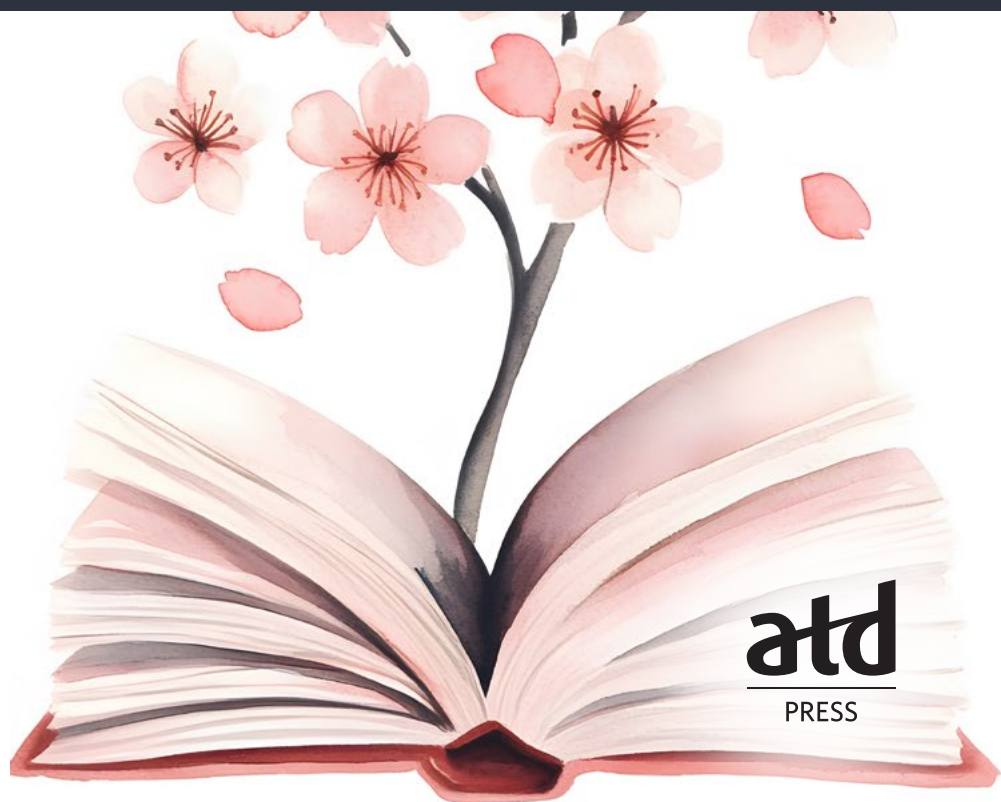




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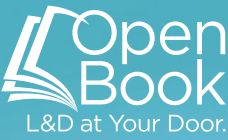
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Coming up:

*Think Like a Marketer,
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Mike Taylor

L&D Order Taker No More!
by Jess Almlie



Design for All Learners

Create Accessible and Inclusive Learning Experiences

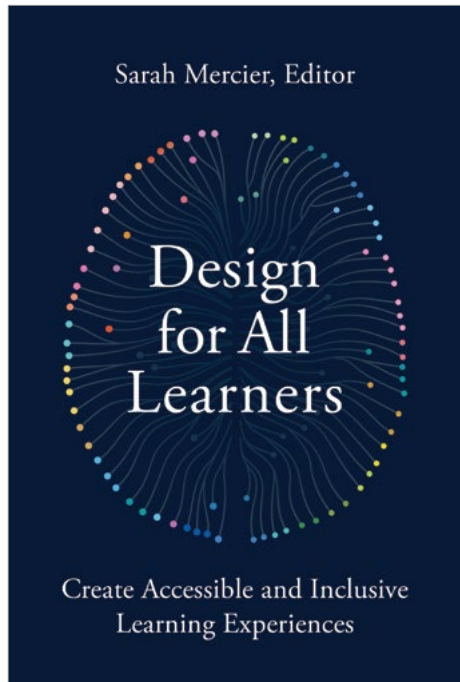
Sarah Mercier, Editor

Get the Toolbox You Need to Design for All Learners

Design for All Learners empowers instructional designers, trainers, and talent development professionals to create learning experiences that are accessible to and inclusive of all people. Learn from practitioners' vulnerable lived experiences, moving stories, and practical advice. Written with 26 accessibility, inclusion, and L&D experts and edited by Sarah Mercier, this book will help you ensure that individuals can fully participate in the talent development and training programs you offer.

Adopt a progress-over-perfection approach, and take steps to build momentum toward accessible, inclusive design. Start with shifting your mindset to consider that all learners are people who have unique experiences, perspectives, backgrounds, and abilities—and that learning design should be built for people, not just to compliance standards. Find what you need to know about designing for the modality you're using to reach learners—from e-learning and job aids to training in the physical and virtual classroom. Gain a clearer understanding of requirements and standards, and then explore strategic tactics to foster an inclusive mindset throughout your organization

Contents: **Part 1:** Exploring an Inclusive Mindset
Part 2: Designing Inclusive Content
Part 3: Creating an Inclusive Physical Classroom
Part 4: Creating an Inclusive Virtual Classroom
Part 5: A Primer on Accessibility Standards
Part 6: Adopting an Inclusive Mindset in Your Organization
Part 7: Taking Action



ISBN: 9781957157894 • Product Code: 112501
 Member: \$59.99 • List: \$69.99
 PB • 6 x 9 • 608 pp. • February 2025

Contributors: Michelle Bartlett • Belo Miguel Cipriani • Todd Cummings • Betty Dannewitz • JD Dillon • Brian Dusablon • Diane Elkins • Suzanne Ehrlich • Meryl K. Evans • Leah Holroyd • Karen Hyder • Jess Jackson • Michelle Jackson • Judy Katz • Kassy LaBorie • Mary Lightfoot • David Lindenberg • Jean Marrapodi • Susi Miller • Daron Moore • Alan Natachu • Cara North • Haley Shust • Kristin Torrence • Yvonne Urra-Bazain

Sarah Mercier, CEO and strategic consultant at Build Capable, specializes in instructional strategy and learning technology.

Performance Feedback Strategies

Driving Successful Behavior Change

Sandra Mashihhi and Kenneth M. Nowack

Unlock the Full Potential of Your Employees With Effective Feedback

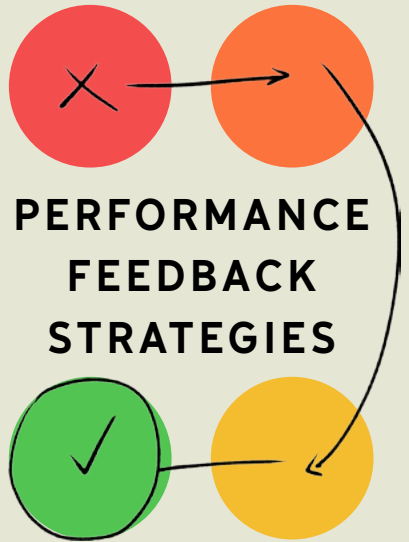
Leadership experts Sandra Mashihhi and Ken Nowack present a four-part Performance Feedback Coaching Model, designed to bridge the disconnect between what leaders think they are communicating and what employees receive during performance conversations. After more than a decade developing, testing, and refining their model with leaders around the world, the authors share this powerful framework based on research in neuroscience and psychology.

The book equips leaders at all levels with practical strategies and tools to deliver tailored feedback that aligns with each employee's unique skills and interpersonal strengths. By personalizing feedback, leaders can inspire significant improvements in employee behavior, creating a workplace where leaders achieve their goals and employees thrive—a true win-win situation. The authors share powerful stories, real-life examples, and user-friendly tips, as well as questionnaires, worksheets, and other tools leaders can apply immediately.

With this book as your road map, you will have the guidance you need to improve your employees' development, performance, motivation, satisfaction, and retention.

Sandra Mashihhi is an organizational psychologist and founder of Spectra Coaching. **Kenneth M. Nowack, Ph.D.** is a licensed psychologist and president/senior research officer at Envisia Learning.

Sandra Mashihhi and Kenneth Nowack



PERFORMANCE FEEDBACK STRATEGIES

Driving Successful Behavior Change

ISBN: 9781957157863 • Product Code: 112504

Member: \$25.99 • List: \$29.99

PB • 6 x 9 • 248 pp. • April 2025

Contents: Part 1: The Science of Feedback • The Power of Feedback • Ouch, That Hurt! The Neuroscience of Feedback • Feedback for a Diverse Workforce • Feedback: The Prerequisite for Successful Behavior Change

Part 2: Performance Feedback Coaching • The Performance Feedback Coaching Model • Performance Management • Performance Acceleration • Performance Enhancement • Performance Improvement

Action-First Learning

Instructional Design Techniques to Engage and Inspire

Karl M. Kapp

Game On! Action-Based Training Designs for Better Learning

In *Action-First Learning*, educator and tech expert Karl Kapp covers nine distinct types of learning experiences in the convenience of one volume—from card and board games, escape rooms, and branching scenarios to augmented reality and AI-powered coaching. He explains why each design works and how to choose, plan, and execute the right kind of project for your goals.

The book also includes a chapter by instructional designer Amy Pape about how to improve action-first learning through accessibility and another by L&D expert Kevin Thorn on the use of comics in action-first learning. Each book chapter includes a detailed case study, a design checklist, and tips on how to leverage AI in the creation of action-first learning.

Contents: Defining Action-First Design • Card Games • Board Games • Escape Rooms • Comics • Branching Scenarios • Live Interactive Experiences • Augmented Reality • The Metaverse • AI-Assisted Coaching • Accessibility for Better Learning • Plan and Launch Your Action-First Project



ISBN: 9781957157924 • Product Code: 112505
Member: \$35.99 • List: \$41.99
PB • 6 x 9 • 324 pp. • April 2025

Karl M. Kapp is a scholar, writer, speaker, and expert on the convergence of learning, technology, and business with a focus on the power of game-thinking and interactive, action-first learning. He is the director of the Institute for Interactive Technologies at Commonwealth University in Bloomsburg, Pennsylvania, and the co-author of *Play to Learn* and *Microlearning: Short and Sweet*.

ISD From the Ground Up

A No-Nonsense Approach to Instructional Design

Fifth Edition

Chuck Hodell, PhD

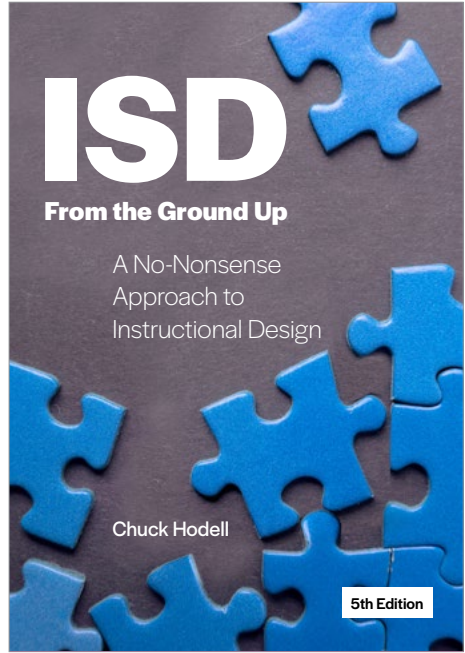
Your All-In-One Guide to ISD

Known as “the man who wrote the book on ISD,” Chuck Hodell offers a comprehensive and practical handbook on core instructional systems design (ISD) practices and principles with a practitioner’s eye.

This updated fifth edition covers all the basics and many advanced tenets of ISD, walking you through each phase, including advanced concepts such as microlearning, social media, and leveraging technology. Stand-alone chapters offer crucial support to practitioners building foundational skills, while in-depth tutorials on subjects such as collaborating with experts offer rich insights to guide the credentialed designer.

With new case studies, discussion questions, and sample design and lesson plans, *ISD From the Ground Up* demystifies the learning design process. Whether readers are new to or experienced in ISD, this industry staple provides the essential building blocks for ISD mastery.

Chuck Hodell, PhD, is the author of *ISD From the Ground Up*, *SMEs From the Ground Up*, and *Introduction to Instructional Systems Design*. He is an affiliate professor at the University of Maryland School of Pharmacy in the PhD and graduate programs in palliative care.



ISBN: 9781957157702 • Product Code: 112502
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Part 2: The Work of an Instructional Designer

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Land Your Next L&D Role

Creating a Career That Works for You

Sarah Cannistra

Apply the ABCs for Your L&D Career Success

There has never been a better time to invest in your own L&D career.

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Cannistra dissects job applications, resume and cover letter writing, and interview processes as well as hard-felt topics of rejection and job searches after layoffs. She also explores the mindset shifts and self-awareness needed to be successful to land a stable and fulfilling position.



ISBN: 9781957157849 • Product Code: 112506
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PB • 6 x 9 • 200 pp. • May 2025

With more than a decade of experience, **Sarah Cannistra** is an L&D career coach and the founder of The Overnight Trainer, a coaching practice that helps purpose-driven people find, land, and love the L&D career of their dreams.

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The 4 L&D Career Success Codes (the ABCDs) • Your Goals and L&D Career Timeline • L&D Career Confidence and Competence • Your L&D Niche • Motivation, Mindsets, and Habits

Part 2: Positioning Yourself in the L&D Market

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You Landed Your Dream L&D Role, What's Next?

Think Like a Marketer, Train Like an L&D Pro

Strategies to Ignite Learning

Bianca Baumann and Mike Taylor

Use Marketing Strategies to Captivate and Persuade Your Audience

Marketing and L&D may seem like an unlikely combination, but both fields share two core goals: getting people's attention and influencing their behavior. Marketing involves captivating, persuading, and creating value—all of which are key to learning design. When done well, learning design grabs participants' attention like a great marketing campaign and engages them emotionally and intellectually to make learning stick.

In this innovative volume, marketing and L&D experts Bianca Baumann and Mike Taylor ask, "How can L&D pros make learning programs more effective by thinking like expert marketers?" To answer that question, they explore the potential of marketing-inspired L&D, diving into essential marketing principles, strategies, and techniques and applying them to learning experience design to improve learning transfer. With a learner-centric perspective, the authors explain the science of marketing, how to use personas, and how to craft a successful learner journey. They explore ways to grab an audience's attention and influence their behavior.

Bianca Baumann is a speaker at international conferences and a facilitator at the Ontario Institute for Studies in Education where she teaches learning experience design. **Mike Taylor** is a learning consultant at Nationwide and an independent consultant in L&D. He teaches in Franklin University's Graduate Instructional Design and Performance Technology program.

Think Like a Marketer, Train Like an L&D Pro

Strategies to Ignite Learning



BIANCA BAUMANN AND MIKE TAYLOR

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Contents: Design Learning for the Way People Think • Create Learner Personas That Inspire • Map Learner Journeys From Awareness to Action • Maximize Learning With an Effective Content Strategy • Captivate Learners With Writing That Clicks • Leverage Visuals for Maximum Impact • Execute a Successful Learning Campaign • Level Up Learning With Marketing Technology • Measure the Impact of Your Efforts

ATD's Handbook for Measuring and Evaluating Training

Second Edition

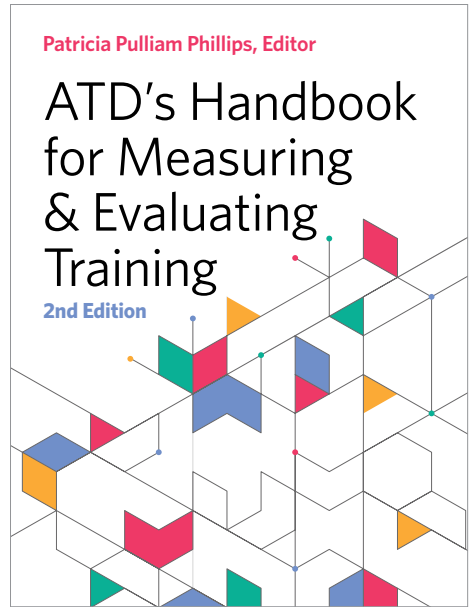
Patricia Pulliam Phillips, Editor
**The A-to-Z Resource
on Training Evaluation**

ATD's Handbook for Measuring and Evaluating Training is the comprehensive go-to reference for talent development professionals in need of immediate measurement and evaluation (M&E) guidance. Edited by M&E powerhouse Patti Phillips, with contributions from 30 expert practitioners, this handbook provides an essential road map to developing effective processes to prove the value and impact of your L&D programs.

With this handbook, you'll feel confident each time you face an M&E challenge, from planning the evaluation and collecting and analyzing data to optimizing results and making evaluation efforts work in your organization. You will learn how to use data to improve your training programs and meet the standards your organization strives for.

This updated edition addresses how to tell the evaluation story to business leaders, visualize data in reports, and leverage artificial intelligence. Rich in real-life application, it offers practitioner tips, knowledge checks, and support resources and references.

Patti P. Phillips, PhD, is CEO of ROI Institute and a renowned leader in measurement and evaluation. She helps organizations implement the ROI Methodology in more than 70 countries around the world. She is also the author or co-author of many volumes, including *Designing Virtual Learning for Application and Impact* and *Proving the Value of Soft Skills*.



Patricia Pulliam Phillips, Editor

ATD's Handbook for Measuring & Evaluating Training

2nd Edition

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PB • 7 x 9.1875 • 440 pp. • June 2025

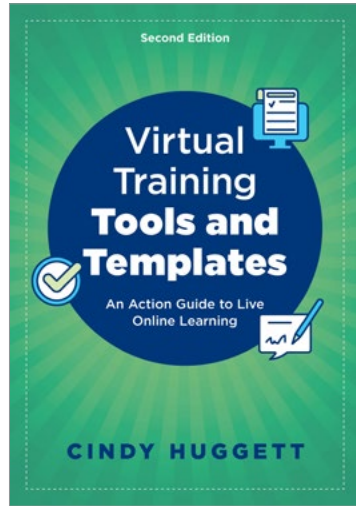
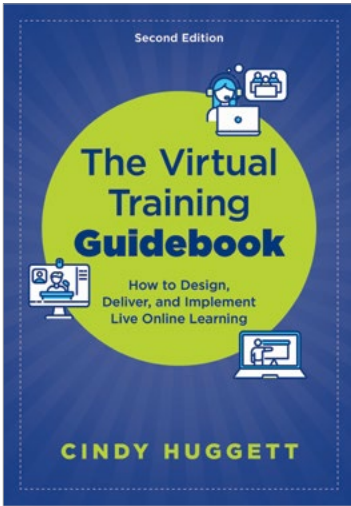
Contents: **Part I:** Evaluation Planning • **Part II:** Data Collection • **Part III:** Data Analysis • **Part IV:** Results Optimization • **Part V:** Make Measurement and Evaluation Work

Contributors: Katharine Aldana • Rachell Baghelai • Nader Bechini • Timothy R. Brock • Kaycee Buckley • Holly Burkett • Judith Cardenas • Robin Dijke • Cindy L. Hill • Caroline Hubble • Ron Jacobs • Katinka Koke • Faith Krebs • Michael A. Lawson • Sardék Love • Beryl Oldham • Peggy Parskey • Jack J. Phillips • Damien M. Sanchez • Suzanne Schell • Brenda Sugrue • Will Thalheimer • Klaas Toes • Trish Uhl • Henri van den Idsert • David Vance • Eric T. Vincent • Emma Weber • Kevin Yates

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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

A pioneer in the field of online learning, **Cindy Huggett, CPTD[®]**, 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.

TDBoK™ Guide

The Talent Development
Body of Knowledge

Second Edition

*Association for Talent
Development*

The Definitive Resource for the Talent Development Profession

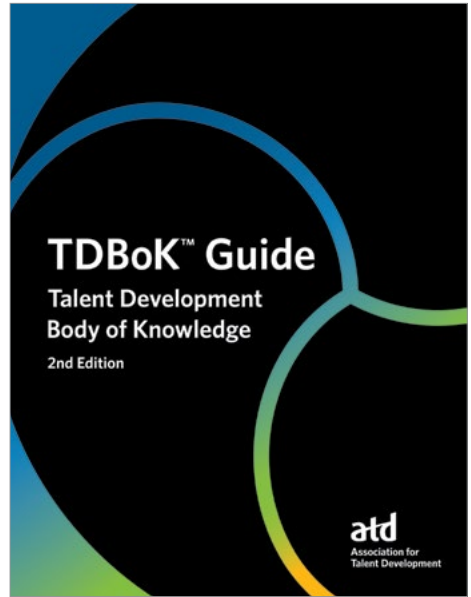
The *TDBoK™ Guide*, Second Edition, is a comprehensive collection of talent development (TD) concepts, definitions, methodologies, and examples that lays the foundation and guiding principles for those who develop talent in the workplace. Created by ATD in partnership with industry experts, this reference 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.

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- Covers the TD field's 23 key disciplines (or capability areas)
- Includes 186 knowledge and skills that define best practices
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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.



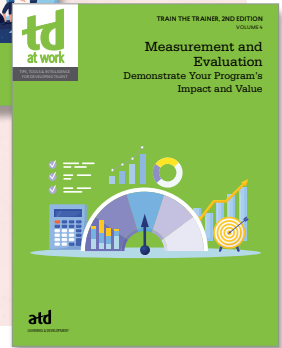
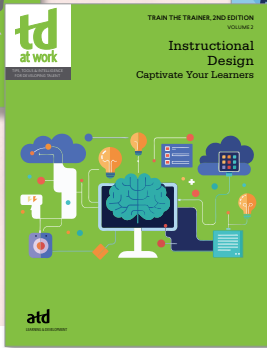
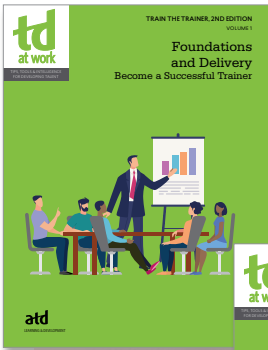
ISBN: 9781957157313 • Product Code 112410
Member: \$114.99 • List: \$134.99
PB • 8.5 x 11 • 680 pp. • March 2024

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.

“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
Global Learning and Development, Verizon

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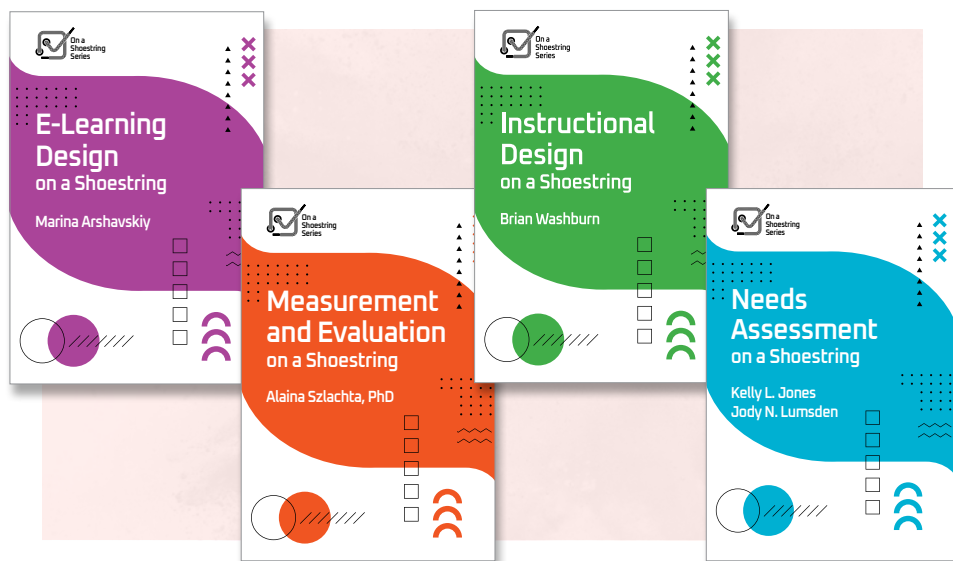
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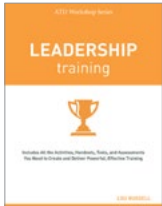
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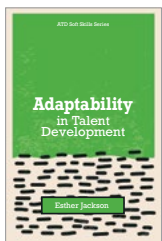


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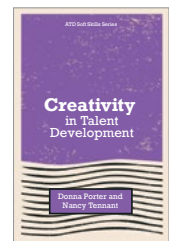
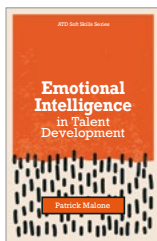
Organized into two parts, each book in the ATD Soft Skills series tackles one soft skill that TD professionals need to develop themselves, others, and their organizations. Part 1 explains the skill, its importance, and its challenges. Part 2 focuses on how to practice, build, and perfect the skill on the job. Each book features worksheets, self-reflection exercises, and best practices.



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Kathryn Zukof

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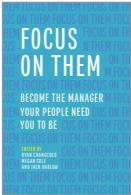
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Measuring Impact and Calculating ROI

Patricia Pulliam Phillips, PhD, Jack J. Phillips, PhD, and Rebecca Ray, PhD

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PB • 6 x 9
208 pp. • 2018

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Ryan Changcoco, Megan Cole, and Jack Harlow, Editors

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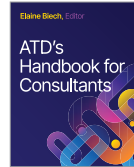


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PB • 6 x 9
184 pp. • 2021

The Building Blocks of Sales Enablement

Mike Kunkle

Using an easy-to-apply building blocks structure, Mike Kunkle lays out a formalized strategy for what a sales enablement practice is and what it requires for optimal results.



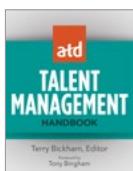
ISBN: 9781957157344
Product Code: 112402
Member: \$69.99
List: \$79.99
PB • 7 x 9
528 pp. • 2024

ATD's Handbook for Consultants

Elaine Biech, Editor

This definitive guide for all your consulting questions unpacks what it takes to run a successful consulting practice that delivers world-class solutions for clients with the benefits of a self-directed work life. Elaine Biech and her cadre of consulting professionals provide perspectives on multiple consulting career paths and industries.

LEADERSHIP AND LEADERSHIP DEVELOPMENT



ISBN: 9781953946492
Product Code: 112125
Member: \$49.99
List: \$64.99
PB • 7 x 9
336 pp. • 2021

ATD Talent Management Handbook

Terry Bickham, Editor

With more than 20 chapters written by more than 30 contributors, this book offers progressive thoughts on the state of talent management and how the function must adapt.



ISBN: 9781562868437
Product Code: 111814
Member: \$101.95
List: \$119.95
HC • 7 x 9
656 pp. • 2018

ATD's Foundations of Talent Development

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

Elaine Biech

Elaine Biech provides the resources you need to navigate the talent development industry and help grow your career and organization. Offering practical guidance and required information, this book should become a trusted advisor to all senior leaders.



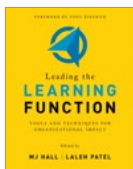
ISBN: 9781949036220
Product Code: 111823
Member: \$69.95
List: \$84.95
PB • 7 x 9
528 pp. • 2018

ATD's Action Guide to Talent Development

A Practical Approach to Building Your Organization's TD Effort

Elaine Biech

This guide leads you through valuable concepts, designs, and ideas for defining your organization's learning foundation for the future. The genesis stems from theory, but this is real-world application and action.



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

Leading the Learning Function

Tools and Techniques for Organizational Impact

MJ Hall and Laleh Patel, Editors

Drawing upon firsthand experiences from senior practitioners, this book offers best practices, tools, techniques, and processes that successful business leaders use to develop, build, and implement their personal leadership skill sets.



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

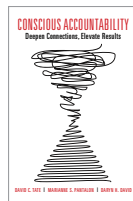
Connection Culture

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

Second Edition

Michael Lee Stallard

This book challenges leaders to grow and strengthen their employees and organizations by fostering a culture of connection.



ISBN: 9781950496716
Product Code: 112201
Member: \$18.99
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292 pp. • 2022

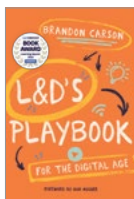
Conscious Accountability

Deepen Connections, Elevate Results

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

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.

LEADERSHIP AND LEADERSHIP DEVELOPMENT



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L&D's Playbook for the Digital Age

Brandon Carson

This book walks through how to create a new L&D playbook to develop employee skills and abilities, as well as navigate the radical and complex transformations the digital age demands. Winner of the 2022 getAbstract International Book Award for Learning Impact.



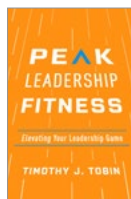
ISBN: 9781950496679
Product Code: 112003
Member: \$25.99
List: \$29.99
PB • 6 x 9
180 pp. • 2020

Forward-Focused Learning

Inside Award-Winning Organizations

Tamar Elkeles, Editor

Peek behind the curtain of proactive and high-performing organizations—like Comcast, Yahoo!, Nike, and General Mills—and see how they use learning to develop their employees and business. A must-read for anyone setting learning strategy or managing the learning function.



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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.

LEARNING TECHNOLOGY



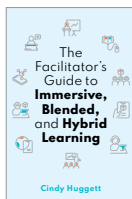
ISBN: 9781953946775
Product Code: 112308
Member: \$32.99
List: \$38.99
PB • 7 x 10
248 pp. • 2023

Designing Virtual Learning for Application and Impact

50 Techniques to Ensure Results

Cindy Huggett, Jack J. Phillips, Patricia Pulliam Phillips, and Emma Weber

Leverage 50 practical techniques for delivering on-the-job application of learning and a positive impact on business results.



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Cindy Huggett

Explore the role of a facilitator in today's immersive, blended, virtual, and hybrid learning environments, and gain cutting-edge insights and practical advice on how facilitators can make programs effective and engaging.



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75+ Activities for Virtual Training, Meetings, and Webinars

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LEARNING TECHNOLOGY



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Master the Technology to Engage Participants

Kassy LaBorie

Gain the knowledge and skills you need to master the production of virtual events while delivering engaging training, productive meetings, and captivating webinars.



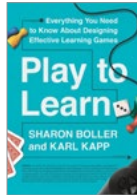
ISBN: 9781953946034
Product Code: 112203
Member: \$32.99
List: \$38.99
PB • 6 x 9
406 pp. • 2022

Next Level Virtual Training

Advance Your Facilitation

Diana L. Howles

Diana L. Howles introduces the Virtual Trainer Capability Model, which identifies eight areas of expertise for top virtual training professionals.



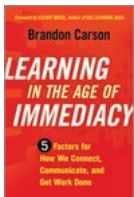
ISBN: 9781562865771
Product Code: 111705
Member: \$39.99
List Price \$45.99
PB • 7 x 10
168 pp. • 2017

Play to Learn

Everything You Need to Know About Designing Effective Learning Games

Sharon Boller and Karl Kapp

This book bridges the gap between instructional design and game design by helping you grow your game literacy and strengthen crucial game design skills.



ISBN: 9781562867690
Product Code: 111711
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PB • 6 x 9
184 pp. • 2017

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

Brandon Carson

Five factors—automation, the cloud, mobile, big data, and the internet—continue to change how we work. Learn how to evolve your organization while moving at the speed of business.



ISBN: 9781947308800
Product Code: 111904
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PB • 6 x 9
256 pp. • 2019

Shock of the New

The Challenge and Promise of Emerging Technology

Chad Udell and Gary Woodill

This book offers a much-needed framework (BUILDS) for evaluating emerging learning technologies.



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

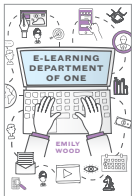
Creating Training Videos

Professional Quality With a Smartphone

Jonathan Halls

Film and edit effective training videos—using your smartphone. Informed by his 30-year career in training and media, including his time as learning executive with the BBC, Jonathan Halls offers best practices in video production that will actually help your learners to learn, and without a giant strain on your resources.

LEARNING TECHNOLOGY

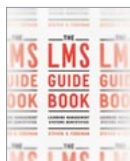


ISBN: 9781947308824
Product Code: 111813
Member: \$29.99
List: \$35.99
PB • 6 x 9
200 pp. • 2018

E-Learning Department of One

Emily Wood

This book covers the full scope of e-learning design, training, and development for an organization through the lens of how to get by with limited resources, help, and time.



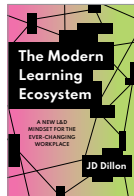
ISBN: 9781602783096
Product Code: 111715
Member: \$31.99
List: \$36.99
PB • 7.5 x 9.25
248 pp. • 2017

The LMS Guidebook

Learning Management Systems Demystified

Steven D. Foreman

Tackling the core of what an LMS does and how it works, e-learning consultant Steve Foreman offers a broad view of the LMS categories and features so you can ask better questions of vendors and evaluate their products.



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List: \$34.99
PB • 6 x 9
260 pp. • 2022

The Modern Learning Ecosystem

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

JD Dillon

Gain step-by-step instructions for architecting a disruption-ready learning ecosystem to help employees solve today's biggest problems and build the knowledge and skills needed to seize tomorrow's opportunities.

EMPLOYEE AND ORGANIZATION DEVELOPMENT



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The Executive Coaching Playbook

How to Launch, Run, and Grow Your Business

*Nadine Greiner, PhD,
and Becky Davis, MA*

This book offers newly minted executive coaches and entrepreneurs who are launching executive coaching practices a framework for building a business with proven results. Beyond offering the why of coaching theory, the authors share how to set up a thriving business.



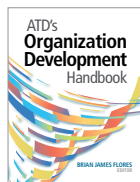
ISBN: 9781947308794
Product Code: 111821
Member: \$25.99
List: \$29.99
PB • 5.25 x 8
152 pp. • 2018

The Art of Executive Coaching

Secrets to Unlock Leadership Performance

Nadine Greiner, PhD

Read nine stories about executive coach Alice Well and her clients. Learn tips and tricks used by executive coaches to unlock the transformative performance results leaders need.



ISBN: 9781953946546
Product Code: 112301
Member: \$54.99
List: \$64.99
PB • 7 x 9
336 pp. • 2023

ATD's Organization Development Handbook

Brian James Flores, Editor

A 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 book addresses OD from the TD and L&D perspectives and how to apply OD foundations to your multiculturalism, upskilling and reskilling, and succession planning processes and programs.

EMPLOYEE AND ORGANIZATION DEVELOPMENT



ISBN: 9781950496204
Product Code: 1122012
Member: \$19.99
List: \$21.99
PB • 6 x 9
308 pp. • 2020

10 Steps to Successful Coaching

Second Edition

Sophie Oberstein

Sophie Oberstein offers meaningful advice to help you embrace and elevate your existing coaching skills, drawing upon 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 formal or informal coaching.



ISBN: 9781953946348
Product Code: 112206
Member: \$114.99
List: \$134.99
HC • 7 x 9
960 pp. • 2022

ATD's Handbook for Training and Talent Development

Elaine Biech, Editor

Grounded by the Talent Development Capability Model™, this handbook offers an up-to-date view of the growing roles of talent development professionals, our changing world of work, and the critical need for business alignment.



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, PhD

Wendy Axelrod helps you stretch your mentoring abilities to yield substantial rewards for you and your mentee. Drawing on more than 20 years of work with mentors, she delves into proven approaches to use in your ongoing meetings, such as elevating the power of questions, leveraging experience for learning, and expanding growth using everyday psychology.



ISBN: 9781949036756
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PB • 6 x 9
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Real Personal Branding in the Virtual World

William Arruda

William Arruda describes the 21st-century world of personal branding and guides you to define, express, and expand your authentic, personal brand for the virtual world.



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Product Code: 112202
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176 pp. • 2022

Promotions Are So Yesterday

Redefine Career Development. Help Employees Thrive.

Julie Winkle Giulioni

Julie Winkle Giulioni offers a new approach for developing your employees' careers and helping them thrive, even if promotions are not readily available. Discover a 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: 9781562869793
Product Code: 111524
Member: \$17.99
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PB • 5.25 x 8
189 pp. • 2015

Beyond Happy

Women, Work, and Well-Being

Beth Cabrera

A collection of essential findings that offer women proven strategies for living more authentic lives. Employ Beth Cabrera's strategies for thriving based on personal values, strengths, and enduring family ties and relationships.



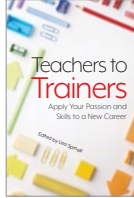
ISBN: 9781562869465
Product Code: 111616
Member: \$23.95
List: \$27.95
PB • 7 x 10
288 pp. • 2016

Find Your Fit

A Practical Guide to Landing a Job You'll Love

Sue Kaiden, Editor

Identify the best environment for you, shape your online identity, and network effectively.



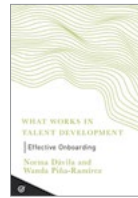
ISBN: 9781952157141
Product Code: 112016
Member: \$16.99
List: \$19.99
PB • 6 x 9
206 pp. • 2020

Teachers to Trainers

Apply Your Passion and Skills to a New Career

Lisa Spinelli, Editor

In this book, former teachers describe their career transition experiences and current roles to help K-12 teachers gain insights into the adult learning education system.

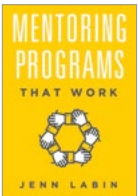


ISBN: 9781947308602
Product Code: 111810
Member: \$29.99
List: \$34.99
PB • 7 x 10
200 pp. • 2018

Effective Onboarding

Norma Dávila and Wanda Piña-Ramírez

Learn the differences between orientation and onboarding, how to build a business case for your onboarding program, and how to design, implement, evaluate, and sustain a program that's right for your organization.



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Product Code: 111714
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List: \$32.99
PB • 7 x 10
172 pp. • 2017

Mentoring Programs That Work

Jenn Labin

Jenn Labin offers a step-by-step approach for navigating the early phases of your organization's mentoring program alignment through to program launch and measurement.



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Product Code: 111819
Member: \$19.99
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PB • 6 x 9
256 pp. • 2018

Speak for a Living

The Insider's Guide to Building a Speaking Career

Second Edition

Anne Bruce and Sardék Love

Gain updated strategies for navigating the public speaking business, new material on social media and website marketing, and guidance on how to diversify services in an increasingly globalized industry.



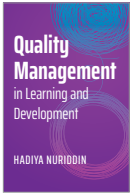
ISBN: 9781947408336
Product Code: 111717
Member: \$29.99
List: \$34.99
PB • 7 x 10
200 pp. • 2017

Starting a Talent Development Program

Elaine Biech

Elaine Biech interweaves best practices with the latest technology and offers templates, tools, worksheets, and tips to help you start, design, and implement your talent development program.

TRAINING, FACILITATION, AND ISD

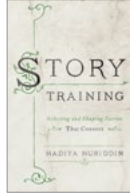


ISBN: 9781953946607
Product Code: 112405
Member: \$24.99
List: \$29.99
PB • 6 x 9
208 pp. • 2024

Quality Management in Learning and Development

Hadiya Nuriddin

Go beyond checklists for correcting typos and incorrect branding, and instead consider the bigger picture. Define your organizational standard for quality and learn how to create your own quality management system to support it. Explore how ultimately everyone is responsible for quality and implement guidelines and policies that keep people accountable.



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Product Code: 111804
Member: \$27.95
List: \$32.95
PB • 5.5 x 8.5
160 pp. • 2018

StoryTraining

Selecting and Shaping Stories That Connect

Hadiya Nuriddin

The challenge with storytelling, according to Hadiya Nuriddin, is in finding a story to tell. This book focuses on that elusive part of storytelling—finding the stories lurking everywhere and telling them.



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Product Code: 112207
Member: \$25.99
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228 pp. • 2022

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.



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Product Code: 111910
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PB • 6 x 9
224 pp. • 2019

Agile for Instructional Designers

Iterative Project Management to Achieve Results

Megan Torrance

Recognizing that software development and instructional design have different needs and outcomes, Megan Torrance developed the LLAMA methodology, which tailors the Agile project management approach specifically to instructional design.

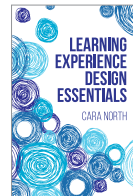


ISBN: 9781953946447
Product Code: 112302
Member: \$28.99
List: \$32.99
PB • 6 x 9
240 pp. • 2023

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.



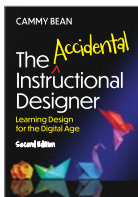
ISBN: 9781953946423
Product Code: 112303
Member: \$19.99
List: \$23.99
PB • 6 x 9
176 pp. • 2023

Learning Experience Design Essentials

Cara North

Cara North explores how instructional designers can align their function to their organization's business needs and maps out the work that learning experience design (LXD) professionals do, including the important task analysis to understand what learners need in their work environment.

TRAINING, FACILITATION, AND ISD



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

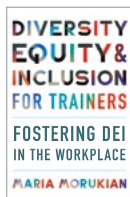
The Accidental Instructional Designer

Learning Design for the Digital Age

Second Edition

Cammy Bean

This new edition not only explores instructional design basics but also goes deeper into the L&D space, learning tools, the technology ecosystem, and assessment and evaluation frameworks. Get ideas for your projects and find essential resources and references.



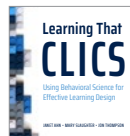
ISBN: 9781953946058
Product Code: 112204
Member: \$23.99
List: \$27.99
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320 pp. • 2022

Diversity, Equity, and Inclusion for Trainers

Fostering DEI in the Workplace

Maria Morukian

Expert facilitator Maria Morukian covers the historical underpinnings and rationale for DEI work; the process of organizational assessment, design, and delivery; and strategies for embedding DEI and promoting sustainability through collaborative practices and dialogues.



ISBN: 9781953946324
Product Code: 112205
Member: \$18.99
List: \$21.99
PB • 8.5 x 9.25
168 pp. • 2022

Learning That CLICS

Using Behavioral Science for Effective Learning Design

Mary Slaughter, Janet Thompson, and Jonet Ahn

This book introduces the CLICS Framework, a five-step approach (capacity, layering, intrinsic enablers, coherence, and social connections) that deepens analysis and increases the likelihood that learning will occur.



ISBN: 9781952157561
Product Code: 112114
Member: \$79.99
List: \$89.99
HC • 7 x 9
608 pp. • 2021

ATD Talent Development and Training in Healthcare Handbook

Jacqueline Burandt, Gregory Rider, and Niranjani Chidamber Papavaritis, Editors

Written by 25 seasoned healthcare practitioners, this volume addresses the many opportunities and complex challenges talent development professionals face in the growing and rapidly changing healthcare space.



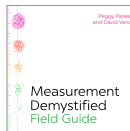
ISBN: 9781950496891
Product Code: 112018
Member: \$32.99
List: \$38.99
PB • 7 x 10
432 pp. • 2020

Measurement Demystified

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

David Vance and Peggy Parskey

This book presents an easy-to-use framework to simplify the discussion of measurement, analytics, and reporting as it relates to L&D and talent development practitioners.



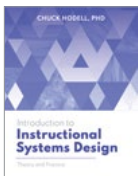
ISBN: 9781952157684
Product Code: 112116
Member: \$39.99
List: \$46.99
PB • 9.5 x 8.5
384 pp. • 2021

Measurement Demystified Field Guide

David Vance and Peggy Parskey

This workbook provides nearly 100 exercises to help you uncover what measurement work your organization is doing and what work it should do moving forward. Use as a stand-alone resource or a companion to *Measurement Demystified*.

TRAINING, FACILITATION, AND ISD



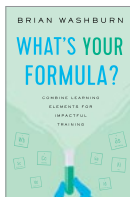
ISBN: 9781952157127
Product Code: 112106
Member: \$49.99
List: \$59.99
PB • 7.5 x 9.5
448 pp. • 2021

Introduction to Instructional Systems Design

Theory and Practice

Chuck Hodell, PhD

This textbook provides comprehensive instruction for professors, instructors, and students of ISD who seek a professional and proven design method with an academic foundation.



ISBN: 9781952157479
Product Code: 112108
Member: \$24.99
List: \$29.99
PB • 6 x 9
248 pp. • 2021

What's Your Formula?

Combine Learning Elements for Impactful Training

Brian Washburn

This book offers a periodic table of 50+ learning elements to help guide trainers through the pitfalls and choices they confront in creating engaging learning experiences.



ISBN: 9781952157455
Product Code: 112102
Member: \$18.99
List: \$21.99
PB • 5.25 x 8
144 pp. • 2021

Learning Science for Instructional Designers

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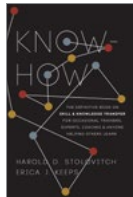
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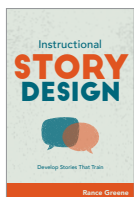
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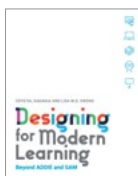
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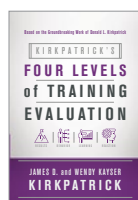
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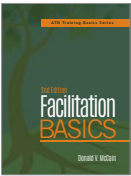
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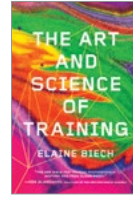
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