



“ Transformation
is not automatic.
It must be learned;
it must be led. ”

W. Edwards Deming

Members of the ATD Community,

2024 was a year of transformation.

Transformation is a process. It takes a commitment to change. ATD embraced this commitment by exploring the needs of talent development professionals and organizations, then creating new tools and innovations to support you and the industry.

The workspace of today supports different types of work, workers, and technology. As talent development professionals, you have embraced these changes by striving to meet the needs of your organization and its employees.

ATD is proud to be your partner and is committed to giving you the resources you need to improve your workforce, your organization, and yourself. In support of your professional development, ATD spent much of 2024 creating research reports, books, videos, educational courses, conferences, content, and new tools to support you on your career journey.

Work on the new Talent Development Career Pathways tool and the ATD Community began in earnest in 2024. Career Pathways helps users explore job roles and categories to build learning paths for growth into new roles, or aid in a career transition to the learning industry. The new ATD Community is a place where members can learn, share, grow, and network with each other in a meaningful way. These are just some of the forward-thinking tools that ATD staff created for the talent development community, and we hope these provide support for everyone on their learning journey.

Additional highlights for 2024 include:

- The education team launched the ATDYou Learning Library and ATD workshops,

giving learners additional flexibility in how they learn and the time they spend on professional development.

- ATD released the APTD® exam and practice tests in Traditional Chinese to serve members and customers in the Taiwan, Hong Kong, and Macau communities.
- In late 2024, ATD launched the Talent Development Executive Certificate, an executive development course designed in partnership with University of Pennsylvania Graduate School of Education to build the personal, learning, and business leadership skills professionals need to be a successful C-suite learning executive.
- The customer care team identified and selected an AI partner to refine its knowledge base, enhance the experience of the agents, and quickly provide the best answers to ATD members and customers' common questions.
- ATD's partnership with the Arizona Health Care Cost Containment System (AHCCCS), Arizona's Medicaid agency, provided expert-led professional development courses to more than 750 AHCCCS healthcare providers.

We are committed to finding new and innovative ways to help you prepare your organizations for the future. Thanks for your support, and thanks for helping to create a world that works better.



Tony Bingham
President and CEO,
ATD
Alexandria, VA



James (Jim) Caprara
ATD Board Chair
Managing Partner,
Newport Consulting
Chester, MD

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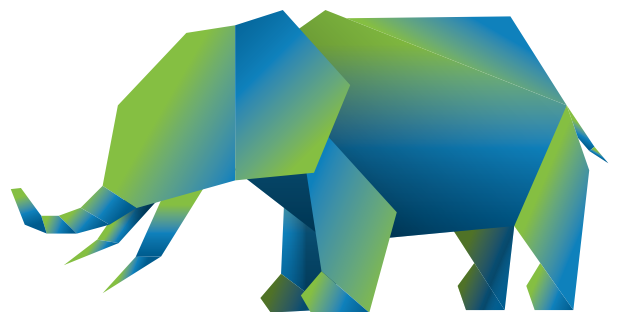
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ATD is dedicated to **supporting talent development professionals around the world** by delivering trusted resources, assisting local chapters in their pursuit of excellence, and expanding its global footprint into new regions.

MEMBERSHIP

ATD's members are committed to helping others learn and develop. Along with the opportunity to connect with a like-minded group of professionals, members benefit from cutting-edge research, industry-leading insights, and best practices to enhance their expertise. They also get exclusive access to thought-provoking content, webinars, videos, articles, and how-to guides.

In 2024, ATD members received a new ATD benefit: digital access to the second edition of the *TDBoK Guide™: Talent Development Body of Knowledge*. Members also received a digital badge through Credly, which they can include in their email signatures, digital resumes, and social media to showcase their commitment to the profession. We appreciate our members' enthusiasm for their professional organization and are happy to respond to their request to show off their membership status through this digital badge.

The membership team revamped the *Member Tips* weekly newsletter.

In January, it rolled out with a new name—*ATD Insider*—a new layout, and refreshed content. In addition to emphasizing the newest member benefits, the newsletter highlights new ATD content, members-only updates and announcements, and a weekly puzzle.

For new ATD members, the membership team hosted “office hour” sessions for one-on-one or small group onboarding and troubleshooting to help understand ATD's breath of offerings. The membership team also held 17 live sessions for members and nonmembers to demonstrate how to navigate member benefits and the updated ATD website. These remain a very popular benefit and ATD staff enjoys the opportunity to build a more direct connection with members.

Out of ATD members' desire for a space where they could connect, collaborate, grow, and network with fellow members, the ATD Community was born. ATD had a soft launch in 2024, which included two waves of early adopters—chapter leaders,

subject matter experts, and new members. The ATD Community gives members the ability to connect with peers and experts around the world in a safe space. The community also offers a direct line to expert knowledge and exclusive resources to help members stay ahead of the latest trends—all in one place.

CHAPTERS

ATD chapters create networks of talent development practitioners in their local

communities across the US. In 2024, ATD hosted the second in-person ATD Chapter Leaders Conference (ALC) in conjunction with ATD24. With 170 chapter leaders in attendance, the ALC had a 25 percent increase in attendance from 2023, with a 94 percent satisfaction rate.

ALC attendance
increased
25%

The ATD chapter services team launched a revitalized Chapter Excellence Awards program to recognize chapter excellence in five



500%
increase
in Chapter
Excellence
Awards
applications

new categories: Chapter Innovation; Community Impact; Commitment to Diversity, Equity, and Inclusion; Operational Excellence; and Membership Engagement. The number of program applications increased by 500 percent.

To support ATD chapters, the chapter services team produced an expanded three-week onboarding series that included live webinars on the foundations of chapter leadership as well as role-specific sessions on topics such as membership, governance, DE&I, marketing and communications, programming, and finance.

In 2024, 98 percent of chapters completed the Chapter Affiliation

Requirements (CARE) submission process and 90 percent of chapters achieved 100 percent in all elements, up from 87 percent in 2023. Sixty-five percent of chapters achieved CARE Plus status.

GLOBAL

In 2024, ATD brought more education programs to global markets. We established partnerships in Greater China, Japan, Korea, Singapore, Malaysia, India, Kuwait, Saudi Arabia, and UAE to offer ATD education deliveries publicly and in-house. In total, there were roughly 150 deliveries and nearly 1,800 learners from those countries. The education programs were delivered in English, Japanese, Arabic simplified, and Traditional Chinese.



At the ATD 2024 International Conference & EXPO in New Orleans, attendees from 77 countries came together in person and virtually to network, learn, and celebrate talent development. The highest number of global attendees were from Korea, Japan, and Canada.

In partnership with UMU, ATD continued its global research project to monitor the evolving state of artificial intelligence (AI) application in talent development. The research report, *Organizational Use of AI for Talent Development: A Focus on AI Literacy*, was published in English and will be translated into Japanese and Chinese to reach a broader audience.

ATD's first international office opened in Shanghai, China in 2014, and its second international office in Beijing in 2017. In 2024, we expanded our global footprint in the Middle East region with new staff members working from the UAE to better serve the Middle East region.

Currently, the China team provides ATD education programs, corporate and individual learning account services, International Conferences and EXPO delegations, events, certifications, and other services to clients. Similarly, the staff in the UAE provides learning services, conferences, certifications, and more to the entire Middle East region.



In 2024, the ATD global team and several partner organizations hosted eight global events that attracted more than 5,000 attendees, including:

- ATD Asia Pacific Conference & Exhibition
- ATD Korea Summit
- ATD Kuwait Summit
- ATD Macau Summit
- ATD Middle East Conference
- ATD Saudi Arabia Conference & Exhibition
- ATD Southeast Asia Summit
- ATD Talent Development Forum

ATD's support for **professional development** continues to expand. New learning platforms for global learners and facilitators, two new educational offerings, and the translation of the APTD exam and practice test in Traditional Chinese increased the association's reach and brand in 2024.

TALENT DEVELOPMENT CAPABILITY MODEL™

The Talent Development Capability Model is a framework to guide TD professionals to the knowledge and skills they need to develop themselves, others, and their organizations. It is widely recognized and applied throughout the TD community.

Since the tool was launched, more than 36,000 talent development professionals have completed the Capability Model self-assessment. The average proficiency score of users across the model is 47 percent.

ATD conducted a pulse survey on the Capability Model in April 2024 to identify emerging trends or missing concepts. Respondents identified these capability areas as the ones that most increased in importance for their work over the past two years:

- Communication
- Technology Application
- Emotional Intelligence and Decision Making

- Collaboration and Leadership
- Future Readiness

When asked what trends may need to be added to the model, most still believe the model is very comprehensive, even in the face of such rapid industry change over the past few years.

The biggest trends noted were:

- The implications of AI in talent development
- Learner experience—intersection of UX, ID, and applied learning sciences
- Adaptability and agility

CAREER PATHWAYS

In 2024, ATD staff developed Career Pathways, a new career tool for an early 2025 launch. This interactive career website includes two tools that explore the types of work that comprise talent development, examine the skills necessary for specific roles, benchmark current skill sets, and connect to resources designed to advance TD professionals' capabilities.



36,000+

**professionals
have completed
the Capability
Model self-
assessment
since its launch.**

With the help of many ATD departments, course facilitators, and subject matter experts, this tool aligns visitors to the jobs that match their current skills, provides them with a gap analysis to help them take the next step in their career, and shows typical career trajectories and how to get there. It also helps users build a learning plan based on a target role and explore videos and career profiles to aid the career transitioner (“day in the life”).

The excitement surrounding the new tool will connect users to the ATD Job Bank and education courses. This was an important investment for ATD to





provide for the field. This tool is free of charge and provides an expansive benefit in ensuring everyone has access to detailed information about L&D careers.

EDUCATION

In 2024, ATD Education reached more than 10,000 participants from 112 countries, delivering 65 programs nearly 700 times across multiple modalities.

The team revised several certificate programs and courses tailored to meet the diverse learning needs of the ATD audience worldwide, successfully transitioning courses to the new technology platforms which improved the learning experience. In addition, the team launched two new offerings: the ATDYou Learning Library and ATD workshops to meet the evolving needs of learners.

ATDYou is an on-demand learning library that helps learners upskill at their own pace. It features content for a variety of talent development roles. All roles, including facilitators, instructional designers, learning technologists, and those outside the field, have an array of opportunities for development. ATD workshops provided immersive, hands-on instruction in new topics such as AI, and career transitions from teaching to instructional design. Workshops quickly became a popular course format for ATD learners in 2024.

Central to the education team's efforts in 2024 was the implementation of new technology and learning platforms

for our global learners, facilitators, and partners. These advancements improved the efficacy and efficiency of our learning delivery and aligned with the needs of ATD customers. This innovation has provided a more enriching learning experience supported by our nearly 150 global facilitators, trained and ready to deliver learning across ATD Education's platforms.

In 2024, the education team supported many large-scale enterprise engagements and supported new global partners to deliver ATD education programs focused on key topics across the breadth of talent development.

CERTIFICATION

In 2024, the ATD Certification Institute (CI) reached 5,530 certificants (1,525 APTD credential holders and 4,005 CPTD credential holders). This is an 11.9 percent increase over 2023. The certificants come from 63 countries.

2024 had the largest number of new applicants for APTD in the program's history and CPTD had the highest number of applicants in the past eight years. The APTD exam and practice test were released in Traditional Chinese to serve the Taiwan, Hong Kong, and Macau communities.

Support for the program is steady. Two hundred and twenty-one APTD and CPTD certificants volunteered to assist the ATD CI with test development activities, webinars, and virtual mentoring.

5,530
ATD CI
certificants

Transforming to meet the needs of TD professionals was a common theme in 2024.

The content team expanded its offerings to give more people the chance to learn; ATD hosted more bookstores last year to increase access to ATD's publications, and the research team published more reports.

CONTENT

In 2024, ATD expanded the Demo Day events, first launched in 2023. There were seven Demo Day events in 2024 with an average registration of 400 people per event. These 30-minute events continue to remain very popular with our audience due to the important content and provide a sponsorship opportunity that better connects our customers and advertisers.

In April, the content team launched a new, monthly newsletter, *AI in Learning and Development*, which curates ATD's top AI content and offerings, and highlights other relevant third-party news. The newsletter immediately became one of ATD's top performing topic newsletters with a 40 percent open rate. The newsletter garnered significant interest from sponsors and surpassed its advertising objectives.

In 2024, ATD doubled its number of YouTube subscribers to just under 3,000. Nearly 130 new videos were added to the YouTube channel, which

had more than 4,500 watch hours in 2024. Our most watched videos were:

- How to Become an Instructional Designer—6,000 views
- Adult Learning: Theory in Practice—4,900 views
- Adult Learning Basics: Engage and Motivate Adult Learners—3,300 views
- ATDtv: ATD24 Conference Recap—2,300 views

In 2024, we continued to add new episodes of ATD's two podcasts on YouTube, extending their reach and audience. This resulted in nearly 10,000 additional listens. By the end of 2024, ATD's channel qualified to be part of the YouTube Partner Program, which we will apply for in early 2025.

PUBLICATIONS

In 2024, ATD published 10 books in print and digital formats and six audiobooks; 13 issues of *TD* magazine, including the "Best Practices" issue featuring BEST and Excellence in Practice Award winners; and 12 issues

Nearly
10,000
additional
podcast
listens

of *TD at Work* and new editions of the four-volume *TD at Work* “Train the Trainer” collection in both print and digital formats.

Among the books published in 2024 was the second edition of the *TDBoK™ Guide*, which was distributed in print and e-book versions globally in both English and Arabic. It was the first time the *TDBoK™ Guide* has been available on Amazon.

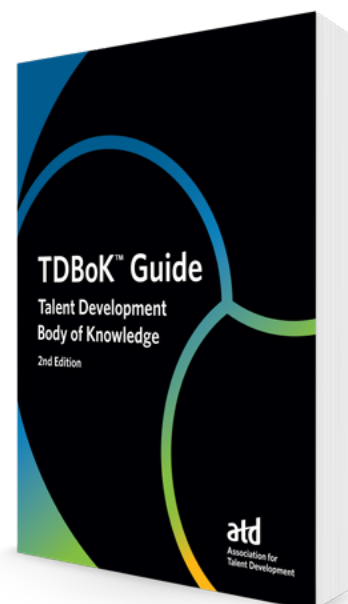
ATD Press also published three of the four “On a Shoestring” series books in 2024: *Instructional Design on a Shoestring*, *E-Learning Design on a Shoestring*, and *Measurement and Evaluation on a Shoestring*. ATD’s bestselling audiobook in 2024 was *The Accidental Instructional Designer, 2nd Edition*, by Cammy Bean.

ATD hosted bookstores at TechKnowledge24, ATD24, Government Workforce, Core4, OrgDev, SELL, and three Learning Guild events. It was the first time ATD hosted a store at Government Workforce and OrgDev, bringing additional access to ATD’s wide selection of books.

RESEARCH

ATD Research published 15 research reports in 2024, covering a variety of talent development topics, including:

- *2024 State of Healthcare Training*
- *2024 State of the Industry Report*
- *2024 State of the Industry Bonus Report*
- *AI in Learning and Talent Development*



The *Learning Technology Ecosystems* report was downloaded almost **1,000** times.



Other popular whitepapers included the *2024 State of the Industry Report*, which had 900 downloads and the *New Employee Onboarding*, with 800 downloads.

- *Blended Learning*
- *Bridging the TD Skills Gap*
- *Informal Learning*
- *Instructional Design in Practice*
- *Learning Technology Ecosystems*
- *Leadership Skills*
- *Localizing Your Learning*
- *Making Learning Assessments Successful*
- *Making the Case for Investing in Talent Development*
- *New Employee Onboarding*
- *The Science of Learning*

8,800
ATD24
attendees

Most research reports had an accompanying webinar, whitepaper, and video to provide additional context and access to the research. More than 6,700 TD professionals registered for an ATD Research webinar in 2024.

CONFERENCES

More than 8,800 talent development professionals from 78 countries, including the US, descended upon New Orleans for the ATD 2024 International

Conference & EXPO. There were more than 1,800 international attendees, 325 exhibitors, and 452 in-person educational sessions. Keynotes Matthew McConaughey, Dan Pink, and Venus Williams were notable event highlights. The ATD24 virtual event had 68 sessions, including 15 live-streamed sessions, 34 hosted for the virtual audience, and 19 on-demand courses.

Boutique ATD events also engaged hundreds of learners on more nuanced topics. ATD hosted six in-person conferences (ATD24, TK24, SELL, Core4, OrgDev, and Government Workforce) and four virtual conferences (ATD24, TK24, ATD Intensive, and Core4). ATD Intensive focused on AI and saw record attendance with more than 450 people. Core4 Virtual attendance surpassed our goal by 99 percent and the Government Workforce Conference had record attendance (435) and a record number of sponsors (21).



ATD's **talent development leaders** are focused on shaping the future of talent development and finding innovative solutions to the challenging needs of organizations and the workforce.

CTDO NEXT

Passionate about exploring the future of learning, CTDO Next—an invitation-only membership offering for C-suite level talent development leaders who are interested in shaping the next generation of talent development—had a busy 2024. The group worked with ATD Research and ATD senior leadership to create the CTDO Next Skills-Based Talent Development Maturity Model to help the field assess and plan their skills-based TD journey. The Nexters also worked with ATD Research to design a special case study compilation of members' best practices for making the case to invest in talent development.

CTDO Next held two in-person meetings and eight virtual events. Thirty-nine members and guests gathered for a CTDO Next event at ATD24 in May, and 12 members gathered at CTDO Next Savannah 2024 in November. At ATD24, talent strategist and company culture expert Steve Cadigan spoke to the executive participants about how the psychology of the workforce has changed and strategies for building

a new model of work; two of the invited guests became new members.

During 2024, the group researched, designed, and piloted a reimagined CTDO membership for launch in January 2025.

TALENT DEVELOPMENT LEADER

Talent Development Leader (TDL), content for TD executives that fosters and promotes thought leaders, expanded its reach in 2024 by launching its first-ever TDL programming at TechKnowledge24. It also enhanced programming at ATD24, with an inaugural Skills Showcase session where three leading solution providers demonstrated their innovative skills products and services.

The TDL newsletter increased subscribers by 10 percent. In 2024, ATD published 12 *Talent Development Leader* podcast episodes, and increased podcast downloads by 39 percent year over year. A quarterly webinar series had 875 total registrants.

In late 2024, ATD launched the Talent Development Executive

10%
increase in
TDL newsletter
subscribers



84%
ATD Forum
retention rate

Certificate, an executive development course designed in partnership with University of Pennsylvania Graduate School of Education. The virtual, cohort-based program will build the personal, learning, and business leadership skills professionals need to be a successful C-suite learning executive. It immediately gained attention from ATD's audience and fills a need in the learning space for this important audience.

ATD FORUM

The ATD Forum is a peer-driven consortium providing future-focused organizations a confidential environment to explore and share innovative TD practices that generate business results.

59
ATD Forum
members

In 2024, the group gained 13 new members, ending the year with 59. The ATD Forum experienced its highest level of member engagement during 2024. This included active participation in quarterly cohort meetings, labs,

roundtables, ATD24, OnDemands, and contributing to ATD activities. The group surpassed its retention rate goal of 77 percent, ending the year with a retention rate of 84 percent.

At the Virtual Spring Lab, 50 people from 26 companies participated. Thought leader Catherine Lombardozi spoke at the event and five members shared their learning processes at roundtables and three wrote blogs. The in-person Fall Lab in Washington, DC, at Booz Allen had 48 attendees from 31 Forum companies. The topic was building high performance organizations and the role of learning in that process. This was the ATD Forum's highest attendance number and highest percentage of Forum members represented at an in-person lab prior to 2020.

At ATD24, the Forum hosted four interactive sessions at maximum capacity of 60 people each. Close to



100 people attended another Forum session and 40 people attended the Forum breakfast.

Beyond its content offerings—blogs, a toolkit, TD at Work, labs, and ATD24 sessions—the ATD Forum actively engaged in ATD events. They provided speakers for ATD’s Leadership Development Day and participated in a *Talent Development Leader* webinar focused on deskless workers. Additionally, the Forum content manager spoke to the ATD Mid-Indiana Chapter.

ENTERPRISE SOLUTIONS

ATD’s enterprise solutions team supports the learning needs of an organization’s talent development function. In consultation with ATD’s clients, they provide innovative solutions that include custom and private training, enterprise membership, and conference attendance.

An ATD partnership with the Arizona Health Care Cost Containment System (AHCCCS), Arizona’s Medicaid agency, provided expert-led professional development courses to AHCCCS health-care providers. With the help of grant money received from the American Rescue Plan, about 750 Arizona health-care managers, executives, workforce development professionals, trainers, and others participated in at least one ATD program or event to increase training and facilitation skills and learn strategies to develop current workforce talent and increase employee retention.



ATD created two custom programs for AHCCCS. One was delivered to workforce development administrators responsible for developing and overseeing the workforce development plan within the seven healthcare plans. They learned how to use data analytics and integrated talent management methodologies to create strategic plans. ATD also delivered a series of Executive Sessions updating leaders within the healthcare plans about the latest in workforce development and talent management trends and best practices.

Learner feedback was positive: “This enhanced my knowledge of training practices and gave me so many new tools to use.”

The team had a successful 2024, surpassing its revenue goal while delivering exceptional client support through a consultative approach, creating tailored recommendations, and delivering enterprise skills gap assessments.

ATD **honored individuals and organizations for excellence** in and contributions to the talent development field.

ADVANCING TALENT DEVELOPMENT AWARDS

Champion Award

Marshall Goldsmith

Dissertation Award

Yu-Ling Chang,
Pennsylvania State University

Innovation Award

ITRI College of Industrial
Technology Research Institute

One to Watch Award

Joselito Ereño, Ayala Foundation

Outstanding Professional Award

Keith Lillico, Merck & Co.

Talent Development for Good Award

EPAM Systems

Thought Leader Award

Britt Andreatta

BEST OF THE BEST

Organizations that have won the BEST Awards 10 or more times

19-Year Winner

TELUS, Vancouver Canada

18-Year Winner

Wipro Limited, Bengaluru, India

15-Year Winner

Tata Consultancy Services,
Noida, India

14-Year Winner

University Health,
San Antonio, Texas

12-Year Winner

ICICI Lombard General Insurance
Company, Mumbai, India

11-Year Winner

Infosys Limited, Bengaluru, India

Valvoline Instant Oil Change,
Lexington, Kentucky

10-Year Winner

Florida Blue – Guidewell,
Jacksonville, Florida

2024 BEST WINNERS

1. AMH, Las Vegas, Nevada
2. Saudi Aramco – Technical Services Professional Academy, Dharan, Saudi Arabia
3. NTPC Limited, New Delhi, India
4. Larsen & Toubro Limited, Mumbai, India
5. Plante Moran, Southfield, Michigan
6. Capital One, McLean, Virginia
7. AKBANK, Istanbul, Turkey
8. Alamo Colleges District, San Antonio, Texas
9. Brisa Bridgestone Sabanci, Istanbul, Turkey
10. Paylocity, Schaumburg, Illinois
11. Cathay Life Insurance Company, Taipei
12. Florida Blue – GuideWell, Jacksonville, Florida
13. Korea Electric Power Corporation, Naju-si, South Korea
14. Tech Mahindra Limited, Pune, India
15. Nationwide Mutual Insurance Company, Columbus, Ohio
16. HCL Technologies, Noida, India
17. European Wax Center, Plano, Texas
18. Allianz Commercial, Munich, Germany
19. EXL, New York, New York
20. The University of Texas MD Anderson Cancer Center, Houston, Texas

BEST WINNERS CONTINUED

21. Power Grid Corporation of India Limited, Gurgaon, India
22. Inner Mongolia Yili Industrial Group, Hohhot, China
23. ZS Associates, Evanston, Illinois
24. Busey, Champaign, Illinois
25. Procede Software, Solana Beach, California
26. Allianz Turkey, Istanbul, Turkey
27. M&T Bank, Buffalo, New York
28. Cisco Systems, San Jose, California
29. Choice Hotels International, North Bethesda, Maryland
30. MGM China, Macao, China
31. Medical Solutions, Omaha, Nebraska
32. Limbach, Pittsburgh, Pennsylvania
33. Nu Skin China, Shanghai, China
34. Melco Resorts & Entertainment, Macao, China
35. AECOM, Dallas, Texas
36. DataArt, New York, New York
37. QinetiQ US, McLean, Virginia
38. LifeNet Health, Virginia Beach, Virginia
39. WNS, Mumbai, India
40. Enerjisa Enerji, Istanbul, Turkey
41. Huntington Bank, Columbus, Ohio
42. US Customs and Border Protection, Washington, DC
43. Qisda Corporation, Taoyuan
44. SunTec Business Solutions, Thiruvananthapuram, India
45. Fisher Investments, Plano, Texas
46. Gilbane Building Company, Providence, Rhode Island
47. Panda Restaurant Group, Rosemead, California
48. Infosys BPM Limited, Bengaluru, India
49. Apple Federal Credit Union, Fairfax, Virginia
50. NewRocket, Vista, California
51. EPAM Systems, Newtown, Pennsylvania
52. Tusas Engine Industries, Eskisehir, Turkey
53. Thomas Automotive, Bedford, Pennsylvania
54. Western & Southern Financial Group, Cincinnati, Ohio
55. North Highland Consulting, Atlanta, Georgia
56. Centene Corporation, St. Louis, Missouri
57. ServiceNow, Santa Clara, California
58. Hilti, Plano, Texas
59. Deutsch Family Wine & Spirits, Stamford, Connecticut
60. Chegg, Santa Clara, California
61. Accelalpha, Bellevue, Washington
62. Altria, Richmond, Virginia
63. Zoetis China, Shanghai, China
64. Herc Rentals, Bonita Springs, Florida
65. Innova Solutions, Atlanta, Georgia
66. USAble Life, Little Rock, Arkansas
67. PPL Electric Utilities, Allentown, Pennsylvania
68. Qatar General Electricity and Water Corporation, Doha, Qatar
69. Lupin Limited, Mumbai, India
70. Erie Insurance, Erie, Pennsylvania
71. BankWest, Pierre, South Dakota
72. Navy Federal Credit Union, Vienna, Virginia



AWARDS

EXCELLENCE IN PRACTICE WINNERS

Excellence in Practice awards recognize organizations that achieve compelling business results through TD practices and solutions in one of 13 categories.

ABN AMRO Bank
Albertsons Companies
Bell Partners
Charles Schwab
China Telecom
Cognizant
D&H Distributing
EPAM Systems
Infosys BPM Limited
Kia
Leidos
LocumTenens.com
LPW Training Services
Mars China
Ministry of Home Affairs, Singapore
NetEase Games
Sands China Limited
SAP
Siemens
Sinopec Management Institute
TELUS
The University of Texas MD Anderson Cancer Center
Unisys
University of South Florida
Ziraat Bank
ZTE Corporation

CHAPTER EXCELLENCE AWARDS

Each year, ATD recognizes chapters for achievements in key areas of chapter development. The following chapters were recognized for their outstanding efforts in 2024.

Membership Engagement

Central Massachusetts Chapter

Commitment to DE&I

Austin Chapter

Chapter Innovation

Baton Rouge Chapter

Operational Excellence

Arizona Chapter
New York City Chapter

Community Impact

Houston Chapter

Net Joint Membership Growth

This category recognizes the top CARE-achieved chapters in each size category that demonstrated the highest overall growth rate of joint chapter and ATD membership for the previous calendar year.

Small (fewer than 100 members)

Maine Chapter

Medium (100-249 members)

Greater Boston Chapter

Power Membership

This category recognizes the top CARE-achieved chapters in each size category for the highest percentage of joint membership as of December 31.

Small (fewer than 100 members)

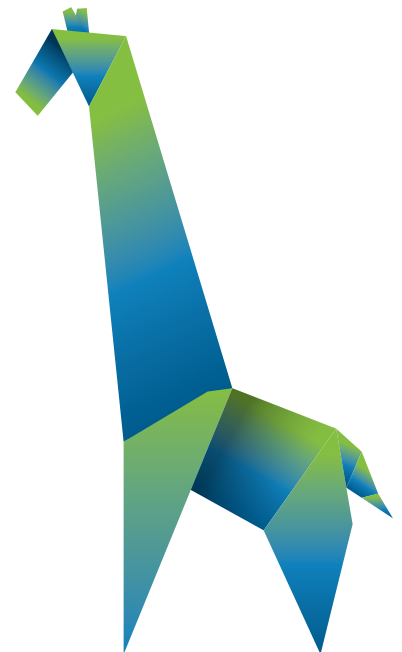
Rhode Island Chapter

Medium (100-249 members)

North Dakota Chapter

Large (250+ members)

Chicagoland Chapter



ATD's **customer care** team assists members and customers when they need support with ATD's many products and services. In 2024, the team answered more than 14,800 phone calls and 2,500 live chats. They had a total satisfaction rate of 94.7 percent.

14,800+
phone calls

2,500
live chats

To further support our global members and customers, Customer Care expanded its hours of operation from 8 a.m. ET to 8 p.m. ET, added additional agents in multiple time zones, and launched a pilot program to provide local time assistance during two ATD programs in the Middle East. These efforts underscore ATD's commitment to providing high-quality, accessible support to our members and customers across the globe.

In 2024, the customer care team identified and selected an AI partner to refine its knowledge base, enhance the experience of the agents, and quickly provide the best answers to ATD members and customers.

Employee Learning Week (ELW)—December 2-6, 2024—was a chance for organizations and ATD chapters to celebrate learning and development. More than 50 champions of learning—12 chapters and 41

companies—hosted workshops, panel discussions, education fairs, lunch & learns, and webinars.

With a theme of “Future Forward: ATD's Guide to AI,” ATD staff focused on best practices, tools, and AI's application in talent development for the 2024 Employee Learning Week. This week included self-guided AI courses, a lunch-and-learn session by ATD's digital strategy and AI team, and a “Demystifying AI and GenAI: A Guide for Talent Development Professionals” session by Debbie Richards.



CHAPTERS

As of December 31, 2024



Alabama

Greater Birmingham

Arizona

Arizona (Phoenix)

California

Golden Gate (San Francisco)

Los Angeles

Orange County (Anaheim)

Sacramento

San Diego

Colorado

Rocky Mountain (Denver)

Connecticut

Southern Connecticut (Stamford)

Florida

Central Florida (Orlando)

Florida Suncoast (Tampa)

Northeast Florida (Jacksonville)

South Florida (Fort Lauderdale)

Georgia

Greater Atlanta

Hawaii

Hawaii (Honolulu)

Illinois

Chicagoland

Indiana

Central Indiana (Indianapolis)

Iowa

Central Iowa (Des Moines)

Hawkeye (Cedar Rapids)

Mississippi Valley (Davenport)

Kansas

Kansas City (Overland Park)

Kentucky

Kentuckiana (Louisville)

Louisiana

Baton Rouge

New Orleans

Maine

Maine (Portland)

Maryland

Maryland (Baltimore)

Massachusetts

Central Massachusetts
(Worcester)

Greater Boston

Michigan

Ann Arbor

Detroit

West Michigan (Grand Rapids)

Minnesota

Greater Twin Cities (Minneapolis)

Lake Superior (Duluth)

Mississippi

Mississippi (Jackson)

Missouri

St. Louis

Nebraska

Nebraska (Omaha)

Nevada

Greater Las Vegas

New Jersey

Mid New Jersey (Princeton)

Northern New Jersey (Little Falls)

New Mexico

New Mexico (Albuquerque)

New York

Buffalo Niagara (Buffalo)

Capital Region (Albany)

Central New York (Syracuse)

Long Island

New York City

Rochester

North Carolina

Charlotte Area

Research Triangle Area
(Raleigh-Durham)

North Dakota

North Dakota (Fargo)

Ohio

Central Ohio (Columbus)

Cuyahoga Valley (Akron)

Greater Cincinnati

Greater Cleveland

Greater Toledo

Oklahoma

Central Oklahoma
(Oklahoma City)

Tulsa

Oregon

Cascadia (Portland)

Pennsylvania

Central Pennsylvania (Harrisburg)

Greater Philadelphia

Pittsburgh

Puerto Rico

Puerto Rico (San Juan)

Rhode Island

Rhode Island (Providence)

South Carolina

South Carolina (Columbia)

Tennessee

Memphis

Nashville

Smoky Mountain (Knoxville)

Texas

Austin

Brazos Valley (College Station)

Dallas

Fort Worth/Mid-Cities

Houston

San Antonio

Utah

Utah (Salt Lake City)

Vermont

Vermont (Burlington)

Virginia

Greater Richmond

Southeastern Virginia
(Virginia Beach)

Washington

Puget Sound (Seattle)

Washington, DC

Metro DC

West Virginia

Appalachia (Huntington)

Wisconsin

Madison Area

Northeast Wisconsin (Green Bay)

Southeastern Wisconsin
(Milwaukee)

2024 STRATEGIC PARTNERS AND MEMBER NETWORKS

51Job, China

Brazilian Association for Talent Development
(ABTD)

CHIC, Taiwan

Devel Hub, the Netherlands

HRflag, China

HRD Future, Singapore

ATD Member Network Japan

Korea Management Association (KMA)

Korean Standards Association (KSA)

Leoron, Saudi Arabia, UAE

Persol, Japan

ProMedia International, Kuwait

QnA International, UAE

Taa'een, UAE

Tharwah, Saudi Arabia

The Ministry of Personnel Management of the
Republic of Korea

The Public Authority for Applied Education and
Training (PAAET), Kuwait

UMU (China, Japan)

Wally Learning, Taiwan

VOLUNTEERS

We are grateful to the professionals who served
in volunteer roles on these teams in 2024:

ATD Board of Directors

ATD Certification Institute Board of Directors

ATD Certification Institute Teams

Certification Item Writing and Review Teams

ATD Forum Advisory Group

ATD TechKnowledge Program Advisory
Committee

Awards Strategy Committee

BEST and Excellence in Practice Awards Reviewers

Chapter-Focused Committees

ATD Chapter Leaders Conference Program
Advisory Committee

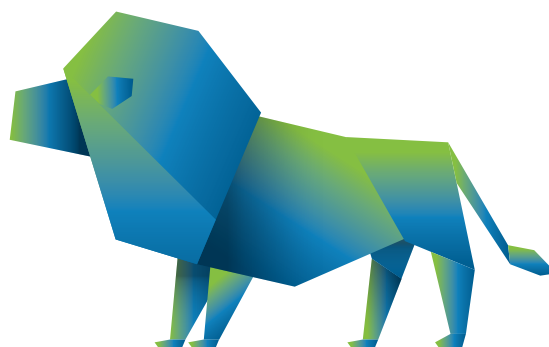
International Conference Program Advisory
Committee

National Advisors for Chapters

Talent Development Leader Advisors

TDBoK™ Guide Advisory Group

Workforce Development Advisory Group



In 2024, **ATD built upon the successes of the prior year** and achieved revenue growth in the conferences and expositions, education, credentialing, and membership business lines.

ATD's investments maintained solid performance, reflecting the strength of financial markets coupled with effective management of the portfolio during the year. ATD achieved \$58.7 million in gross revenue and \$1.5 million in net income.

ATD's 2024 revenue stemmed from education (35 percent), conferences and expositions (34 percent), membership (18 percent), publishing (6 percent), and the ATD Certification Institute (1 percent). The remaining 6 percent came from the ATD Job Bank, research, and investment portfolio returns. ATD's total revenue increased by \$2.0 million (3.5 percent) from 2023.

EDUCATION

ATD Education revenue grew by 2 percent. In 2024, we saw the launch of new on demand learning content, including the ATDYou Learning Library and several new workshops. ATD Global's education revenue increased by 13 percent, despite the slowdown in China. We continue to expand our education product offerings into new markets across the globe.

CONFERENCES AND EXPOSITIONS

Conferences and expositions revenue increased 6 percent from 2023. The ATD 2024 International Conference & Exposition in New Orleans generated 6 percent more revenue than the prior year. Revenue from other US conferences and events increased for the third year in a row. Revenue from events outside of the US increased as well, focusing mostly on the Middle East and southeast Asia markets.

MEMBERSHIP

Membership dues revenue increased 3 percent in 2024. The year ended with approximately 29,000 members. Revenue from ATD's Forum grew by 15 percent as membership increased and Chief Talent Development Officer (CTDO) Next program revenue declined by 5 percent.

PUBLISHING

Publishing revenue decreased 3 percent as sales of our books declined across all channels. Along with softer demand, lower conference bookstore traffic contributed to the decline. Advertising and sponsorship revenue

from ATD’s webinars, newsletters, and periodicals increased slightly.

ATD CERTIFICATION INSTITUTE (ATD CI)

The Associate Professional in Talent Development (APTD®) and Certified Professional in Talent Development (CPTD®) program revenue grew by 11 percent as applicants for both certifications increased. ATD CI continues to expand its offerings by translating the exams in multiple languages and creating partnerships to promote ATD credentials globally.

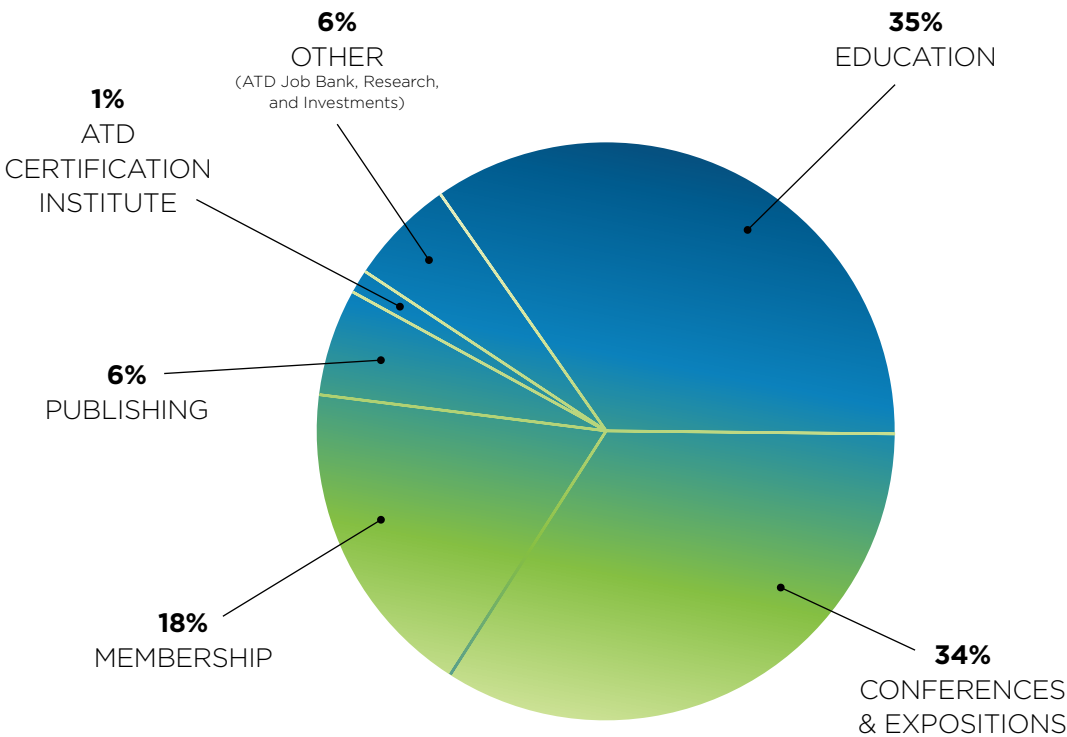
ATD CI offers three masters series programs: Master Trainer®, Master

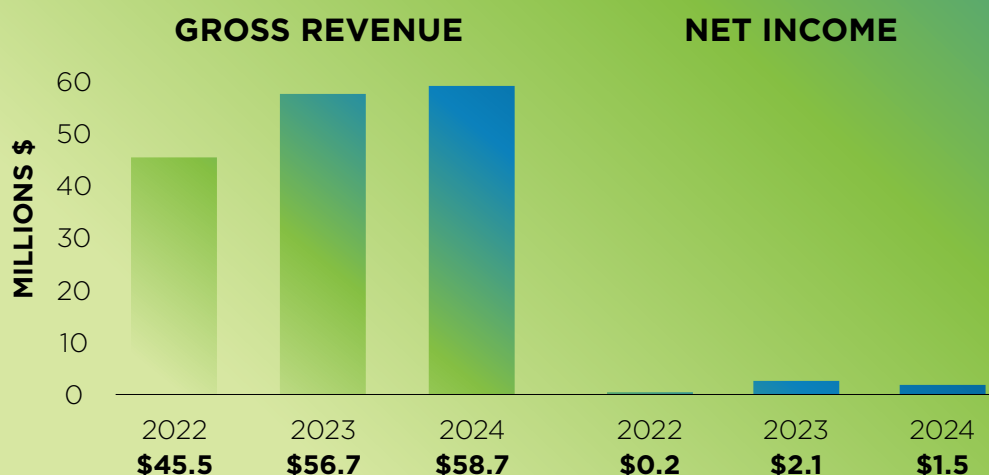
Instructional Designer®, and Master Performance Consultant™. Master series revenue increased by 15 percent reflecting an increase in demand for corporate offerings versus the prior year.

ATD JOB BANK/MY CAREER

My Career revenue decreased 9 percent in 2024 because of lower demand for sponsorships and advertising revenue on the ATD Job Bank. Employer job postings on the Job Bank declined by 25 percent. The decline in job postings can be attributed to economic uncertainty, changes in hiring patterns, and organizations utilizing other ways to recruit.

SOURCES OF REVENUE





ATD RESEARCH

ATD published 15 research reports in 2024, an increase of three over the prior year. Revenue decreased by 44 percent from the prior year, driven by decreased sponsorship revenue that was bolstered in 2023 by custom report development for a strategic partner. Rights and licensing revenue to reproduce reports also decreased year over year.

ATD GLOBAL

ATD's global revenue increased 8 percent. Expanding partnerships and ATD brand awareness contributed to significant growth in education workshops outside of the US and China. Global summit revenue increased and included the addition of the successful Macau Summit in 2024.

ATD's auditors, RSM US LLP, issued the association a clean and unmodified audit opinion for the calendar year 2024, which is the highest level of assurance they provide that the financial statements are fairly stated.

With the ATD team and our wide volunteer network, the board of directors is committed to enhancing the value of your membership. Thank you for being part of our global community as we collaborate to create a world that works better.

Sincerely,

Paul Walton

Treasurer
ATD Board of Directors



**Association for
Talent Development**
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