together • Tools, Templates, and a Worked Example

Alaina L. Szlachta, PhD, is the founder of and chief learning architect at By Design Development Solutions, a boutique learning design firm serving personal and professional development companies through data-enabled curriculum writing, measurement, and evaluation.



ISBN: 9781953946959
Product Code: 112403
Member: \$21.99
List: \$24.99
PB • 6 x 9
208 pp. • 2024



ISBN: 9781953946935
Product Code: 112309
Member: \$21.99
List: \$24.99
PB • 6 x 9
280 pp. • 2023

Instructional Design on a Shoestring

Brian Washburn

Expert instructional designer Brian Washburn presents a crash course in instructional design. Applying the ADDIE model, he provides guidance, quick tips, and shortcuts for designing a range of training modalities, including in person, virtual, and asynchronous, and self-guided e-learning.

Needs Assessment on a Shoestring

Kelly L. Jones and Jody N. Lumsden

Learn a process for addressing organizational needs and determining whether training is the solution. Needs assessment pros Kelly L. Jones and Jody N. Lumsden provide guidance, quick tips, and shortcuts for building a needs assessment strategy, gathering insight through data analysis, and putting forward effective solution recommendations.

TDBoK™ Guide

Second Edition

The Talent Development
Body of Knowledge

Association for Talent Development

Turn to the Definitive Resource for the Talent Development Profession

The *TDBoK™ Guide*, second edition, is a comprehensive collection of talent development (TD) concepts, definitions, methodologies, and examples that lays the foundation and guiding principles for those who develop talent in the workplace. Created by ATD in partnership with industry experts, this reference sets the gold standard for the TD profession—also known as training, corporate training, and learning and development.

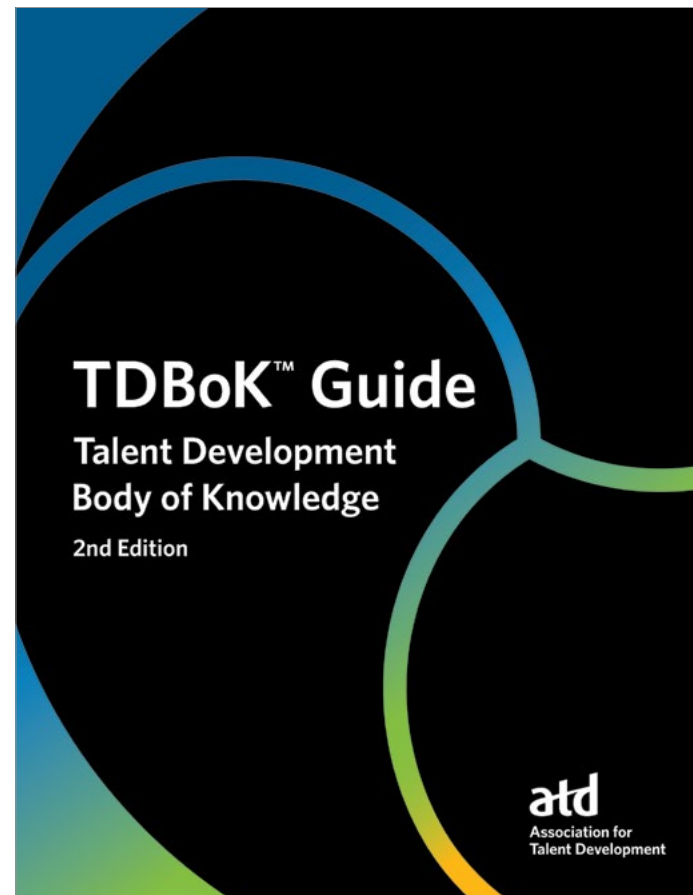
Grounded in ATD's Talent Development Capability Model™ (the framework that defines what TD practitioners need to know and do to develop themselves and others), the *TDBoK Guide* goes beyond the core foundational aspects of training and development and supports the approach that—to be most effective—TD professionals need to develop personal and professional capabilities to impact organizational capability.

Divided into three sections that align with the Capability Model's three domains—personal, professional, and organizational—the *TDBoK Guide*:

- Covers the TD field's 23 key disciplines (or capability areas)
- Includes 186 knowledge and skills statements that define best practices
- Provides a complete TD dictionary with 650 glossary terms

This second edition includes comprehensive updates based on feedback from the field, more than 100 subject matter expert contributors, and curated perspectives from thousands of publications.

The *TDBoK Guide* Advisory Board includes **Elaine Biech, Rita Bailey, Holly Burkett, John Coné, Jonathan Halls, Karl Kapp, Dana Alan Koch, Patti Phillips, and Eivind Slaaten.**



ISBN: 9781957157313 • Product Code: 112410
Member: \$114.99 • List: \$134.99
PB • 8.5 x 11 • 680 pp. • March 2024

ATD's *TDBoK Guide* is the differentiator for the field—a resource that every TD professional needs to grow in their careers, today and in the future.

Prepare for Certification With the *TDBoK Guide*

Obtain a professional talent development credential—the Associate Professional in Talent Development (APTĐ®) or the Certified Professional in Talent Development (CPTĐ®)—offered by the ATD Certification Institute and reap the benefits.

An ATD credential helps you:

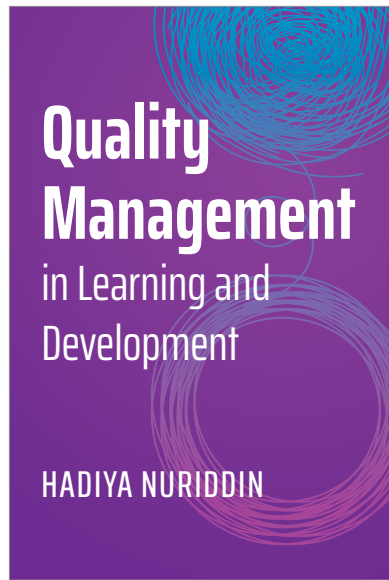
- Demonstrate professional growth.
- Validate job-specific capabilities.
- Increase job mobility and skills marketability.
- Boost confidence in job performance.
- Improve work quality and efficiency.

The *TDBoK Guide*, second edition, is a helpful resource for certification exam preparation. As a benefit of taking a certification prep course through ATD, you'll obtain digital subscription access to this resource (terms and conditions apply), making studying and exam prep even more convenient when time is of the essence.

"The TDBoK™ Guide is an incredible, comprehensive resource for talent development and L&D professionals of all levels of expertise. It is chock full of models, frameworks, and practical applications. I reference it frequently and use it to help team members shift from one area of capability to another, for coaching conversations, for career development discussions, and to help aspiring interns learn about our discipline. The TDBoK Guide is a must for the library of every TD and L&D professional!"

—Lou Tedrick, Vice President of Global Learning & Development, Verizon





Quality Management in Learning and Development

Hadiya Nuriddin

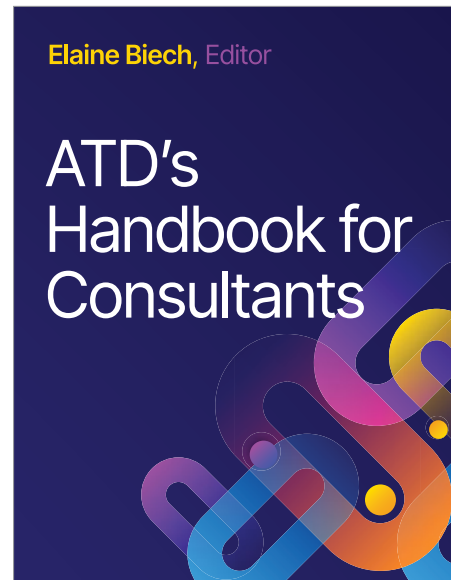
Develop a Quality Management System to Ensure Learning Products Meet the Highest Standards

Learn to define your organizational standard for quality and create your own quality management (QM) system to support it. Explore how everyone is responsible for quality and how to implement accountability guidelines and policies. Ensure everyone has the tools, templates, and support to uphold the standard's guidelines. For instructional designers and managers of the learning function, this book will help you step into a proactive process that facilitates quality and results and feel confident in a QM system that helps produce successful content from the outset.

Contents: Introduction to QM • Overview of QM Processes • The Role of QM in L&D • Defining Quality • Planning for QM • Assuring and Controlling Quality • Compliance • Questions From the Field • Appendix

Founder and Owner of Duets Learning, **Hadiya Nuriddin**, CPTD, is a trailblazer in L&D with more than 20 years of experience in ISD and development. She is the author of *StoryTraining: Shaping and Selecting Stories That Connect*.

ISBN: 9781953946607 • Product Code: 112405
Member: \$24.99 • List: \$29.99
PB • 6 x 9 • 208 pp. • 2024



ATD's Handbook for Consultants

Elaine Biech, Editor

Turn to the Definitive Guide for All Your Consulting Questions

ATD's Handbook for Consultants unpacks what it takes to run a successful consulting practice that delivers world-class solutions for clients, all with the benefits of a self-directed work life. Whether you're considering branching out on your own, you've just launched and are struggling to keep yourself afloat, or you're looking to take your business to the next level, this book will help clarify your "why" and make your transition a soft landing. Learn to set a business strategy, write winning business proposals, market your products and services, and set yourself apart from the competition. Gain perspectives from leading experts on multiple consulting career paths—from forming an independent consultancy to joining a boutique consulting practice to consulting with a large company.

Contents: Explore Consulting • Get Started • Deliver Results • Develop Business • Focus on Your Future

Elaine Biech, CPTD, president of ebb associates inc., is the author and editor of numerous books, including *ATD's Handbook for Training and Talent Development* and *The Art and Science of Training*.

ISBN: 9781957157344 • Product Code: 112402
Member \$69.99 • List \$79.99
PB • 7 x 9 • 528 pp. • 2024



Creating Training Videos

Professional Quality With a Smartphone

Jonathan Halls

Like Film School for Trainers!

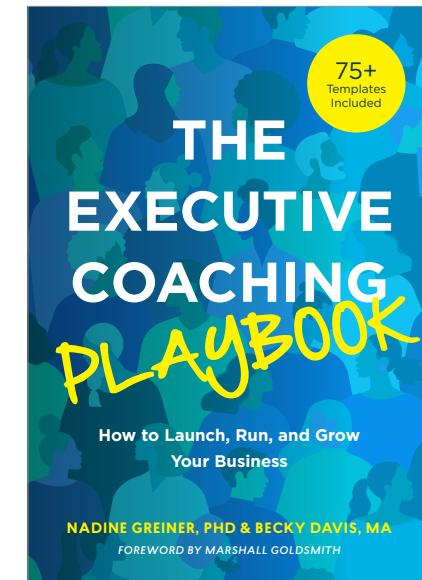
Talent development and media expert Jonathan Halls teaches you how to plan, film, and edit smart instructional content—using only a smartphone and without compromising quality and success.

In this book, you'll learn best practices for creating training videos with a smartphone; uncover how your videos can provoke learning; learn rules of film that you can apply immediately; gain a framework for mapping out the video elements for your story; and learn how to edit and manage workflow to create a powerful final product.

Contents: The Case for Video • The Learning Formula • Support Learning Through Video • Best Practices for Training Videos • Show, Don't Tell • Visual Grammar • Narrative Structure • Plan the Pictures • The Videographer's Toolkit • Film With Your Smartphone • Edit Training Videos • The Rapid Video Workflow • Systems, Stakeholders, and Processes

Formerly a learning executive with the BBC, **Jonathan Halls** has 30 years of experience as a TD and media expert. He is the author of *Rapid Video Development for Trainers*, *Rapid Media Development for Trainers*, and *Confessions of a Corporate Trainer*.

ISBN: 9781953946966 • Product Code: 112401
Member: \$29.99 • List: \$34.99
PB • 6 x 9 • 280 pp. • 2024



The Executive Coaching Playbook

How to Launch, Run, and Grow Your Business

Nadine Greiner and Becky Davis

The Turnkey Guide for Your Executive Coaching Practice

This book offers a framework for building a business with proven results for newly minted executive coaches and entrepreneurs launching executive coaching practices. Nadine Greiner shares her extensive knowledge and expertise, covering everything from the first chemistry call with a potential client to developing the business plan and marketing strategy for your brand.

The perfect companion to Greiner's *The Art of Executive Coaching*, the playbook offers 75+ downloadable templates and techniques to support your coaching endeavors, a four-step coaching process to adopt with clients, and practical advice to start and grow your business.

Contents: Begin Your Coaching Engagement • Assess Your Client • Set Goals • End the Coaching Engagement • Entrepreneurship • Define, Run, and Grow Your Business • Self-Care

Nadine Greiner, PhD, is an HR executive and author who writes about leadership, stress, and self-improvement. **Becky Davis**, MA, owner of Insight Leadership, is a TD professional with a diverse marketing, branding, coaching, and program management background.

ISBN: 9781953946829 • Product Code: 112409
Member: \$32.99 • List: \$38.99
PB • 7 x 10 • 402 pp. • 2024

TRAIN THE TRAINER COLLECTION

THE ATD WORKSHOP SERIES



This collection of volumes includes the most popular *TD at Work* guides about training and talent development in one place, provides a solid foundation or timely refresher for any training department or trainer, and helps TD professionals stay on top of industry shifts. Each volume includes 15 individual guides with practical tips and insights from L&D experts, and every guide ends with templates, checklists, questionnaires, and other resources that trainers can use in their work immediately.

The updated volumes are available for individual purchase and as part of a four-volume set. The PDF versions of all *TD at Work* guides are included in your ATD membership.

About Each Volume

Volume 1

Foundations and Delivery: Become a Successful Trainer

ISBN: 9781960231659
Product Code: 242401
Member: \$139.99 • List: \$164.99
PB • 8.5 x 11 • 274 pp. • September 2024

Volume 2

Instructional Design: Captive Your Learners

ISBN: 9781960231666
Product Code: 242402
Member: \$139.99 • List: \$164.99
PB • 8.5 x 11 • 269 pp. • September 2024

Volume 3

Training Programs: Create a Culture of Learning and Maximize Your Organization's Potential

ISBN: 9781960231680
Product Code: 242403
Member: \$139.99 • List: \$164.99
PB • 8.5 x 11 • 270 pp. • September 2024

Volume 4

Measurement and Evaluation: Demonstrate Your Program's Impact and Value

ISBN: 9781960231703
Product Code: 242404
Member: \$139.99 • List: \$164.99
PB • 8.5 x 11 • 270 pp. • September 2024

Member Bundle Price: \$475.97

List Bundle Price: \$560.97

Bundle Product Code: 242405



The ATD Workshop Series is written for trainers by trainers. Each book includes all the activities, handouts, tools, and assessments you need to create and deliver powerful, effective training.

You can also order the series as a bundle! The bundle offers 13 printed ATD Workshop books at 15 percent off. Save more than \$100 on the ATD retail or member price.

Member Bundle Price: \$671.02

List Bundle Price: \$781.52

Product Code: 142107

Change Management Training

ISBN: 9781607280873
Product Code: 111610
Member: \$59.95 • List: \$69.95

Coaching Training

ISBN: 9781562869670
Product Code: 111502
Member: \$59.95 • List: \$69.95

Communication Skills Training

ISBN: 9781562869656
Product Code: 111420
Member: \$59.95 • List: \$69.95

Customer Service Training

ISBN: 9781562869687
Product Code: 111503
Member: \$59.95 • List: \$69.95

Emotional Intelligence Training

ISBN: 9781607280989
Product Code: 111609
Member: \$69.95 • List: \$74.95

Facilitation Skills Training

ISBN: 9781607280996
Product Code: 111701
Member: \$64.99 • List: \$74.99

Leadership Training

ISBN: 9781562869663
Product Code: 111501
Member: \$59.95 • List: \$69.95

New Employee Orientation Training

ISBN: 9781562869700
Product Code: 111505
Member: \$59.95 • List: \$69.95

Management Development Training

ISBN: 9781952157646
Product Code: 112107
Member: \$64.99 • List: \$74.99

New Supervisor Training

ISBN: 9781562869694
Product Code: 111504
Member: \$59.95 • List: \$69.95

Presentation Skills Training

ISBN: 9781562865832
Product Code: 111619
Member: \$59.95 • List: \$69.95

Project Management Training

ISBN: 9781607280965
Product Code: 111607
Member: \$59.95 • List: \$69.95

Time Management Training

ISBN: 9781607280927
Product Code: 111608
Member: \$59.95 • List: \$69.95

Communication Skills Virtual Training*

ISBN: 9781952157714
Product Code: 112117
Member: \$64.99 • List: \$74.99

*Not included in the Workshop Series bundle.

10 STEPS SERIES

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



ISBN: 9781949036480
Product Code: 111909
Member: \$19.99
List: \$21.99
PB • 6 x 9
224 pp. • 2019

10 Steps to Successful Mentoring

Wendy Axelrod

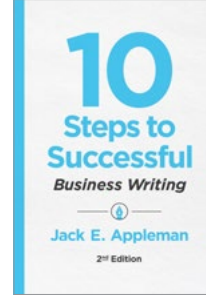


ISBN: 9781949036206
Product Code: 111908
Member: \$17.99
List: \$19.99
PB • 6 x 9
168 pp. • 2019

10 Steps to Be a Successful Manager

Second Edition

Lisa Haneberg



ISBN: 9781947308305
Product Code: 111716
Member: \$17.99
List: \$19.99
PB • 6 x 9
232 pp. • 2017

10 Steps to Successful Business Writing

Second Edition

Jack E. Appleman

Save with the seven-book bundle, which includes business writing, mentoring, facilitation, presentations, coaching, managing, budgeting, and facilitating. Product Code: 142006 • Member: \$112.07 • List: \$123.97

THE ATD SOFT SKILLS SERIES



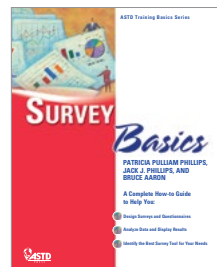
Jack Harlow, Editor

Develop Soft Skills and Gain Hard Value

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

TRAINING BASICS SERIES

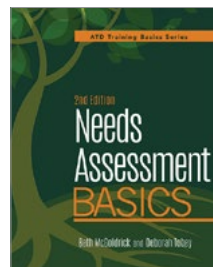
The ATD Training Basics series covers the fundamentals of training. Discover theories, concepts, and practical applications in a range of topics, including training design, needs assessment, virtual training, evaluation, and facilitation.



ISBN: 9781562868093
Product Code: 111319
Member: \$24.95
List: \$29.95
PB • 7.5 x 9.5
288 pp. • 2013

Survey Basics

Patricia Pulliam Phillips,
Jack J. Phillips, and
Bruce Aaron

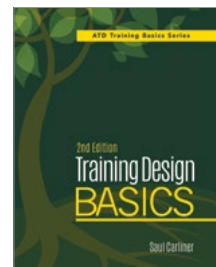


ISBN: 9781947308640
Product Code: 111622
Member: \$24.99
List: \$29.99
PB • 7.5 x 9.5
184 pp. • 2016

Needs Assessment Basics

Second Edition

Beth McGoldrick and
Deborah D. Tobey



ISBN: 9781562869250
Product Code: 111507
Member: \$24.99
List: \$29.99
PB • 7.5 x 9.5
232 pp. • 2015

Training Design Basics

Second Edition

Saul Carliner

Save with the 12-volume bundle, which covers training, facilitation, performance, coaching, evaluation, needs assessment, virtual training, job aid, ROI, technical training, succession planning, and adult learning basics. Product Code: 141618 • Member: \$250.54 • List: \$299.84

Adaptability in Talent Development

Esther Jackson

ISBN: 9781952157516
Product Code: 112110
Member: \$12.99 • List: \$14.99
PB • 5.25 x 8 • 160 pp. • 2021

Emotional Intelligence in Talent Development

Patrick Malone

ISBN: 9781952157493
Product Code: 112109
Member: \$12.99 • List: \$14.99
PB • 5.25 x 8 • 136 pp. • 2021

Creativity in Talent Development

Donna Porter and
Nancy Tennant

ISBN: 9781952157608
Product Code: 112112
Member: \$12.99 • List: \$14.99
PB • 5.25 x 8 • 184 pp. • 2021

Teamwork in Talent Development

Thane Bellomo

ISBN: 9781952157660
Product Code: 112113
Member: \$12.99 • List: \$14.99
PB • 5.25 x 8 • 152 pp. • 2021

Member Bundle Price: \$55.21

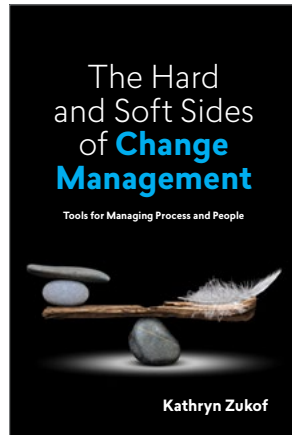
List Bundle Price: \$63.71

Product Code: 142106

Influence in Talent Development

Vivian Blade

ISBN: 9781952157530
Product Code: 112111
Member: \$12.99 • List: \$14.99
PB • 5.25 x 8 • 200 pp. • 2021



The Hard and Soft Sides of Change Management

Tools for Managing Process and People

Kathryn Zukof

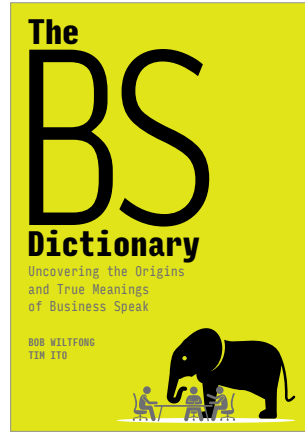
Offers practices and approaches to help you and your organization roll out, receive, and manage change

effectively by integrating both the process (or the “hard”) side and the people (or the “soft”) side of change. Learn to find the sweet spot between the two to help you and your organization tackle change challenges.

ISBN: 9781950496877 • Product Code: 112105

Member: \$28.99 • List: \$32.99

PB • 6 x 9 • 340 pp. • 2021



The BS Dictionary

Uncovering the Origins and True Meanings of Business Speak

Bob Wiltfong and Tim Ito

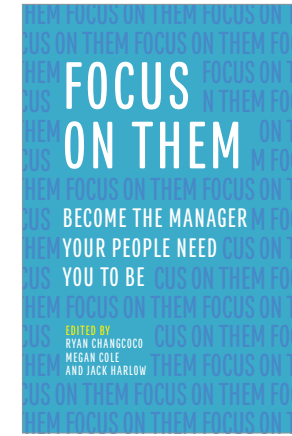
Provides the real-world definitions to about 300 of

the world’s most commonly used business terms and gives the origin story for each one. Get language clarity and have fun learning the full etymology of favorite phrases that might be misused or misunderstood. If you are interested in language, business speak, writing, or trivia knowledge, this book is for you!

ISBN: 9781950496167 • Product Code: 112010

Member: \$16.99 • List: \$19.99

PB • 5.25 x 7.5 • 340 pp. • 2020



Focus on Them

Become the Manager Your People Need You to Be

Ryan Changcoco, Megan Cole, and Jack Harlow

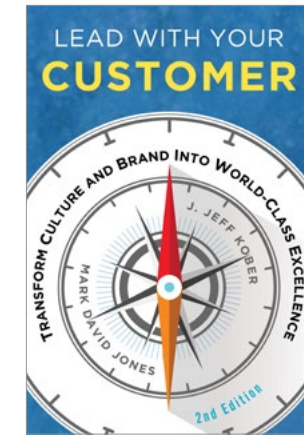
Perfect the skills you need to excel as a manager by adopting ATD’s management framework, the ACCEL

Model—accountability, communication, collaboration, engagement, and listening and assessing. Each chapter is written by a leader in management and talent development and focuses on one of the five skills managers need. Boost your ACCEL skills and signal to your employees that you care about their development.

ISBN: 9781562868710 • Product Code: 111817

Member: \$23.99 • List: \$27.99

PB • 6 x 9 • 208 pp. • 2018



Lead With Your Customer

Second Edition
Transform Culture and Brand Into World-Class Excellence

Mark David Jones and J. Jeff Kober

The authors offer key success tools all world-class organizations

have in common and explain how your organization can adopt them. Jones and Kober provide benchmark practices to guide you and detail how world-class organizations consider each person inside and around the organization as their “customer.” This edition includes examples from IKEA, Harley-Davidson, Southwest Airlines, Ritz-Carlton, and Disney.

ISBN: 9781947308848 • Product Code: 111905

Member: \$24.95 • List: \$29.95

PB • 6 x 9 • 272 pp. • 2019



The Building Blocks of Sales Enablement

Mike Kunkle

Mike Kunkle lays out a formalized strategy for what a sales enablement practice is and requires for optimal results. Use his easy-to-apply building blocks framework

to navigate challenges, measure successes, and determine a path forward to improving business outcomes of sales enablement projects. This book is for senior sales leaders and sales enablement leaders who are starting or evolving a sales enablement function as well as for struggling sales practitioners to use as a diagnostic tool and road map.

ISBN: 9781952157622 • Product Code: 112104

Member: \$21.99 • List: \$24.99

PB • 6 x 9 • 184 pp. • 2021



Proving the Value of Soft Skills

Measuring Impact and Calculating ROI

Jack J. Phillips, Patti P. Phillips, and Rebecca Ray

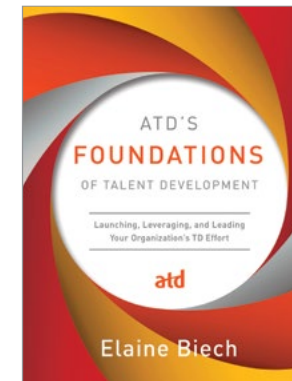
This book reveals how to use the ROI Methodology to clearly show the impact

and ROI of your soft skills programs. The authors guide you through an easy-to-apply process that includes business alignment, design, evaluation, data collection, and communicating results. You’ll also gain job aids, sample plans, and detailed case studies.

ISBN: 9781950496631 • Product Code: 112207

Member: \$34.99 • List: \$39.99

PB • 6 x 9 • 328 pp. • 2020



ATD’s Foundations of Talent Development

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

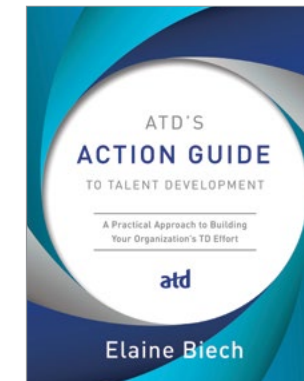
Elaine Biech

Elaine Biech presents a road map to help TD leaders navigate everything from developing your talent development strategy, creating an operating plan, and reinforcing your organization’s TD mindset to design and delivery, measurement and evaluation, and preparing for the future. Gain advice from dozens of TD expert contributors and subject matter experts.

ISBN: 9781562868437 • Product Code: 111814

Member: \$101.95 • List: \$119.95

HC • 7 x 9 • 656 pp. • 2018



ATD’s Action Guide to Talent Development

A Practical Approach to Building Your Organization’s TD Effort

Elaine Biech

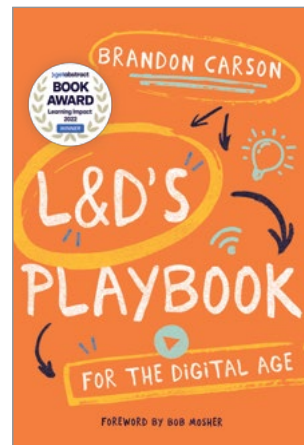
This book follows an eight-step framework for defining your organization’s learning foundation through to preparing for the future. The genesis stems from theory but presents real-world application and action. Biech culls the knowledge and experience of university educators and researchers that organizational experts have relied on for years as well as industry practitioners and L&D luminaries.

ISBN: 9781949036220 • Product Code: 111823

Member: \$69.95 • List: \$84.95

PB • 7 x 9 • 528 pp. • 2018

LEADERSHIP AND LEADERSHIP DEVELOPMENT



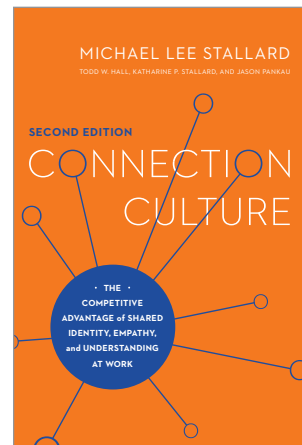
L&D's Playbook for the Digital Age

Brandon Carson

Brandon Carson urges L&D to take a more proactive role in enabling the workforce. Learn how to create a new L&D playbook to develop employee skills and abilities and navigate the radical and complex

transformation the digital age demands. Winner of the 2022 getAbstract International Book Award for Learning Impact.

ISBN: 9781952157585 • Product Code: 112115
Member: \$29.99 • List: \$34.99
PB • 6 x 9 • 192 pp. • 2021



Connection Culture

Second Edition

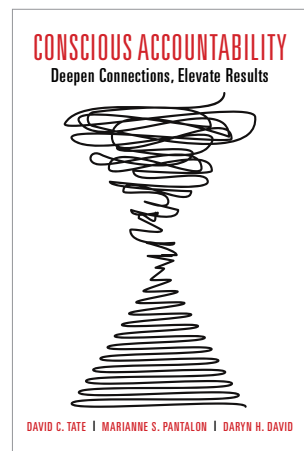
The Competitive Advantage of Shared Identity, Empathy, and Understanding at Work

Michael Lee Stallard

Inspiring and practical, this book challenges you to set

the performance bar high by fostering a connection culture; emulating best practices of connected teams; and boosting vision, value, and voice within your organization. You'll benefit from research-supported theories about the relationship of stress and loneliness and examples and profiles of great leaders communicating during crisis.

ISBN: 9781950496525 • Product Code: 112015
Member: \$15.99 • List: \$18.99
PB • 6 x 9 • 256 pp. • 2020



Conscious Accountability

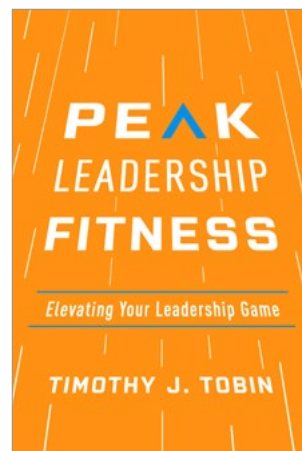
Deepen Connections, Elevate Results

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

Yale faculty, psychologists, and leadership consultants invite you to think about yourself and

your working relationships more completely and integrate a practice of conscious accountability in your daily life. Use the conscious accountability CONNECT framework to better engage with your employees, team members, and peers for more meaningful connections and to realize team and organizational goals.

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



Peak Leadership Fitness

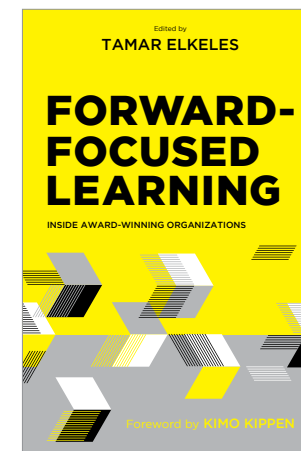
Elevating Your Leadership Game

Timothy J. Tobin

Tim Tobin invites you to share the lessons he has learned at the intersection of physical and leadership fitness. With the encouraging style of a trainer-coach, Tobin shares his four

fitness principles to become leadership-fit. Grounded in L&D and leadership research, this book is written for today's and tomorrow's leaders facing time constraints, an overcrowded leadership development landscape, and uncertainty about where to start.

ISBN: 99781947308763 • Product Code: 111903
Member: \$21.99 • List: \$24.99
PB • 5.5 x 8.25 • 176 pp. • 2019



Forward-Focused Learning

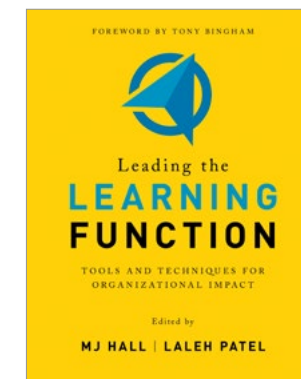
Inside Award-Winning Organizations

Edited by Tamar Elkeles

Peek behind the curtain to see how other companies are using learning to develop their employees and their business. This book features companies

that are proactive about looking for ways to grow, build, and learn, offering lessons for being the most innovative, aligned to business needs, and strategic. Organized around themes of vision, people, and process, this book is your key to gaining a seat at the table.

ISBN: 9781950496679 • Product Code: 112003
Member: \$25.99 • List: \$29.99
PB • 6 x 9 • 180 pp. • 2020



Leading the Learning Function

Tools and Techniques for Organizational Impact

Edited by MJ Hall and Laleh Patel

Tapping the actual experiences of senior leaders, this book covers best practices, tools, techniques, and processes that successful business leaders use to develop, build, and implement their personal leadership skill sets. Obtain insights and guidance for setting direction, managing processes, leading and developing people, making an impact, collaborating with stakeholders, using technology for learning, and innovating.

ISBN: 9781950496617 • Product Code: 112009
Member: \$37.99 • List: \$42.99
PB • 7 x 9 • 368 pp. • 2020



atd Talent Development Leader

Content | Community | Capabilities

Stay on top of talent development thought leadership with the monthly *Talent Development Leader* newsletter, offering articles, webinars, research, podcasts, and more on key and trending topics TD executives and leaders need to advance themselves, their team, and their organizations.

Sign up today.

LEADERSHIP AND LEADERSHIP DEVELOPMENT

Stay on top of the latest research in the talent development field.

ATD's extensive library of easy-to-read and user-friendly reports—featuring dozens of graphs, charts, and tables—helps organizations make data-driven decisions.



FREE Download

Bridging the Skills Gap
Product Code: 792404



New Employee Onboarding
Product Code: 192407

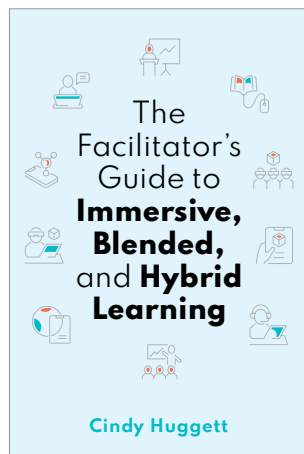


FREE Case Studies

Making the Case for Investing in Talent Development
Product code: 792406

For more information, visit [ATD Research](https://www.atdresearch.com).

LEARNING TECHNOLOGY



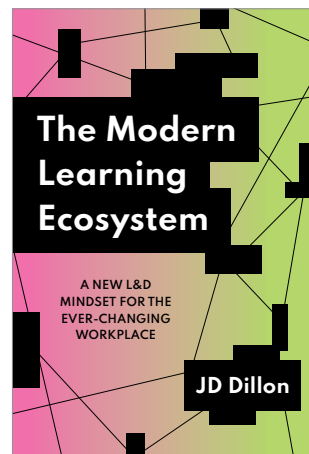
The Facilitator's Guide to Immersive, Blended, and Hybrid Learning

Cindy Huggett

Explore the role of the facilitator in immersive, blended, and hybrid learning environments. Cindy Huggett offers cutting-edge insights

and practical advice on how facilitators can make programs effective and engaging in any scenario and introduces the new learning experience facilitator role and the skills needed for success in today's modern learning environments.

ISBN: 9781950496693 • Product Code: 112211
Member: \$28.99 • List: \$32.99
PB • 6 x 9 • 232 pp. • 2022



The Modern Learning Ecosystem

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

Get step-by-step instructions for architecting a disruption-ready learning ecosystem that helps employees solve today's biggest

problems while building the knowledge and skills needed to seize tomorrow's opportunities. Inspired by decades of operations and talent development experience with the world's most dynamic companies, JD Dillon challenges the traditional L&D mindset with a tried-and-true framework that makes right-fit support a meaningful part of the everyday workflow.

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



Next Level Virtual Training

Advance Your Facilitation

Diana L. Howles

Discover the Virtual Trainer Capability Model, which identifies eight areas of expertise for the top virtual professional. This book guides you in developing the specific

knowledge and skills to facilitate online interactivity, manage multitasking, become technically fluent, oversee logistics and troubleshooting, leverage your voice, and engage virtual learners. This book is about actionable tips, strategies, and techniques rather than only the technologists.

ISBN: 9781953946034 • Product Code: 112203
Member: \$32.99 • List: \$38.99
PB • 6 x 9 • 406 pp. • 2022



Producing Virtual Training, Meetings, and Webinars

Master the Technology to Engage Participants

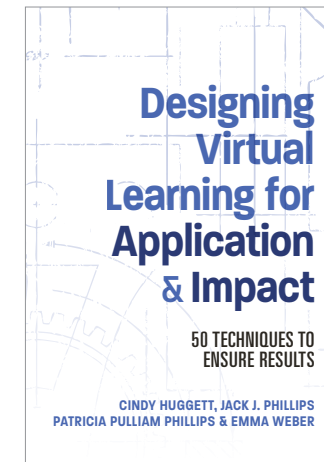
Kassy LaBorie

Kassy LaBorie guides you through the important production knowledge and

skills a trainer needs to master to produce virtual events while delivering engaging training, productive meetings, and captivating webinars. Using examples from and discussing differences among common virtual conferencing platforms, LaBorie offers a plan of action for conquering just about any platform and troubleshooting potential problems.

ISBN: 9781950496259 • Product Code: 112013
Member: \$28.99 • List: \$32.99
PB • 6 x 9 • 228 pp. • 2020

LEARNING TECHNOLOGY



Designing Virtual Learning for Application and Impact

50 Techniques to Ensure Results

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

TD practitioners can use

this guidebook to ensure that their online programs achieve measurable results beyond the virtual classroom and demonstrate that learning is an investment, rather than merely an expense. Leverage 50 practical techniques for delivering on-the-job application of learning and a positive impact on business results.

ISBN: 9781953946775 • Product Code: 112308
Member: \$32.99 • List: \$38.99
PB • 7 x 10 • 248 pp. • 2023



Interact and Engage

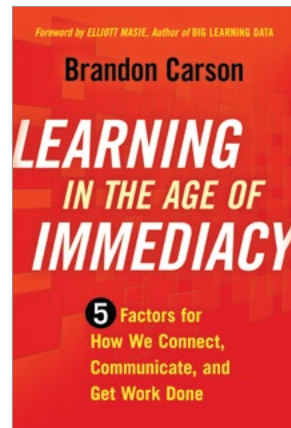
Second Edition

75+ Activities for Virtual Training, Meetings, and Webinars

Kassy LaBorie and Tom Stone

This book offers more than 75 activities as well as tips and strategies to help you create effective online learning and masterful meetings and webinars. The featured activities range from warmups and icebreakers to closers and celebrations, and everything in between. In addition, the appendix provides two capability models for virtual facilitators and producers.

ISBN: 9781953946409 • Product Code: 112209
Member: \$32.99 • List: \$38.99
PB • 7.5 x 9.25 • 302 pp. • 2022



Learning in the Age of Immediacy

5 Factors for How We Connect, Communicate, and Get Work Done

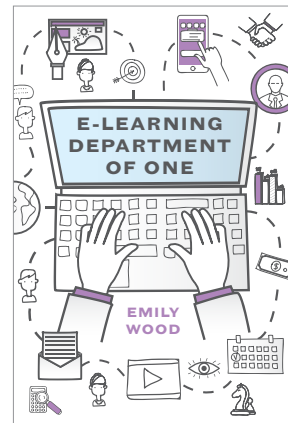
Brandon Carson

Through case studies and interviews with industry experts, the author shows

how technologies like automation, the cloud, mobile, big data, and the internet continue to affect training design, delivery, and evaluation. The book provides practical advice to integrate these technologies into your learning strategy, helping you answer key questions: What will the workforce you support look like in the future? Do you have a mobile strategy for learning? How will you use the emerging practice of data science?

ISBN: 9781562867690 • Product Code: 111711

Member: \$29.99 • List: \$34.99
PB • 6 x 9 • 184 pp. • 2017



E-Learning Department of One

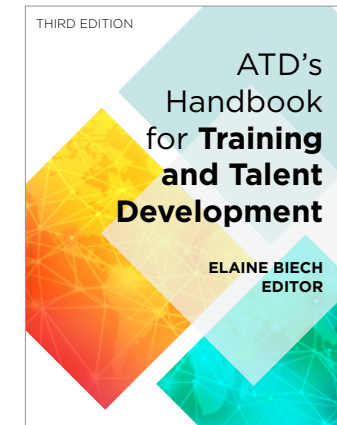
Emily Wood

This book provides effective shortcuts to create quality products when faced with limited resources, help, and time. These design and development hacks include

how to manage complex content using a storyboard; decide which authoring tool fits your budget; gather and organize feedback data from pilot tests; and ensure that your product meets accessibility requirements.

ISBN: 9781947308824 • Product Code: 111813

Member: \$29.99 • List: \$35.99
PB • 6 x 9 • 200 pp. • 2018



ATD's Handbook for Training and Talent Development

Third Edition

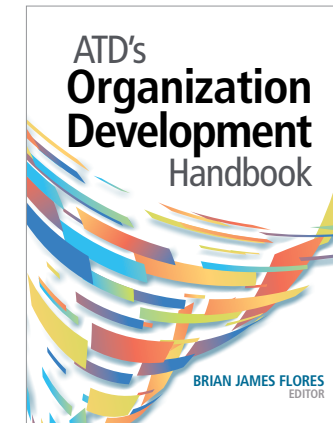
Elaine Biech, Editor

Elaine Biech offers an up-to-date view of the growing roles of TD professionals, the changing world of work, and

the critical need for business alignment. This book provides an in-depth exploration into growing professional expertise and personal skills, virtual learning and remote work, trends affecting TD, managing organizational and career change, growing roles in TD, and understanding organizational impact and business alignment. It includes contributions from 100+ expert practitioners, 57 chapters, and 100+ online tools.

ISBN: 9781953946348 • Product Code: 112206

Member: \$114.99 • List: \$134.99
PB • 7 x 9 • 960 pp. • 2022



ATD's Organization Development Handbook

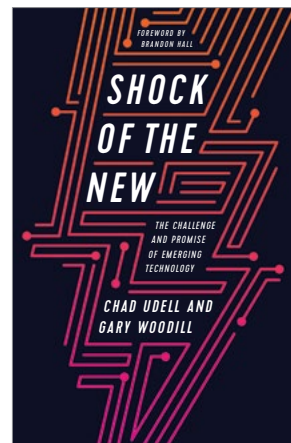
Brian James Flores, Editor

Brian Flores and 17 experts (from L&D, OD, or both) have joined forces to create this tactical hands-on book

for those in L&D who are looking to make that first step into organization development or those who are a one-person band doing both. This first book of its kind to address OD from the TD and, specifically, L&D perspective teaches you how to apply the foundations of OD to your multiculturalism, upskilling and reskilling, soft skills development, and succession planning processes and programs.

ISBN: 9781953946546 • Product Code: 112301

Member: \$54.99 • List: \$64.99
PB • 7 x 9 • 336 pp. • 2023



Shock of the New

The Challenge and Promise of Emerging Technology

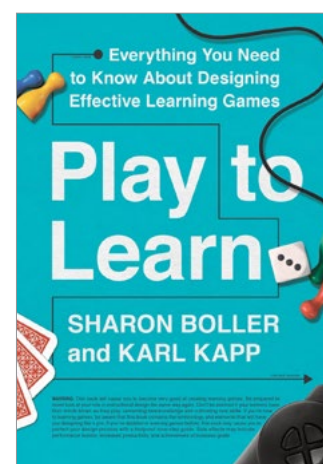
Chad Udell and Gary Woodill

Learn a new framework for anticipating emerging learning technologies, including six key perspectives you should

consider with any new technology. This book discusses how emerging technologies will help us make sense of our increasingly complex world and provides an approach you can apply to any new tech coming your way.

ISBN: 9781947308800 • Product Code: 111904

Member: \$31.95 • List: \$36.95
PB • 6 x 9 • 256 pp. • 2019



Play to Learn

Everything You Need to Know About Designing Effective Learning Games

Sharon Boller and Karl M. Kapp

Learn to bridge the gap between instructional design and game design to improve your game literacy and

strengthen crucial game design skills. This book shows you how to link game design to your business needs and learning objectives, test your prototype and refine your design, and deploy your game to motivate and excite learners.

ISBN: 9781562865771 • Product Code: 111705

Member: \$39.99 • List: \$45.99
PB • 7 x 10 • 168 pp. • 2017



10 Steps to Successful Coaching

Second Edition

Sophie Oberstein

Sophie Oberstein's meaningful advice will help you embrace and elevate your existing coaching skills by drawing on your strengths as a leader, colleague, or employee to bring

out the strengths of others. This book is an entry point for anyone who wants—or has been asked—to do some formal or informal coaching, as well as anyone who wants to infuse day-to-day interactions in the workplace with a powerful new skill: development through coaching.

ISBN: 9781950496204 • Product Code: 112012

Member: \$19.99 • List: \$21.99
PB • 6 x 9 • 308 pp. • 2020



Digital You

Real Personal Branding in the Virtual Age

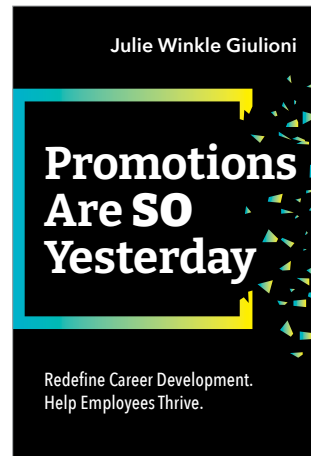
William Arruda

Discover the 21st-century world of personal branding and learn how to define, express, and expand your personal brand for the virtual world. This book is a deep dive into understanding

and defining your unique promise of value: making a great first impression, mastering multimedia, and, ultimately, expanding your network and promoting thought leadership. You'll learn how to develop, design, and sustain a personal brand throughout the fluid movements of your career.

ISBN: 9781949036756 • Product Code: 111902

Member: \$16.99 • List: \$18.99
PB • 6 x 9 • 232 pp. • 2019



Promotions Are So Yesterday

Redefine Career Development. Help Employees Thrive.

Julie Winkle Giulioni

Filled with practical advice and nearly 100 questions to spark reflection and productive dialogue, this book offers a

new approach for developing your employees' careers and helping them thrive in a company when promotions are not readily available. Discover an easy-to-apply framework of seven alternative dimensions of development that will engage your employees—dynamic opportunities for growth that are completely within your control as a manager.

ISBN: 9781952157738 • Product Code: 112202

Member: \$15.99 • List: \$18.99

PB • 6 x 9 • 176 pp. • 2022



Mentoring Programs That Work

Jenn Labin

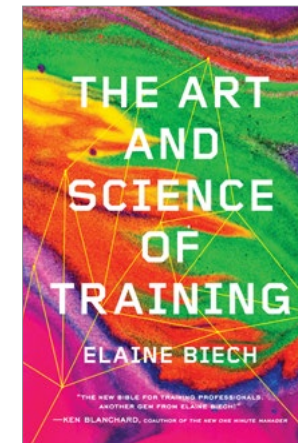
Whether for recruitment or retention of employees, mentoring is one of the most powerful tools of talent development. Get a step-by-step approach for navigating the early

phases of mentoring program alignment all the way through program launch and measurement. This book will help your organization succeed by building mentoring programs that connect people and inspire learning transfer.

ISBN: 9781562864583 • Product Code: 111714

Member: \$28.99 • List: \$32.99

PB • 7 x 10 • 172 pp. • 2017



The Art and Science of Training

Elaine Biech

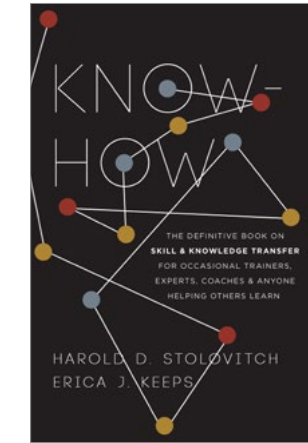
This bestselling book shows you how to blend content mastery and audience insight to deliver planned (and unplanned) training experiences. Discover how top facilitators put learners first,

even when faced with exceptions to the rule: the unwilling learner, the uninformed supervisor, the inappropriate delivery medium, and the unmanageable performance challenge. Learn why you must understand people, not only content, to ensure consistently exceptional learning experiences.

ISBN: 9781607280941 • Product Code: 111615

Member: \$29.99 • List: \$34.99

PB • 6 x 9 • 304 pp. • 2016



Know-How

The Definitive Book on Skill & Knowledge Transfer for Occasional Trainers, Experts, Coaches & Anyone Helping Others Learn

Harold D. Stolovitch and Erica J. Keeps

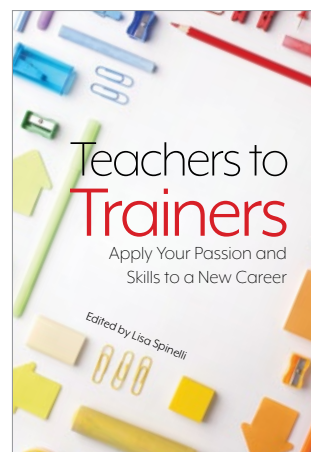
Turn your know-how into

someone else's know-how-to and discover what you need to quickly get people learning and up-to-speed. These 12 chapters each focus on a single theme and are sequenced like stepping-stones to help you understand how to best transfer know-how to those who learn from you.

ISBN: 9781950496273 • Product Code: 112014

Member: \$16.99 • List: \$19.99

PB • 6 x 9 • 162 pp. • 2020



Teachers to Trainers

Apply Your Passion and Skills to a New Career.

Lisa Spinelli, Editor

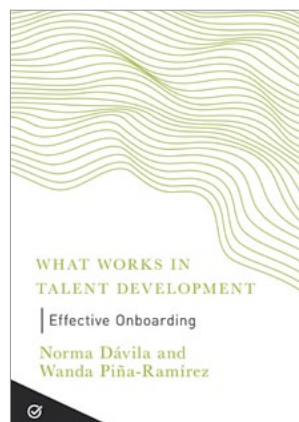
This book introduces K-12 teachers to the education system of adult learning and career opportunities in the talent development

industry. It identifies transferable skills, provides job market research, addresses resume creation, and provides next steps for teachers interested in making the career transition. TD professionals (once teachers) recount stories of their career switches and provide resources for making the change.

ISBN: 9781952157141 • Product Code: 112016

Member: \$16.99 • List: \$19.99

PB • 6 x 9 • 206 pp. • 2020



Effective Onboarding

Norma Dávila and Wanda Piña-Ramírez

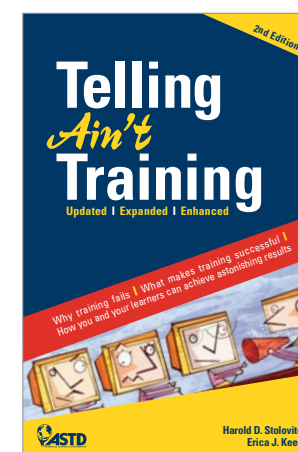
The authors offer a simple-to-follow path to design, revise, or expand your company's onboarding program and offer a single source for onboarding best practices, job aids,

templates, and checklists. This book also includes examples and stories based on real-life situations that the authors have encountered in their practice to help you create a program that's right for your organization.

ISBN: 9781947308602 • Product Code: 111810

Member: \$29.99 • List: \$34.99

PB • 7 x 10 • 200 pp. • 2018



Telling Ain't Training

Updated, Expanded, Enhanced
Second Edition

Harold D. Stolovitch and Erica J. Keeps

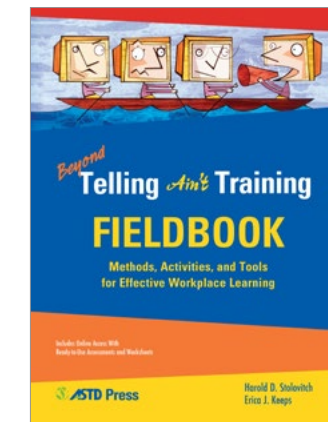
A must-have for trainers, this essential book has practical, learner-focused approaches for L&D professionals. Full of

myth-busting research and ready-to-use tools, this resource engages the reader and teaches trainers how to avoid telling in favor of more interactive training.

ISBN: 9781562867010 • Product Code: 111109

Member: \$32.99 • List: \$38.99

PB • 7 x 10 • 312 pp. • 2011



Beyond Telling Ain't Training Fieldbook

Methods, Activities, and Tools for Effective Workplace Learning

Harold D. Stolovitch and Erica J. Keeps

A field companion to *Telling Ain't Training*, this book includes a detailed action plan and support materials to help you transform "telling" to "training." This resource features a fun, interactive format and easy-to-navigate icons, along with worksheets, assessments, and tools.

ISBN: 9781562864033 • Product Code: 110507

Member: \$32.99 • List: \$38.99

PB • 6 x 9 • 168 pp. • 2005



Diversity, Equity, and Inclusion for Trainers

Fostering DEI in the Workplace

Maria Morukian

This book provides the guidance you need to develop the knowledge and skills required for DEI training.

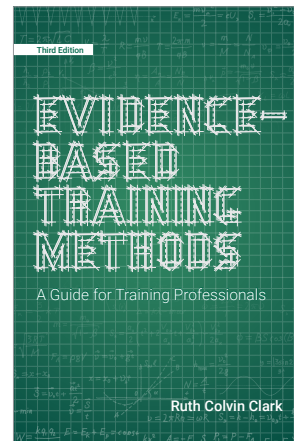
Maria Morukian covers the

historical underpinnings and rationale for DEI work; takes you through the process of organizational assessment, design, and delivery; and offers strategies for embedding DEI and promoting sustainability through collaborative practices and dialogues, allowing you to develop and understand your own identity lenses and biases.

ISBN: 9781953946058 • Product Code: 112204

Member: \$23.99 • List: \$27.99

PB • 6 x 9 • 320 pp. • 2022



Evidence-Based Training Methods

Third Edition

A Guide for Training Professionals

Ruth Colvin Clark

Learn to incorporate evidence and learning psychology into program design, development, and delivery decisions. This new edition provides updated

information and related research on the effectiveness of digital games in training.

ISBN: 9781949036572 • Product Code: 111914

Member: \$34.99 • List: \$39.99

PB • 6 x 9 • 432 pp. • 2019



Facilitation in Action

Finding Your Authentic Training Style

Carrie Addington, Jared Douglas, Nikki O'Keeffe, and Darryl Wyles

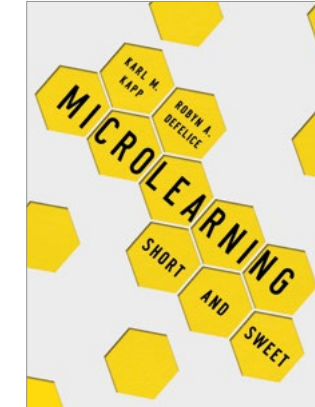
Four master facilitators provide tips, lessons, and stories rooted

in hands-on application from their experiences leading ATD's education programs and delivering training in industries from government and healthcare to marketing and beauty. Learn how to develop a facilitation mindset that identifies what learners need to be successful before, during, and after training.

ISBN: 9781953946362 • Product Code: 112207

Member: \$25.99 • List: \$29.99

PB • 6 x 9 • 228 pp. • 2022



Microlearning

Short and Sweet

Karl M. Kapp and Robyn A. Defelice

Go beyond the hypothetical and get tips on putting microlearning into action. With this primer, you can follow a well-designed plan to design an individual

product or a series of learning solutions. The authors share case studies and guide you through how, when, and why to design, develop, implement, and evaluate microlearning.

ISBN: 9781949036732 • Product Code: 111915

Member: \$21.99 • List: \$24.99

PB • 5.25 x 7.25 • 200 pp. • 2019



Aligning Instructional Design With Business Goals

Make the Case and Deliver Results

Kristopher J. Newbauer

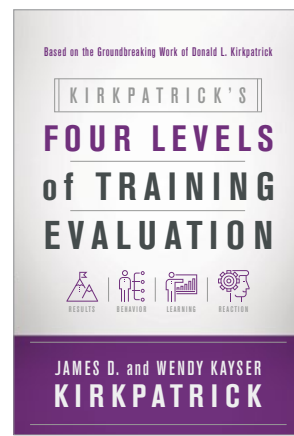
Rethink how to design instruction to meet bottom-line business goals. With his eight-

step framework for measurement and evaluation-focused instructional design, Kris Newbauer offers a straightforward process for helping instructional designers and TD leaders demonstrate ROI and actualize their value. Improve your business acumen by adopting the language of your business leaders.

ISBN: 9781953946577 • Product Code: 112304

Member: \$24.99 • List: \$29.99

PB • 6 x 9 • 208 pp. • 2023



Kirkpatrick's Four Levels of Training Evaluation

James D. Kirkpatrick and Wendy Kayser Kirkpatrick

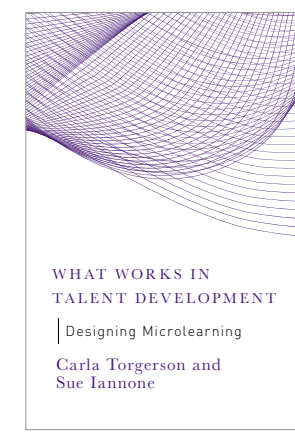
Delve into the New World Kirkpatrick Model, a powerful training evaluation methodology that melds

people with metrics. This book provides a comprehensive blueprint for implementing the model in a way that truly maximizes your business's results. Using these innovative concepts, principles, techniques, and case studies, you can better train people, improve the way you work, and, ultimately, help your organization meet its most crucial goals.

ISBN: 9781607280088 • Product Code: 111614

Member: \$24.99 • List: \$29.99

PB • 7 x 10 • 256 pp. • 2016



Designing Microlearning

Carla Torgerson and Sue Iannone

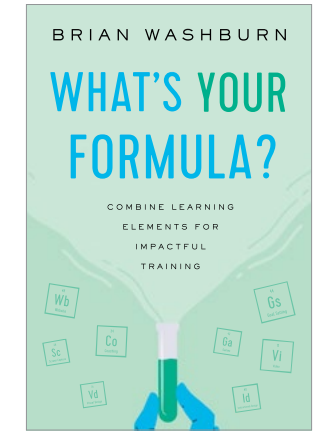
This guide for practitioners covers the four main uses for microlearning: preparation before a learning event, follow-up to support a learning event, stand-alone

training, and performance support. It introduces MILE (the MicroLearning Design model), which outlines the details of creating a microlearning resource or program. It also includes case studies, tips, and resources, and more than 20 job aids, checklists, and worksheets.

ISBN: 9781950496129 • Product Code: 111919

Member: \$29.99 • List: \$34.99

PB • 7 x 10 • 240 pp. • 2019



What's Your Formula?

Combine Learning Elements for Impactful Training

Brian Washburn

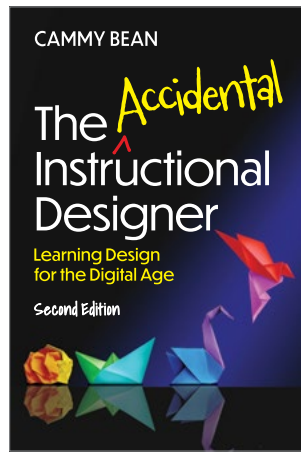
Brian Washburn offers a simple yet elegant periodic table of 50 learning elements, which he modeled on the original

periodic table of chemical properties. Metaphors for the tools and strategies in the field of learning design, these elements, when combined, have the potential to create powerful learning experiences. Whether you're an experienced learning designer or new to the field, this book inspires with new ideas and ways to organize the design of your learning programs.

ISBN: 9781952157479 • Product Code: 112108

Member: \$24.99 • List: \$29.99

PB • 6 x 9 • 248 pp. • 2021



The Accidental Instructional Designer

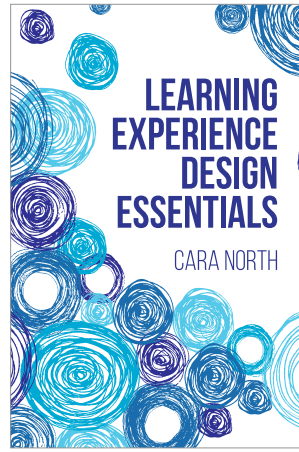
Second Edition
Learning Design for the Digital Age

Cammy Bean

Cammy Bean covers nearly every aspect of the learning design process for those getting started as well as the

experienced practitioner in need of new ideas. The book not only explores instructional design basics—such as working with subject matter experts, picking a design approach, and making your learning experiences better through storytelling, interactivity, and visuals—but also goes deeper into the learning and development space, learning tools, the technology ecosystem, and assessment and evaluation frameworks.

ISBN: 9781953946591 • Product Code: 112306
Member: \$29.99 • List: \$34.99
PB • 6 x 9 • 288 pp. • 2023



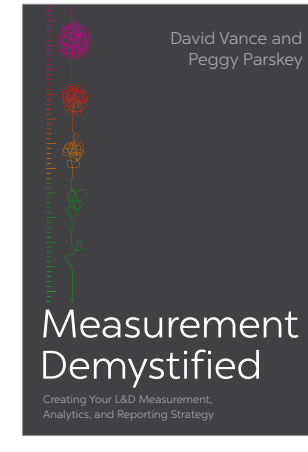
Learning Experience Design Essentials

Cara North

Blend content and context to elevate your learning experiences by adopting user experience, user interface, and accessibility principles. Learn what effective learning experience design (LXD)

professionals do, including the important task analysis to understand what learners need in their work environment. This book will help you craft a 30/60/90-day plan to apply the book's concepts and leave you feeling confident saying “yes” to the simple question, “Would you take your own learning experiences?”

ISBN: 9781953946423 • Product Code: 112303
Member: \$19.99 • List: \$23.99
PB • 6 x 9 • 176 pp. • 2023



Measurement Demystified

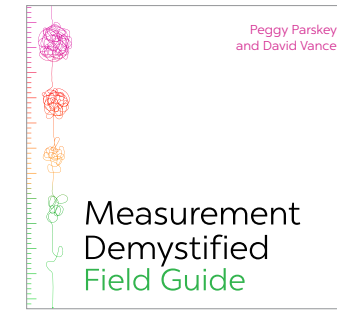
Creating Your L&D Measurement, Analytics, and Reporting Strategy

David Vance and Peggy Parskey

This book introduces a framework to simplify the discussion of measurement, analytics, and

reporting as it relates to L&D and talent development practitioners. Discover how to select and use the right measures for the right reasons; select, create, and share the right types of reports; and produce a comprehensive measurement and reporting strategy. The authors describe five types of reports, four broad reasons to measure, and three categories of measures. Their method works for large and small organizations.

ISBN: 9781950496891 • Product Code: 112018
Member: \$32.99 • List: \$38.99
PB • 7 x 10 • 432 pp. • 2020



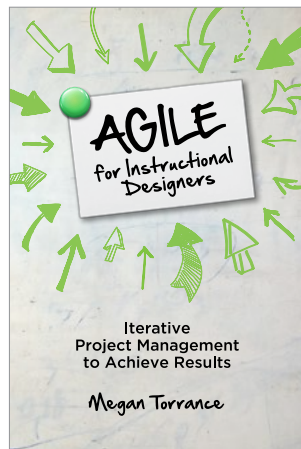
Measurement Demystified Field Guide

Peggy Parskey and David Vance

This easy-to-use workbook provides nearly 100 skill-

building exercises to help you uncover what measurement work your organization is doing and should be doing. Assess organizational maturity and gaps; understand how to apply specific concepts; and determine what's right for your organization moving forward. It also offers interview questions, case study exercises, and reflection questions.

ISBN: 9781952157684 • Product Code: 112116
Member: \$39.99 • List: \$46.99
PB • 9.5 x 8.5 • 384 pp. • 2021



Agile for Instructional Designers

Iterative Project Management to Achieve Results

Megan Torrance

This book proposes using the Agile project management methodology to manage training projects. The

LLAMA methodology adapts the common phases of ADDIE to incorporate the incremental, iterative nature of Agile projects to allow learners to test and evaluate which features or design functions work before they're finalized.

ISBN: 9781949036503 • Product Code: 111910
Member: \$24.99 • List: \$29.99
PB • 6 x 9 • 224 pp. • 2019



Data & Analytics for Instructional Designers

Megan Torrance

Megan Torrance guides instructional designers through accessing and applying learning and performance data—from designing learning experiences with data collection in mind to using data

to improve and evaluate those experiences.

ISBN: 9781953946447 • Product Code: 112302
Member: \$28.99 • List: \$32.99
PB • 6 x 9 • 240 pp. • 2023



ISD From the Ground Up

Fourth Edition

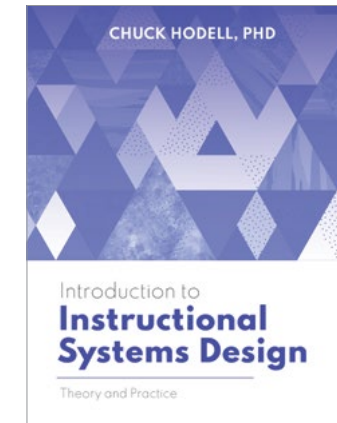
A No-Nonsense Approach to Instructional Design

Chuck Hodell

This book covers all the basics and many advanced tenets important to working professionals, especially those

entering the field. Stand-alone chapters offer crucial support to practitioners building foundational skills, while in-depth tutorials and rich insights guide the credentialed designer.

ISBN: 9781562869984 • Product Code: 111532
Member: \$33.99 • List: \$42.99
PB • 7 x 10 • 304 pp. • 2015



Introduction to Instructional Systems Design

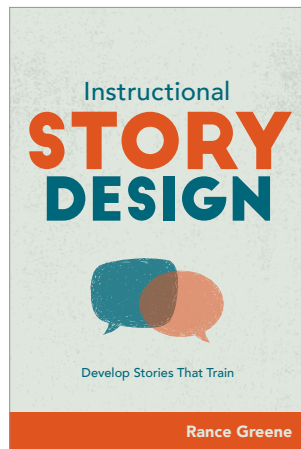
Theory and Practice

Chuck Hodell

This book provides comprehensive instruction for professors, instructors, students, and practitioners

of ISD who seek a professional and proven design method in an academic foundation. It includes chapters that detail the building blocks of instructional design, the ADDIE process, and advanced ISD processes. Hodell offers an overview of career options. He creates a guided learning experience with discussion questions and case studies to prompt deeper reflection.

ISBN: 9781952157127 • Product Code: 112106
Member: \$49.99 • List: \$59.99
PB • 7.5 x 9.5 • 448 pp. • 2021



Instructional Story Design

Develop Stories That Train

Rance Greene

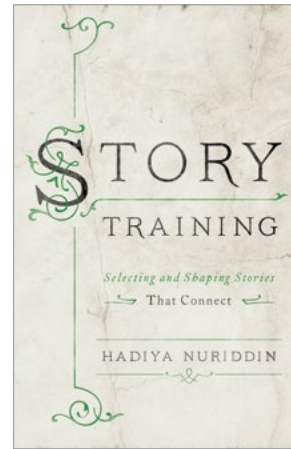
A practical guide to writing and developing stories for training, this book takes what you already know about a story's power to connect with people and offers a clear

methodology for the otherwise daunting process of creating a compelling story. Master story designer Rance Greene shares his powerful yet familiar process to discover, design, and deliver effective instructional stories. The book also includes job aids and resources.

ISBN: 9781950496594 • Product Code: 112005

Member: \$27.99 • List: \$32.99

PB • 6 x 9 • 280 pp. • 2020



StoryTraining

Selecting and Shaping Stories That Connect

Hadiya Nuriddin

Discover how to find your stories and deliver them for learners. This book focuses on that elusive part of storytelling—finding the stories lurking everywhere and

telling them. Pulling from other disciplines, Hadiya Nuriddin helps you select, structure, shape, and tell stories that can facilitate connections between you, your learners, and the material. The book also includes checklists, diagrams for story timelining, and story models.

ISBN: 9781562866891 • Product Code: 111804

Member: \$27.95 • List: \$32.95

PB • 5.5 x 8.5 • 160 pp. • 2018



Design Thinking for Training and Development

Creating Learning Journeys That Get Results

Sharon Boller and Laura Fletcher

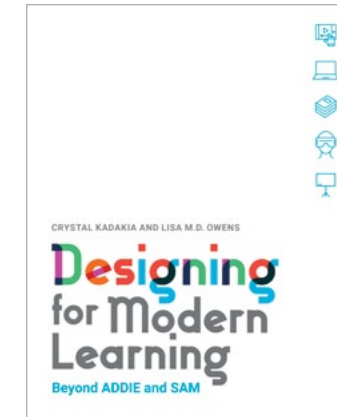
A primer on design thinking, a human-centered process and problem-solving methodology

that focuses on involving users of a solution in its design, this book is a how-to guide for applying design thinking tools and techniques. The authors go beyond the user experience (UX) and integrate the learner experience (LX), sharing how they adapted the traditional design thinking process for training and development projects.

ISBN: 9781950496181 • Product Code: 112002

Member: \$23.99 • List: \$27.99

PB • 6 x 9 • 274 pp. • 2020



Designing for Modern Learning

Beyond ADDIE and SAM

Crystal Kadakia and Lisa M.D. Owens

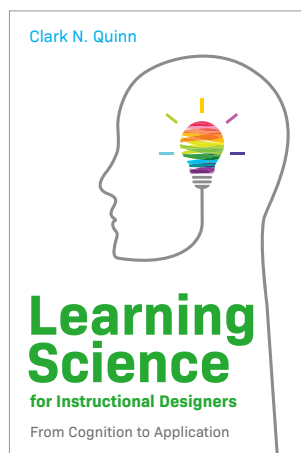
This book offers you and your learners a new way to design learning experiences.

It describes the fundamental shift to the nature of L&D's role caused by the digital revolution and introduces a new five-step model for training design that meets the needs of modern learning.

ISBN: 9781950496655 • Product Code: 112004

Member: \$29.99 • List: \$34.99

PB • 7.5 x 9.5 • 200 pp. • 2020



Learning Science for Instructional Designers

From Cognition to Application

Clark N. Quinn

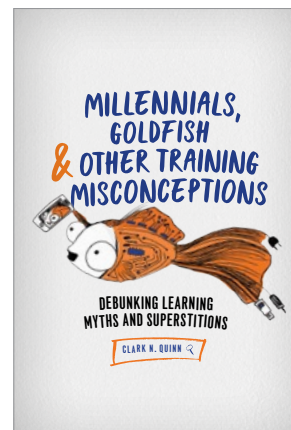
This book prepares you to design learning experiences that ensure retention over time and transfer to the appropriate situations. Use the prompts

at the end of each chapter to spark your thinking about incorporating the book's concepts into your daily work.

ISBN: 9781952157455 • Product Code: 112102

Member: \$18.99 • List: \$21.99

PB • 5.25 x 8 • 144 pp. • 2021



Millennials, Goldfish & Other Training Misconceptions

Debunking Learning Myths and Superstitions

Clark N. Quinn

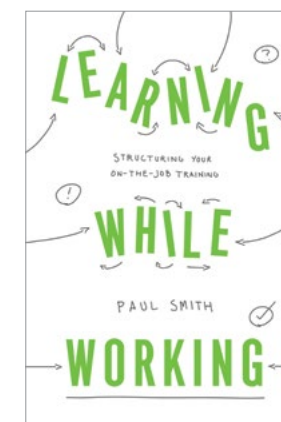
Myth-busting has never been easier with this book that

debunks more than 30 common assumptions about good learning design. Avoid wasting time, resources, and goodwill on unproven practices and draw on cognitive psychology and learning sciences to challenge the claims you're likely to hear from peers and co-workers.

ISBN: 9781947308374 • Product Code: 111807

Member: \$18.99 • List: \$21.99

PB • 5.25 x 7.75 • 200 pp. • 2018



Learning While Working

Structuring Your On-the-Job Training

Paul Smith

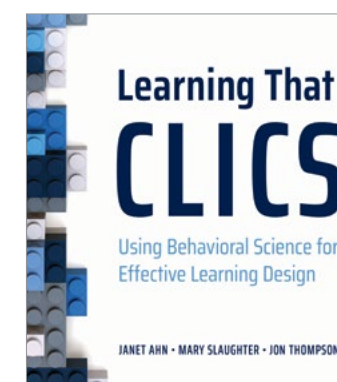
Discover how a well-designed structured on-the-job training program can be your company's talent development answer to a Swiss Army knife. This

book shows you how to provide the focus and direction needed to track on-the-job progress and build a pipeline of better-skilled workers. The author combines real insight into building a structured program for project managers with in-depth interviews of experienced learning and development professionals.

ISBN: 9781947308541 • Product Code: 111809

Member: \$36.95 • List: \$42.95

PB • 6 x 9 • 192 pp. • 2018



Learning That CLICS

Using Behavioral Science for Effective Learning Design

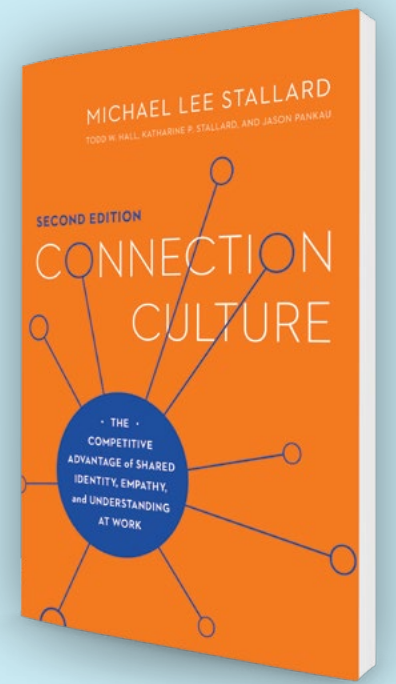
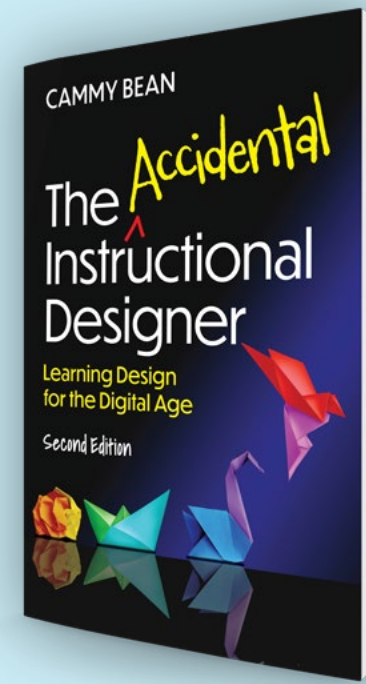
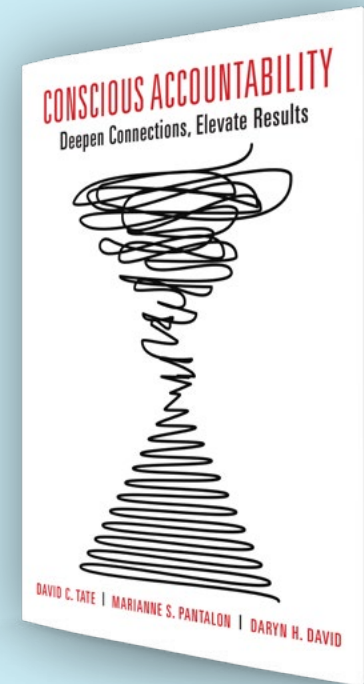
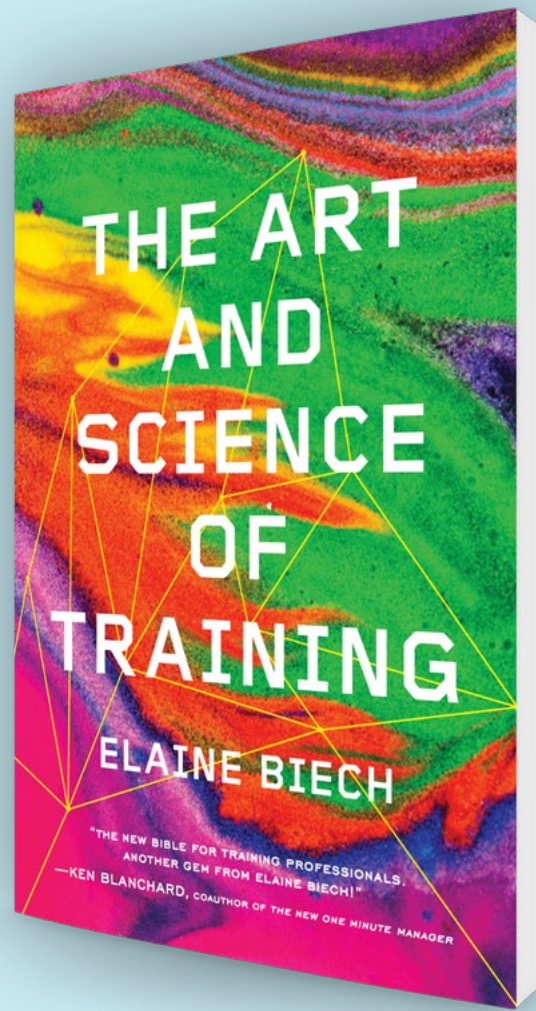
Janet Ahn, Mary Slaughter, and Jon Thompson

This book introduces the CLICS framework—a concise, five-step approach (capacity, layering, intrinsic enablers, coherence, and social connections) and practical way to apply behavioral science to the art of learning design. Created by learning practitioners for learning practitioners, the CLICS framework is a five-step approach that deepens analysis and increases the likelihood that learning will occur.

ISBN: 9781953946324 • Product Code: 112205

Member: \$18.99 • List: \$21.99

PB • 8.5 x 9.25 • 168 pp. • 2022

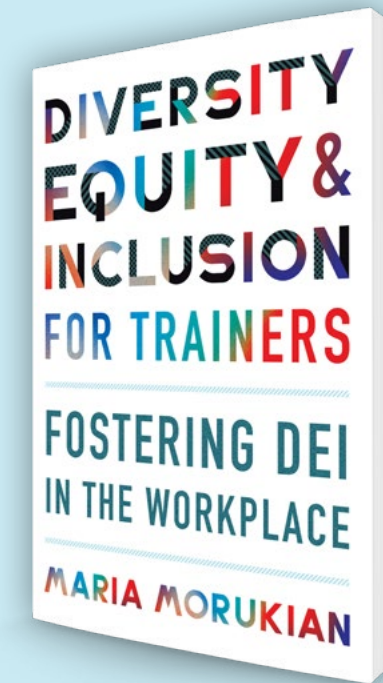


Available in print, audio, and electronically, ATD books can be found in your preferred format.*

ATD books available in audio format can be found on Audible, Apple, Google, and Spotify. E-books can be purchased from Kindle, Nook, and other major e-book providers.

ATD also offers institutional licensing opportunities. Contact licensing@td.org for more information.

*Please review product pages to see which titles are available.

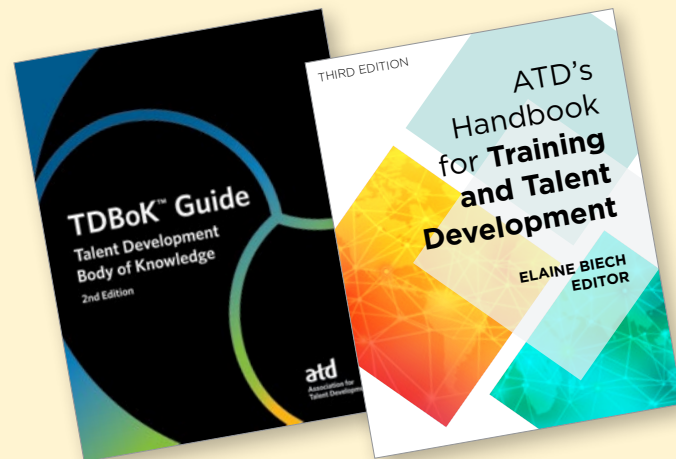


Listen to the experts.

Get the best prices when you purchase books together.*



Executive Coach Bundle



The Talent Development Foundation Bundle



Instructional Design Bundle

Buy the most on-demand books together and save. If you're preparing for a certification, want a comprehensive professional development toolkit, or want to read all books in a series, our bundles offering is your best option.

Search all bundles and find your next book set.

*Please review product pages to see which titles are included in each bundle.

PLACE YOUR ORDER

Online: td.org/books

Phone: 800.628.2783 or 703.683.8100 (int'l)

Save 10% with the discount code **FALLBOOKS24.***

Mail: ATD Product Fulfillment
PO Box 743041
Atlanta, GA 30374-3041 USA

Fax: 703.299.8723

ATD accepts all major credit cards and is a nonprofit, tax-exempt organization. Our Federal ID# is 39-0852310.

Save 10% with the discount code **FALLBOOKS24.***

Bulk Discounts

- 10–24 copies: 10% discount
- 25–99 copies: 20% discount
- 100–499 copies: 25% discount
- 500+ copies: 30% discount

Offer valid on print orders only.**
Visit td.org/BulkBooks to save!

Translations

For more information about subsidiary rights sales, contact translations@td.org.

Examination and Desk Copy Requests

For more information, visit td.org/atd-press-faculty-requests.

Stay Connected on Social Media!

- Facebook.com/ATD
- LinkedIn.com/Company/Association-for-Talent-Development
- instagram.com/atdnational
- X.com/ATDPress
- X.com/ATD

Save 10% with the discount code **FALLBOOKS24.***

*Offer valid on ATD phone and web orders shipping within the continental United States. ATD Education, ATD Certification courses, subscriptions, bundles, and licenses are not included. Bulk and distributor orders are excluded. Availability of books, pricing, and discount policies are subject to change.

**Bulk discounts valid on print and e-books. ATD Education courses, ATD Certification courses, subscriptions, bundles, and licenses are not included.

International Sales

International customers looking to purchase ATD book titles can go to td.org/books/purchase-and-reuse for more information.

Trade Distribution

ATD book titles are available for distribution and resale purposes. Distributors and resellers of ATD Press titles generally include businesses or organizations that may market or sell other publishers' titles and publications. These organizations can include, but are not limited to, trade book retailers, libraries, college and university bookstores, online or catalog training supply vendors, specialized wholesalers, direct mail catalog houses, or other mail catalogs that feature books.

United States and Canada

Consortium Book Seller and Distributor (CBSD)
iPage: ipage.ingrambook.com
Phone: 866.400.5351
Fax: 1.800.838.1149
Email: ips@ingramcontent.com

United Kingdom, Ireland, Continental Europe, the Middle East, Africa, Asia, Latin America and the Caribbean, Australia, and New Zealand

Ingram Publisher Services International
Please send bulk orders and remittances to IPS_International.Orders@ingramcontent.com.

Returns on Distributed and International Titles

Returns for titles sold by distributors or other authorized resellers must be returned to the original point of purchase. ATD will not accept individual customer returns from purchases made through distributors or resellers.

Permissions

Visit the Copyright Clearance Center online (copyright.com) or call 978.750.8400.

Book Proposals

For more information about submitting a book proposal to ATD Press, visit td.org/books/atd-press-submission-guidelines.



Association for
Talent Development
1640 King Street
Alexandria, VA 22314
703.683.8100 td.org

**Place Your Order
at td.org/books
or 800.628.2783.**

SAVE 10%

with code

FALLBOOKS24

See inside cover for complete terms.

