

**atd** Association for  
Talent Development

EMPOWER YOUR CAREER JOURNEY:

# Connect, Learn & Grow With ATD Membership

Where the Global Talent Development  
Community Thrives Together



# Together We Create a World That Works Better

## VISION

Create a World That Works Better

## MISSION

Empower Professionals to Develop Talent in the Workplace

## WHO WE ARE

The Association for Talent Development (ATD) is a professional membership organization supporting those who develop the knowledge and skills of employees around the world.

## WHAT WE DO

We support the talent development profession by providing trusted content in the form of research, books, webcasts, events, and education programs. We host a variety of conferences throughout the year, including the premier international gathering for talent development practitioners.

ATD envisions a future where talent development professionals are at the forefront of workplace learning and performance, driving innovation and excellence across industries worldwide. By embracing the latest in learning technologies, methodologies, and best practices, our collective expertise and commitment set the standard for excellence in talent development. Join us in shaping a future where every professional has the tools, knowledge, and network to thrive and make a lasting impact on the global workforce.

## Why Join ATD?

Our members are professionals who help others achieve their full potential by improving their knowledge, skills, and abilities in the workplace. They go by many titles: talent development managers, trainers, instructional designers, performance consultants, frontline managers, workplace learning professionals, and more. ATD's members come from more than 120 countries and work in organizations of all sizes and in all industry sectors.

When you become an ATD member, you belong to the strongest community of talent development professionals in the world.

As a member, you'll gain access to a treasure trove of actionable tools and templates, step-by-step how-to guides, in-depth articles, proven solutions to your biggest challenges, and a vibrant community that will empower you to excel in the field of talent development.

Invest in your professional future and take your career to new heights by joining ATD today.



[Learn More](#)



## Axel's Odyssey

# From Accidental Trainer to Talent Development Titan

Axel had been an exemplary employee at his technology firm. The company wanted to harness Axel's expertise by moving him into a training role. There was just one catch—Axel had no experience in training others.

He knew his job inside and out, but transferring that knowledge to others proved to be a challenge he hadn't anticipated. He struggled with creating engaging content, delivering effective training sessions, and evaluating the learning outcomes. Recognizing the gap between his expertise and his ability to teach others, Axel sought solutions to bridge this divide.

That's when he discovered the Association for Talent Development (ATD). Intrigued, Axel decided to join, hoping it would help him transform his accidental trainer role into a successful career.

ATD membership introduced Axel to a world of best practices and learning theories through engaging articles and resources.

***Through ATD,  
Axel transformed  
from a technical  
expert to a  
skilled trainer.***

He leveraged its vast library of tools and templates, customizing them to enhance his training effectiveness. This practical application of knowledge, supported by insights from seasoned professionals, quickly translated into more engaging and effective training sessions.

ATD not only fueled Axel's professional growth but also positioned him as a leader within his company's training department. He continued to rely on ATD for ongoing professional development, ensuring that his training strategies remained at the cutting edge.

Through ATD, Axel transformed from a technical expert to a skilled trainer, demonstrating the power of professional development and community support.

*Axel's journey underscores the importance of continuous learning and adaptability in achieving career success.*



## Ida's Rise

# Mastering the Art of Instructional Design

Ida, a seasoned instructional designer, felt a disconnect despite her extensive experience and passion for creating engaging learning experiences. Seeking a community and resources to match her enthusiasm and need for ongoing development, she joined the Association for Talent Development (ATD).

With ATD, Ida discovered a wealth of information at her fingertips. She delved into advanced instructional design theories, the psychology of learning, and the impact of technology on adult education through research articles, webinars, and tools tailored

***ATD provided Ida with a sense of belonging.***

Beyond resources, ATD provided Ida with a sense of belonging. She connected with instructional designers worldwide, sharing experiences and best practices. These interactions not only enhanced her professional network but also affirmed her place in a community that understood the nuances of her work. Ida's contributions to the ATD community,

for experts. This knowledge refreshed her skills and introduced her to new methodologies, transforming her approach to instructional design.

through webinars and articles, established her as a respected voice. This reciprocal exchange of knowledge furthered her sense of purpose and belonging within the field.

Over time, thanks to ATD, Ida evolved into a leader known for her innovative designs and commitment to excellence. ATD became her professional home, a place for growth, sharing, and connection with peers as passionate about instructional design as she was.

*Ida shares the significance of finding and engaging with organizations like ATD that offer resources, support, and a sense of belonging to professionals at every stage of their careers.*



## Ted's Turnaround

# From Novice to Master Trainer

Facing the daunting task of becoming a corporate trainer without formal education or experience, Ted was determined to bridge the gap between his passion for helping others learn and his current skill set. He turned to the Association for Talent Development (ATD), a decision that proved to be transformative for his career.

ATD opened a world of resources for Ted, from online micro-courses tailored for beginners to an extensive library of tools, templates, and guides. These resources were specifically designed to address the challenges faced by new trainers, offering practical solutions and cutting-edge practices in talent development.

***Ted faced the daunting task of becoming a corporate trainer without formal education.***

Another resource that Ted found invaluable was the ATD community. Through ATD, he connected with seasoned professionals and fellow beginners, forming a support network that was both encouraging and enlightening. This connection not only bolstered his confidence but also provided him with diverse perspectives on training and development.

Months passed, and Ted's hard work and dedication began to pay off. He became known for his innovative approach to training, his ability to engage learners, and his unwavering commitment to helping others achieve their full potential.

*Ted's journey proves that with the right support and willingness to learn, anyone can achieve career success in TD.*



## Yolanda's Leap

# Building a Talent Development Career

Fresh out of college, Yolanda had just landed her first job in talent development at a burgeoning tech company. Eager to make her mark, she quickly realized that her academic knowledge alone wouldn't suffice in the dynamic and ever-evolving field of talent development. She needed to expand her skills, stay abreast of the latest trends, and, most importantly, connect with seasoned professionals who could guide her on this new journey.

While searching for resources that could aid her professional development, Yolanda stumbled upon the Association for Talent Development (ATD). Intrigued by the wealth of resources and the promise of a vibrant community it offered, she decided to become a Young Professional Plus member.

Through ATD, Yolanda accessed a vast array of webinars and micro-courses covering everything from basic principles to advanced learning technologies, gaining practical knowledge and insights into the field's challenges and opportunities.

***Yolanda realized her academic knowledge alone wouldn't suffice in her dynamic and ever-evolving field.***

ATD's greatest value came from its networking opportunities. She made invaluable connections with mentors, collaborators, and friends who were eager to support her career development.

Reflecting on her journey, Yolanda realized that her ATD membership had been the catalyst for her rapid growth and success. It had provided her with the knowledge, skills, and network she needed to thrive in the competitive world of talent development. More importantly, it gave her a sense of belonging to a community that was committed to advancing the profession and supporting one another's growth.

*Yolanda's story is a testament to the power of professional associations like ATD in fostering the development of young professionals.*



# Transform Your Career With ATD Membership

ATD membership is your gateway to continuous professional evolution and a treasure trove of rewards that enrich your career journey. As a member, you're not just joining a community; you're tapping into a wellspring of resources designed for your growth.

From cutting-edge insights and tools to bespoke learning paths powered by ATD's Talent Development Capability Model™, every aspect of your membership is crafted to propel you forward. Networking opportunities expand your horizon, connecting you with peers globally, while exclusive access to research and best practices keeps you ahead of the curve.

With ATD, your commitment to professional development is met with our commitment to providing the resources, community, and inspiration you need to excel and make a lasting impact in the talent development field.

### 3 STEPS TO JOIN

1. Choose your membership package.
2. Determine if you qualify for additional discounts.
3. Join by scanning the QR code, or call ATD Customer Care.



### STILL HAVE QUESTIONS?

Contact our Customer Care team at 1.800.628.2783.

atd  
PROFESSIONAL  
MEMBER

MOST POPULAR  
atd  
PROFESSIONAL PLUS  
MEMBER

Benefits	\$299/year	\$479/year
	\$499/yr. for 2 yrs. (17% savings)* \$669/yr. for 3 yrs. (25% savings)*	\$799/yr. for 2 yrs. (17% savings)* \$1079/yr. for 3 yrs. (25% savings)*
Online <i>TDBok™</i> Guide	✓	✓
<i>TD at Work</i> Guides	✓	✓
Videos and Webinars Library	✓	✓
Annual <i>State of the Industry</i> Report	✓	✓
Research Whitepapers	✓	✓
10-Minute Case Studies	✓	✓
<i>TD Magazine</i> Subscription	✓	✓
Members-Only Newsletters	✓	✓
Members-Only Discounts	✓	✓
Unlimited Advice	✓	✓
99 Micro Course Library	—	✓

\*Total cost of 2- and 3-year memberships are paid up front and will not be charged annually.

DISCOUNTS		
<b>Student:</b> \$129/year for Professional \$299/year for Professional Plus <i>Must be enrolled in a minimum of 12 credit hours per year (or the equivalent of at least half-time) at an accredited university or college.</i>	<b>Young Professional:</b> \$269/year for Professional \$439/year for Professional Plus <i>Must be 35 years of age or younger.</i>	<b>Senior:</b> \$149/year for Professional \$319/year for Professional Plus <i>Must be 65 years of age or older.</i>

Teams of five or more pay the lowest rate per person.  
Contact [enterprise@td.org](mailto:enterprise@td.org) or scan the QR code to learn more.



## Elevate Your Talent Development Career With ATD!

Don't wait to make an impact. Join our thriving community of professionals committed to excellence and innovation in the field and start transforming your career and our profession together. Your journey to excellence begins here!

### **ATD MEMBERSHIP PROVIDES TALENT DEVELOPMENT PROFESSIONALS WITH:**

- Unrivaled professional development
- Resources that make your job easier
- Exclusive insights and research
- Meaningful connections
- Pathways to professional growth
- Unparalleled support



**Join Today**



## What Members Are Saying:

*"I would recommend ATD membership just because of the networking opportunities. You have an opportunity to share information with others in your field and gather best practices from around the world."*

— Director for Corporate Learning Center

*"I've been a member for five years. What keeps me coming back are the amount of resources available at every level of the profession."*

— Change Management Consultant

*"What made ATD stand out against other organizations is focus. The focus is very tunnel on training and development, but it takes it from every aspect. From digital, to classroom. If you are a coach, a consultant, it really helps to meet you where you are. And on the flip side of that, ATD also helps you as the subject matter expert, as the leader in the marketplace."*

— Director of Business Ops, Training and Compliance

*"Having access to the ATD webinars and online resources allows me to offer skill development opportunities and resources for my team during department meetings and one-on-one sessions."*

— Talent Development Director





**Learn About  
ATD Membership**