




RESILIENCE



**“Resiliency is something you do,
more than something you have.
You become highly resilient by
continuously learning your best
way of being yourself in your
circumstance.”**

– Al Siebert

Members of the ATD Community,

Understanding how to work through change, embracing the concept of resilience, and helping teams advance and grow are important concepts to practice, especially in talent development (TD). In 2023, you and your peers in talent development found ways to embrace flexibility, reimagine career development and internal mobility, and support a skills-based strategy. And, many of you immersed your organizations in learning technologies—especially artificial intelligence (AI)—to understand how to leverage its power for knowledge sharing, learning, and the development of your teams. You did this while also finding innovative ways to prepare your own skills and your workforce for the future.

ATD supported our members' and customers' personal and professional development in 2023 by developing content through conferences, education courses, research reports, articles, books, webinars, and tools and templates.

Last year, ATD hosted six in-person conferences and four virtual events. More than 10,000 attendees from 73 countries gathered for the ATD 2023 International Conference & EXPO, the largest gathering since 2019. It is always a special experience to learn and network together at the world's largest talent development event.

Additional highlights for 2023 included:

- The release of seven role-based knowledge and skill proficiency benchmarks based on Talent Development Capability Model™ assessments for trainers and facilitators, instructional designers, TD managers, HR and OD professionals, TD leaders, independent consultants, and training coordinators

- The launch of our first public certificate program in India
- The transformation of the ATD Learning Center, which includes state-of-the-art technology, innovative program design, and experiential learning concepts
- The addition of 50 new tools and templates in the ATD Member Benefits Center
- A partnership with the Arizona Health Care Cost Containment System (AHCCCS), Arizona's Medicaid agency, to provide expert-led professional development courses to AHCCCS healthcare providers so they can more effectively recruit and develop staff and retain their workforces

We are committed to continuing to bring you exceptional content and development opportunities to help you build knowledge and expertise to apply inside your organization.

Thank you for your support of ATD. It is a privilege to be a part of your talent development journey. Working together, we can 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

ATD 2024 BOARD OF DIRECTORS



Jim Caprara, Chair
Managing Partner
Newport Consulting
Chester, MD



Tony Bingham
President & CEO
ATD
Alexandria, VA



Cheryl Doggett
Vice President, Global Talent
Management
Intuitive Surgical
Sunnyvale, CA



Kristine Ellis
Director, Talent Development
GuideWell/Florida Blue
Jacksonville, FL



Joe Garbus
Global Head of Talent
PVH Corp.
New York, NY



Alison Lands
Director, Strategy & Partnerships
SkyHive Technologies
New York, NY



Johann Laville
Chief Learning Officer
Merck Sharp & Dohme, LLC
Philadelphia, PA



Paul Walton
Director, Learning & Development
(Retired)
NVR Inc.
Woodstock, MD

ATD 2024 CERTIFICATION INSTITUTE BOARD OF DIRECTORS



Michael Decker, Chair
Vice President, Examinations
American Institute of CPAs (AICPA)
Ewing, NJ



Tony Bingham
President
ATD Certification Institute
Alexandria, VA



Cynthia Allen
President
SeaCrest Company
Charlotte, NC



Shannon Carter
Chief Executive Officer
American College of Veterinary
Internal Medicine (ACVIM)
Westminster, CO



Dale Cyr
CEO and Executive Director
Inteleos
Rockville, MD



Sean Walters
Chief Executive Officer
Investments & Wealth Institute
Denver, CO

ATD supported its talent development community by delivering quality resources, assisting chapter leaders as they served their local communities, and establishing partnerships in countries around the world.



MEMBERSHIP

ATD’s members are the heartbeat of the talent development community. Through their passion for helping others develop new skills and building a culture of learning, ATD members share their knowledge and skills with ATD’s global community.

In 2023, more than 7,200 new members joined ATD. To support members, the ATD team added 50 new tools and templates to the Benefits Center and offered early access to the online *TDBoK™ Guide: Talent Development Body of Knowledge*. On td.org, the top three topics members engaged with were instructional design, training delivery and facilitation, and talent strategy and management.

ATD’s membership team also modified the *Buzz* newsletter, which now uses AI-powered technology to curate more personalized content based on individual member interests.

CHAPTERS

ATD chapter members represent ATD and the talent development community in their local cities. In 2023, ATD hosted the first in-person ATD Chapter Leaders Conference (ALC) in conjunction with ATD23, and more than 150 chapter leaders attended.

The chapter leader diversity, equity, and inclusion (DEI) team hosted quarterly DEI Real Talks and facilitated a session at ALC on DEI.

ATD Chapter Services enhanced the Chapter Affiliation Requirements (CARE) survey by transitioning to a new platform with increased functionality and updating the CARE Plus requirements to recognize chapter collaboration and chapters that submit best practices to the Sharing Our Success (SOS) program. Ninety-eight percent of chapters completed the CARE submission process in 2023, and 87 percent of chapters achieved 100 percent in all elements, up from 84 percent in 2022.

The chapter sustainability team developed additional resources to support chapter success in the areas of programming and volunteer recruitment and hosted two successful leader connection hours to share these strategies with chapter leaders.

GLOBAL

The ATD Global team brings ATD content, events, and education programs to more than 80 countries. In 2023, ATD established partnerships in China, Japan, Saudi Arabia, Singapore, and UAE to deliver 180 education courses for public enrollment and in-house to organizations, benefitting more than 2,200 learners. The education programs were delivered in English, Japanese, simplified Chinese, and traditional Chinese.

At the ATD 2023 International Conference & EXPO in San Diego, California, attendees from 73 countries gathered in person and virtually to network, learn, and celebrate talent development. The highest number of global attendees were from Korea, Canada, and Japan.

In partnership with UMU, ATD conducted two global research projects examining talent development in the areas of sales enablement and AI. The research reports, *Tapping the Potential of Sales Enablement* and *AI in Talent Development and Learning*, have been published in English, Chinese, and Japanese. To share the results, ATD and UMU collaborated on four webinars. These events attracted close to 1,200 attendees.



In 2023, the ATD Global team and several partner organizations hosted nine global events that attracted more than 6,000 attendees, including:

- ATD Asia Pacific Conference
- ATD China Summit
- ATD China Post ATD23 Sharing Event
- ATD European Summit
- ATD Japan Summit
- ATD Kuwait Summit
- ATD Middle East Conference
- ATD Saudi Arabia Conference
- ATD Southeast Asia Summit

PROFESSIONAL DEVELOPMENT

An expanded pool of resources for the Talent Development Capability Model was just one of the many new and updated offerings ATD created in 2023. ATD Education also reimagined its in-house Learning Center to foster better collaboration and a stronger immersive learning experience.

30,000
professionals
used the
model.

5,200+
users created
personalized
learning
plans.

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.

The Capability Model is used by TD professionals in more than 150 countries. In 2023, nearly 30,000 TD professionals used the Capability Model self-assessment, a 29 percent increase in users from 2022. More than 5,200 individuals are identifying skills gaps, connecting to ATD resources tailored to fill those gaps, and creating personalized learning plans. This is a 42 percent increase over the number of users in 2022.

Further, ATD released seven role-based knowledge and skill proficiency benchmarks

based on Capability Model assessments for trainers and facilitators, instructional designers, TD managers, HR and OD professionals, TD leaders, independent consultants, and training coordinators.

EDUCATION

In 2023, ATD Education enhanced its offerings and expanded its reach by delivering 67 programs 750 times to more than 10,000 participants from 112 countries.

The team revised several certificate programs and courses tailored to meet the diverse learning needs of the ATD audience worldwide. ATD Education launched its first public certificate program in India, a step forward in providing ATD offerings to new markets. Central to ATD's efforts last year was a significant investment in new technology and learning platforms. 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.

A significant highlight of the year was the transformation of ATD's state-of-the-art in-house Learning Center. Reimagined and renovated, the center offers an elevated in-person experience designed to foster a collaborative and immersive learning environment. With the integration of contemporary technology, innovative program design, and experiential learning concepts, participants and facilitators are now part of a multi-sensory learning journey, reflecting ATD's commitment to excellence in adult learning.

CERTIFICATION

In 2023, the ATD Certification Institute (CI) reached its 5,000th certificant, ending the year with 5,146 certificants (3,839 CPTD credential holders and 1,307 APTD credential holders).

To support ATD's commitment to expanding the global reach of certification programs, the APTD exam was translated into traditional Chinese for the Southeast Asia market. The APTD exam and full-length practice tests are now available in Arabic, English, simplified Chinese, and traditional Chinese. Nearly 60 percent of APTD candidates come from outside the United States.

ATD CI held sessions about the value of certification for hundreds of interested candidates at in-person events around the world in 2023, including in San Diego, California, at ATD23; Guangzhou, China; Riyadh, Saudi Arabia; and Taipei, Taiwan.

67
education programs
delivered **750** times to
10,000+
participants in
112
countries



CONTENT

ATD created timely and practical content, research, publications, and events to support the learning needs of the talent development community. These content offerings and events focused on current trends and future workforce challenges.

CONTENT

In 2023, the ATD Content team produced 148 webinars, which attracted more than 45,000 webinar registrants. The content team launched a new offering called Demo Day. These are half-day, virtual events that allow attendees to experience multiple technology demos from top providers. In 2023, ATD hosted three of these events, which received very positive feedback.

ATD launched a new content brand, Talent Development Leader, which is tailored to current and aspiring talent executives. It includes digital articles, executive interviews, a monthly podcast, a webinar series, and conference programming at the ATD International Conference & EXPO.

The Content team also worked with several ATD departments to optimize and grow ATD's videos. A new video series, *On the Road to ATD*, was launched and included several videos about the international

conference. A new video series highlighting ATD Research was also produced in 2023.

To support the field, the Content team developed and hosted the AI Discussion Series. These webinars featured discussions with top thought leaders on various aspects of AI, including how it will affect the TD field, how instructional designers can leverage AI, what leaders need to know, and ethics and responsibility.

ATD's twice monthly *Accidental Trainer* podcast had nearly 33,000 downloads in 2023, up from 30,600 in 2022.

PUBLICATIONS

In 2023, ATD published seven books in print and digital formats and one audiobook; 13 issues of *TD* magazine, including the "Best Practices" issue featuring BEST and Excellence in Practice Award winners; and 12 issues of *TD at Work*.

Among the books published in 2023 were ATD's first handbook focused on organization development, *ATD's Organization Development Handbook*; *Data and Analytics for Instructional Designers*; and *Needs Assessment on a Shoestring*. A popular 2023 title, *Conscious Accountability*, was also published in audiobook format.

In 2023, Consortium Book Sales and Distribution, part of Ingram Content Group, became ATD's exclusive global distributor for its physical and digital books. ATD Press held successful ATD Bookstores at the TK23, ATD23, and Core4 conferences, as well as at three Learning Guild events.

RESEARCH

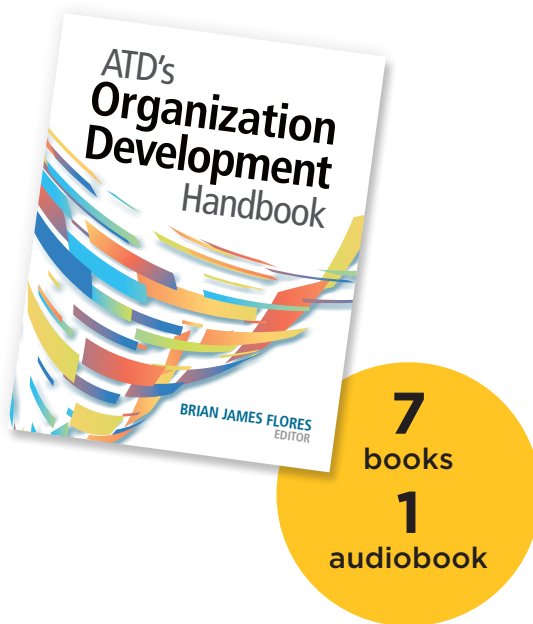
ATD Research published 12 research reports in 2023, covering a variety of TD topics, including:

- 2023 State of Sales Training
- 2023 State of the Industry
- AI in Learning and Talent Development
- Building a Strong Organizational Culture
- Diversity, Equity, Inclusion, and Belonging Education
- Employee Engagement and Burnout
- Hybrid Work Experience
- Leadership Development
- Learning Technologies
- Measuring Impact

- *New Manager Development*
- *TD Salary and Benefits Report 2023*

Alongside most of these research reports, ATD hosted a webinar and created a corresponding whitepaper that is a member benefit. More than 7,600 TD professionals registered for ATD Research webinars in 2023.

The *AI in Learning and Talent Development* report was downloaded by approximately 1,000 TD professionals. Along with the 2023 *State of the Industry* report, the *TD Salary and Benefits Report 2023* and the *New Manager Development* whitepaper were the most popular.



ATD's magazines and annual report won three 2023 Association Media & Publishing EXCEL Awards:

- Gold for feature article design for *TD* magazine
- Silver for magazine general excellence for *TD* magazine (which factors in both editorial content and design)
- Bronze for the 2021 annual report



CONFERENCES

The energy was high at the ATD 2023 International Conference & EXPO in San Diego, California. There were more than 10,000 participants, 73 countries represented, 350-plus exhibitors, and more than 300 sessions, 60 live streams, and 80 virtual-only sessions. The ATD Conferences team added an emcee to the ATD23 general sessions, who tied together all facets of the conference for attendees. A house band created an ATD anthem using lyrics submitted by attendees.

Smaller ATD events were also well-received by the TD community. The ATD Intensive virtual conference focused on accessibility and received high marks from the talent development community. The fall conferences recorded high numbers this year. ATD hosted six in-person conferences—TechKnowledge, the International Conference & EXPO, SELL, Core4, OrgDev, and Government Workforce—as well as four virtual events—TechKnowledge, ATD Intensive, the International Conference & EXPO, and Core4.

6
in-person
conferences



4
virtual events



TALENT DEVELOPMENT LEADERS

Talent development leaders shape the future of the profession. They examine what's next in the field and address the challenges and opportunities of the industry to elevate the impact of the profession.



CTDO NEXT

Support for CTDO Next, an invitation-only membership offering for C-level learning leaders who are interested in shaping the future of talent development, is growing. The group, which had an 81 percent retention rate in 2023, established a partnership with ATD Research and provided advice that helped to revamp the annual *ATD State of the Industry* report's content and format.

CTDO Next conducted two in-person meetings and nine virtual meetings. Members met at a CTDO Next event at ATD23 in May and also assembled at a CTDO Next event in Scottsdale, Arizona, in October. Meetings focused on four pillars: learning from thought leaders, sharing best practices, discussing the group's positions on transformations in the field, and building relationships through shared experiences.

TD leaders and guests gathered at ATD23, where conference keynote speaker Priya Parker spoke to executive participants.

ATD FORUM

The ATD Forum is a consortium of senior talent development professionals who connect, collaborate, and share evidence-based ideas and solutions in a confidential, vendor-free environment.

In 2023, the group acquired 13 new members, ending the year with 57 members. The ATD Forum designed and delivered two labs. The one-day Spring Lab at ATD23 in San Diego, hosted by Hilti, had 33 attendees from 19 companies. The two-day Fall Lab, hosted by WM (Waste Management), had 49 attendees from 19 companies.

At ATD23, the ATD Forum additionally hosted an engaging series of four experiential sessions with eight presenters and



nearly 250 participants, a member case study session, and a networking reception for talent development leaders.

In addition to providing content through publishing blogs, a toolkit, and content for the labs and sessions at ATD23, the ATD Forum enabled members to connect, collaborate, benchmark, and share virtually through a variety of offerings including webinars, roundtables, and benchmarking surveys.

ENTERPRISE SOLUTIONS

A significant highlight for the Enterprise Solutions team was the new ATD partnership with the Arizona Health Care Cost Containment System (AHCCCS), Arizona's Medicaid agency, to provide expert-led professional development

courses to AHCCCS healthcare providers. Through this partnership, healthcare managers, executives, workforce development professionals, trainers, and others will be able to increase training and facilitation skills and learn strategies to develop current workforce talent and increase employee retention.

The Enterprise Solutions team completed a successful 2023, which can be attributed to more clients turning to the Enterprise Solutions team to guide them to the appropriate ATD solutions, including public workshops and private training deliveries. Team members assisted Enterprise clients in choosing the appropriate ATD public workshop or membership level to meet their professional development needs.



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

ADVANCING TALENT DEVELOPMENT AWARDS

Champion Award

Erica Dhawan, Author, Entrepreneur, Executive leader

Dissertation Award

Yao Huang, Florida State University

Innovation Award

Turkcell

One to Watch Award

Christian Furler O'Brien, Bristol Myers Squibb

Outstanding Professional Award

Hadiya Nurridin, CPTD, Duets Learning

Talent Development for Good Award

LeapFrog Investments

Thought Leader Award

Kevin Oakes, CEO and Co-Founder of i4cp

BEST OF THE BEST

18-Year Winner

TELUS, Vancouver, Canada

17-Year Winner

Wipro Limited, Bangalore, India

14-Year Winner

IBM, Armonk, New York

Tata Consultancy Services, Mumbai, India

13-Year Winner

University Health, San Antonio, Texas

11-Year Winner

ICICI Lombard General Insurance Company, Mumbai, India

10-Year Winner

Infosys Limited, Bengaluru, India



2023 BEST WINNERS

- | | | |
|--|--|--|
| 1. BMO Financial Group, Toronto, Canada | 9. Peach State Truck Centers, Norcross, Georgia | 16. Rosendin, San Jose, California |
| 2. The University of Texas MD Anderson Cancer Center, Houston, Texas | 10. Novartis, Basel, Switzerland | 17. Power Grid Corporation of India Limited, Gurugram, India |
| 3. Paylocity, Schaumburg, Illinois | 11. Intermountain Health, Salt Lake City, Utah | 18. Apple Federal Credit Union, Fairfax, Virginia |
| 4. Florida Blue, Jacksonville, Florida | 12. Western & Southern Financial Group, Cincinnati, Ohio | 19. PepsiCo Global Business Services, Hyderabad, India |
| 5. Navy Federal Credit Union, Vienna, Virginia | 13. NTPC Limited, New Delhi, India | 20. Deutsch Family Wine & Spirits, Stamford, Connecticut |
| 6. Reliance Retail Limited, Mumbai, India | 14. PPL Electric Utilities, Allentown, Pennsylvania | |
| 7. Union Pacific Railroad, Omaha, Nebraska | 15. Şişecam, Tuzla, Istanbul | |
| 8. EPAM Systems, LLC, Philadelphia, Pennsylvania | | |

AWARDS

BEST WINNERS CONTINUED

21. Indian Oil Corporation Limited, New Delhi, India

22. American Cancer Society, Atlanta, Georgia

23. Gilbane Building Company, Providence, Rhode Island

24. Choice Hotels International, Rockville, Maryland

25. GF Securities, Guangzhou, China

26. Sony Electronics, San Diego, California

27. Black Knight, Fleming Island, Florida

28. Reliance Industries Limited, Mumbai, India

29. Alamo Colleges District, San Antonio, Texas

30. Thermo Fisher Scientific, Waltham, Massachusetts

31. Ness Digital Engineering, Teaneck, New Jersey

32. New York City Department of Social Services - Office of Training and Workforce Development, Manhattan, New York

33. Huntington Bank, Columbus, Ohio

34. Dar Al Riyadh, Riyadh, Saudi Arabia

35. QinetiQ (formerly Avantus Federal), McLean, Virginia

36. Allianz Global Corporate & Specialty, Munich, Germany

37. Petrobras, Rio de Janeiro, Brazil

38. Busey, Champaign, Illinois

39. QNB Finansbank, Istanbul, Turkey

40. Infosys BPM Limited, Bangalore, India

41. Edwards, Burgess Hill, UK

42. Panda Restaurant Group, Rosemead, California

43. Anta Sports Products Limited, Xiamen, China

44. Jacobs, Dallas, Texas

45. Tencent Games, Shenzhen, China

46. Kaplan, Fort Lauderdale, Florida

47. Sundt Construction, Tempe, Arizona

48. SWBC, San Antonio, Texas

49. DeFacto Perakende A.Ş., Istanbul, Turkey

50. Medical Solutions, Omaha, Nebraska

51. Mountain America Credit Union, Salt Lake City, Utah

52. Guild, Denver, Colorado

53. Wynn Macau Limited, Macau, China

54. M&T Bank, Buffalo, New York

55. Rally Credit Union, Corpus Christi, Texas

56. Plante Moran, Southfield, Michigan

57. City of El Paso Texas, El Paso, Texas

58. WNS, Mumbai, India

59. UST, Aliso Viejo, California

60. Thompson Thrift, Indianapolis, Indiana

61. United Arab Emirates Ministry of Interior, Abu Dhabi, UAE

62. Deltek, Herndon, Virginia

63. EXL Service, New York, New York

64. AppsFlyer, Herzliya, Israel

65. Hitachi Vantara, Santa Clara, California

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.

Ace Hardware Corporation

Action

Adani Group

adidas

Arizona Department of Transportation

Black Knight, Inc.

China Telecommunications

Cognizant

Cox Communications, Inc.

CPC Corporation, Taiwan

Depository Trust & Clearing Corporation

Flipkart Internet Private Limited

GoHealth

Graybar

HDR

Huatai Securities Co., Ltd.

Integral Ad Science

ITC LIMITED

KPN

Lenovo

LocumTenens.com

Melco Resorts & Entertainment

Mercado Libre

Migros Ticaret A.S.

Nelnet

NU SKIN

Oxford Global Resources

SAP

Sinopec Management Institute

SoftServe

U.S. Customs and Border Protection

University of Texas

MD Anderson Cancer Center

Veeam

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 2023.

Chapter Excellence in Strategic Partnership

South Carolina

Joint Membership Growth

Small: West Virginia

Medium: Madison

Large: St. Louis

POWER MEMBERSHIP AWARDS

ATD also recognizes the top three CARE-achieved chapters in each size category for the highest percentage of joint membership as of December 31. The winners are listed below:

Small (fewer than 100 members)

- First: West Virginia (83%)

- Second: Greater Cleveland (82%)

- Third: Greater Birmingham (80%)

Medium (101 to 249 members)

- First: Madison Area (85%)

- Second: Rocky Mountain (66%)

- Third: Central Indiana (63%)

Large (250+ members)

- First: Metro DC (69%)

- Second: Chicagoland (62%)

- Third: Dallas (46%)

CUSTOMER CARE

ATD's Customer Care team helps members and customers find the right content, resources, courses, and events to meet their needs. In 2023, the team answered more than 18,000 calls and 2,200 chats. They solved more than 18,000 inbound tickets and had a total satisfaction rate of 93 percent.

ATD Customer Care launched a pilot program to expand its hours to give customers more flexibility to engage with support agents and to provide a larger window of availability to better support ATD's global customers.

Employee Learning Week (ELW)—December 4–8, 2023—was a chance for organizations and ATD chapters to celebrate workplace learning. More than 60 champions of learning—54 organizations and 11 chapters—hosted lunch & learns, webinars, learning events, and more.

With a theme of Innovation Through Curiosity and Continuous Learning, ATD staff recognized ELW by focusing on learning about new ideas, seeking an understanding of the world around us, and committing to continuous learning.



FINANCIAL REPORT

In 2023, ATD continued to execute on its US and global strategies and strengthened its operational performance in the conferences and expositions, education, credentialing, research, and membership business lines. The investment portfolio performance improved considerably with a rebound in the financial markets. ATD achieved \$56.7 million in gross revenue and \$2.1 million in net income.

ATD's 2023 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 \$11.2 million (25 percent) from 2022.

EDUCATION

ATD Education revenue grew by 10 percent. ATD Global education revenue increased by 63 percent as offerings expanded geographically and new partnerships were established in China, Japan, Saudi Arabia, Singapore, and UAE.

CONFERENCES AND EXPOSITIONS

Conferences and expositions revenue increased 58 percent from 2022. The ATD 2023 International Conference & Exposition in San Diego, California, generated 64 percent

more revenue than the previous year's conference. Revenue from other US conferences and events increased for the second year in a row. Events outside of the US contributed a 65 percent increase in revenue as new partnerships developed. Success with events in the Middle East market grew significantly, and ATD continues to make increased impacts with events in China and southeast Asia.

MEMBERSHIP

Membership dues revenue increased 1 percent in 2023. ATD ended the year with approximately 30,000 members, a decrease of 2 percent from the end of the prior year. Revenue from ATD's Forum and Chief Talent Development Officer (CTDO) Next programs remained flat year over year.

PUBLISHING

Publishing revenue decreased 9 percent as advertising and sponsorship of our webinars, periodicals, and newsletters softened. Sales of books increased 3 percent due to increased volume through retail partners and the success of ATD conference bookstores. Books sold directly from the ATD website declined 37 percent from 2022 as ATD expands the relationship with its third-party distribution network.

ATD CERTIFICATION INSTITUTE (ATD CI)

The Associate Professional in Talent Development (APTD®) and Certified Professional in Talent Development (CPTD®) programs experienced a 20 percent increase in revenue as applicants for both certifications increased. ATD CI continues to expand its certification offerings by developing exams in multiple languages and creating partnerships to promote ATD certification globally.

ATD CI offers three master series programs: Master Trainer, Master Instructional Designer, and Master Performance Consultant. Master series revenue increased by 10 percent, reflecting an increase in public deliveries versus the prior year.

ATD JOB BANK/MY CAREER

My Career revenue decreased 50 percent in 2023 because of lower demand for sponsorships and advertising revenue on the ATD Job Bank. Employer job postings on the Job Bank declined by 53 percent. The decline in job postings can be attributed to economic uncertainty and organizations using other ways to recruit.

ATD RESEARCH

Revenue increased by 48 percent from 2022, with a strong increase in sponsorship

revenue from strategic partners and customers. ATD published 12 research reports in 2023.

ATD GLOBAL

ATD's global revenue increased 57 percent due to an upswing in global summits and education deliveries. Efforts made to expand partnerships and grow the ATD brand, in conjunction with higher interest for in-person events in 2023, led to this strong performance internationally.

ATD's auditors, RSM US LLP, issued the association a clean and unmodified audit opinion for the calendar year 2023, which is the highest level of assurance they provide that the financial statements are fairly stated.

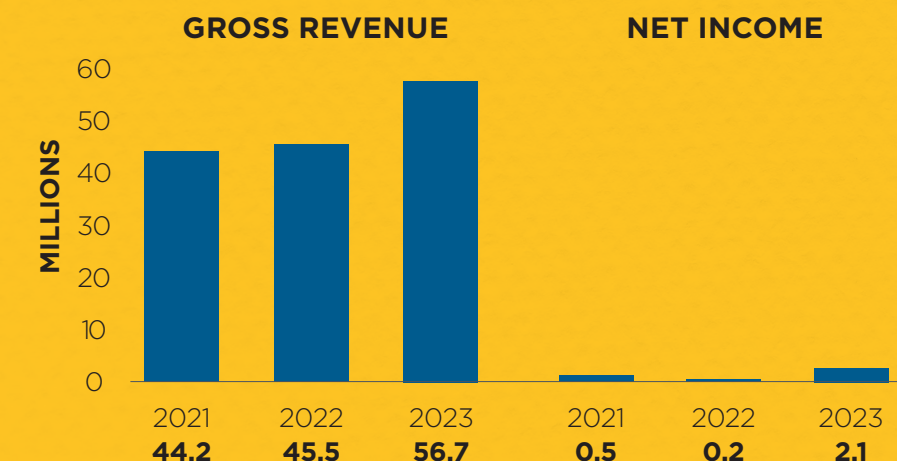
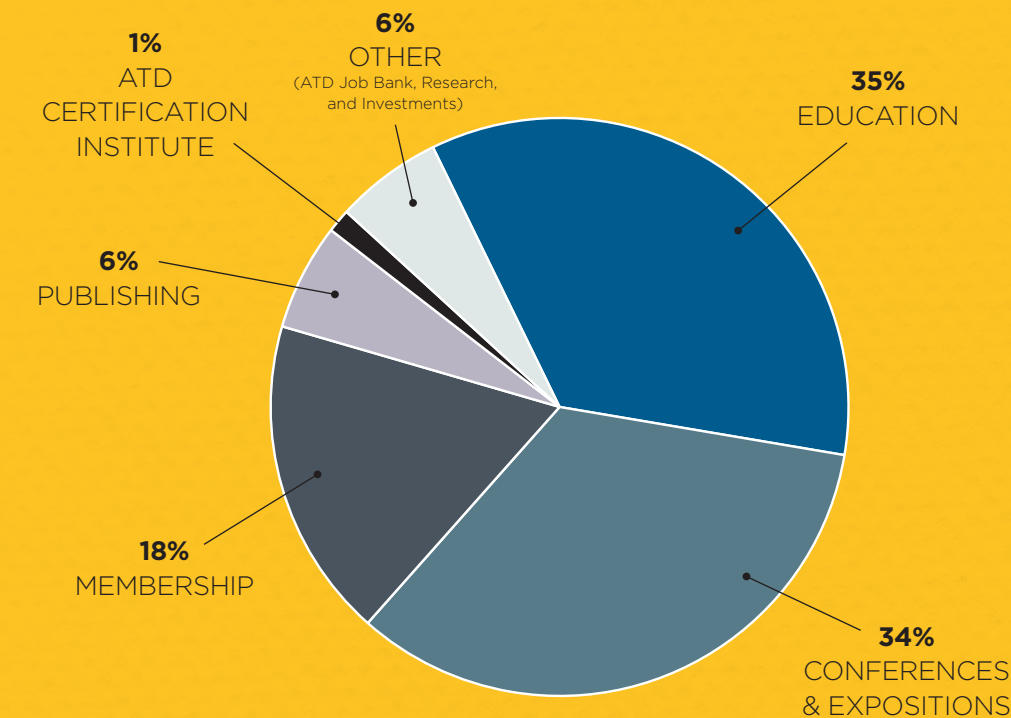
With the ATD team and our wide volunteer network, the board of directors is committed to enhancing the value of your membership. Thank you for being part of our global community as we collaborate to create a world that works better.

Sincerely,



Paul J. Walton
2023 Treasurer
ATD Board of Directors

SOURCES OF REVENUE



CHAPTERS

As of December 31, 2023

Alabama

Greater Birmingham

Arizona

Valley of the Sun
(Phoenix)

Arkansas

Arkansas
(Little Rock)

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)

Idaho

Treasure Valley
(Boise)

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

Piedmont
(Winston Salem)

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

South Carolina

South Carolina

Midlands (Columbia)

Tennessee

Chattanooga Area

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

Washington

Puget Sound (Seattle)

Washington, DC

Metro DC

West Virginia

Appalachia

Wisconsin

Madison Area

Northeast Wisconsin
(Green Bay)

Southeastern
Wisconsin (Milwaukee)



2023 STRATEGIC PARTNERS AND MEMBER NETWORKS

51Job, China

Brazilian Association for Talent Development (ABTD)

CHIC, Taiwan

Devel Hub, the Netherlands

HRflag, China

HRD Future, Singapore

Informa Middle East, UAE

ATD Member Network Japan

Korea Management Association (KMA)

Korean Standards Association (KSA)

Leoron, Saudi Arabia

Persol, Japan

Promedia International, Kuwait

Singapore Training and Development Association (STADA)

Taa'een, UAE

The Ministry of Personnel Management of the Republic of Korea

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

UMU, China and Japan

VOLUNTEERS

We are grateful to the professionals who served in volunteer roles on these teams in 2023:

ATD Board of Directors

ATD Certification Institute Board of Directors

ATD Certification Institute Teams

- Certification Virtual Mentors
- 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
- Chapter Recognition Committee

International Conference Program Advisory Committee

National Advisors for Chapters

Public Policy Advisory Group

Talent Development Leader Advisors

TDBoK Guide Advisory Group





Association for
Talent Development

1640 King Street
Alexandria, VA 22314

703.683.8100
td.org

©2024 ATD All rights reserved