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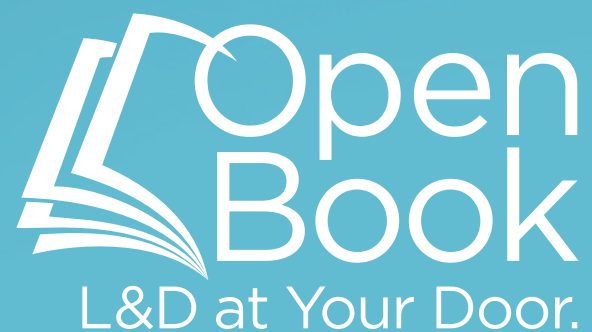
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The premier publisher specializing in talent development, training, and professional development.

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

Contents

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

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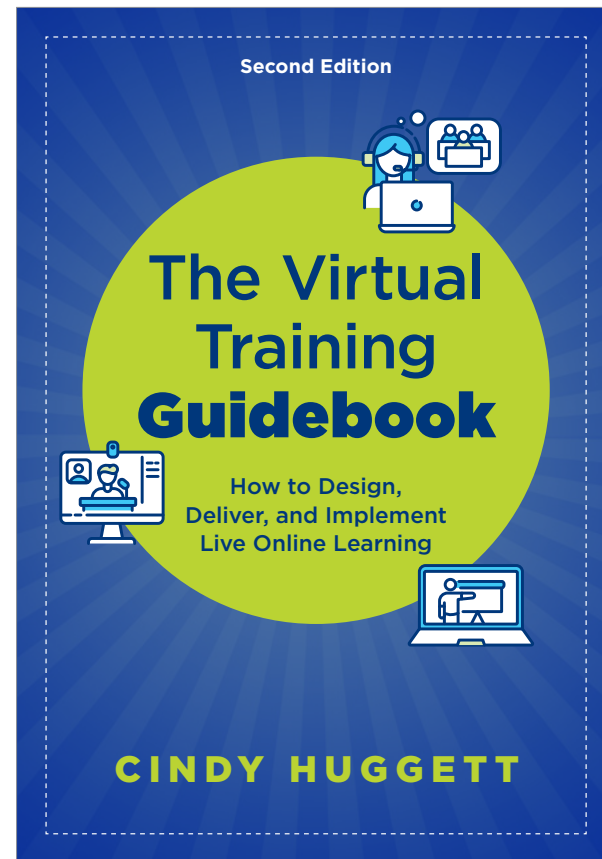
The Virtual Training Guidebook

Second Edition

How to Design, Deliver, and Implement Live Online Learning

Cindy Huggett

Definitive A-to-Z Guidebook on Virtual Training

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

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

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

ISBN: 9781957157740 • Product Code: 112407
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PB • 7 x 10 • 308 pp. • September 2024

Virtual Training Tools and Templates

Second Edition

An Action Guide to Live Online Learning

Cindy Huggett

A Complete and Practical Toolkit for Successful Virtual Training

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

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

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

ISBN: 9781957157764 • Product Code: 112408
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PB • 7 x 10 • 392 pp. • September 2024

About the On a Shoestring Series

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

# E-Learning Design on a Shoestring

Marina Arshavskiy

Design Effective E-Learning Courses Despite Limited Resources

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

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

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

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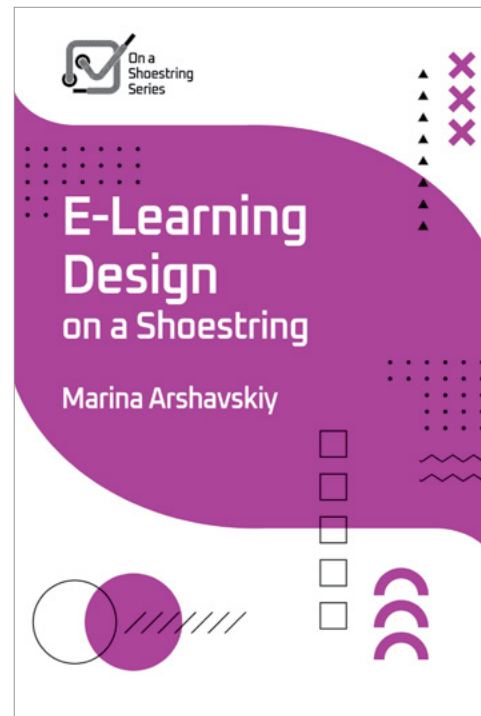
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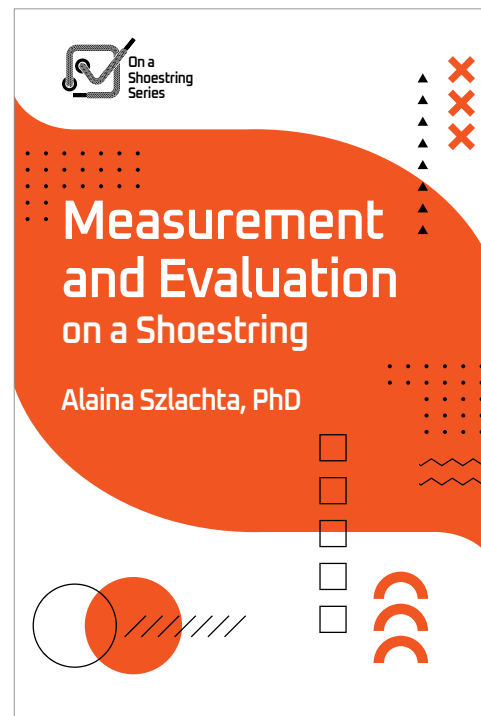
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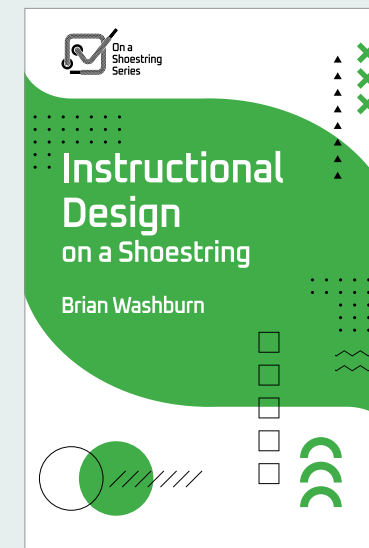# Measurement and Evaluation on a Shoestring

Alaina Szlachta

Measure Learning Impact Despite Limited Resources

Year after year, talent development professionals report that lack of time, lack of support or partnership from stakeholders, and limited budgets are key barriers to measuring and evaluating their learning programs. *Measurement and Evaluation on a Shoestring* offers TD professionals a process to measure what matters to the organization with the tools and resources they have available. M&E pro Alaina Szlachta applies the Build-Borrow-Buy approach to provide guidance, quick tips, and shortcuts for making measurement easier while still demonstrating the value and impact of organizational learning.
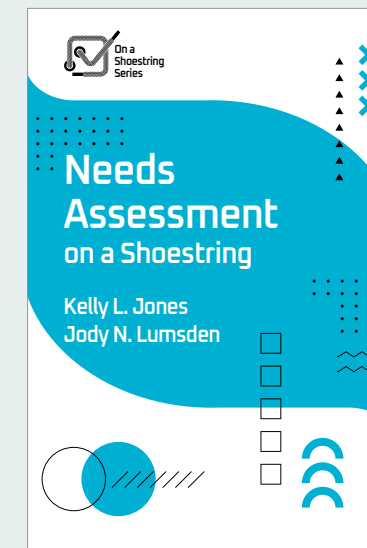
Learn to ask the right questions, brainstorm metrics to evaluate learning, and build a measurement strategy that fits your needs. It also guides you on integrating M&E into your instructional design approach from the get-go, using and analyzing data sources you might already have, building stakeholder relationships to secure buy-in, and when to look for external support and technology.

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

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

Instructional Design on a Shoestring

Brian Washburn

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

Needs Assessment on a Shoestring

Kelly L. Jones and Jody N. Lumsden

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

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208 pp. • 2024

ISBN: 9781953946935
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280 pp. • 2023

TDBoK™ Guide

Second Edition

The Talent Development
Body of Knowledge

Association for Talent Development

Turn to the Definitive Resource for the Talent Development Profession

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

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

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

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

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

The *TDBoK Guide* Advisory Board includes **Elaine Biech, Rita Bailey, Holly Burkett, John Coné, Jonathan Halls, Karl Kapp, Dana Alan Koch, Patti Phillips,** and **Eivind Slaaten.**
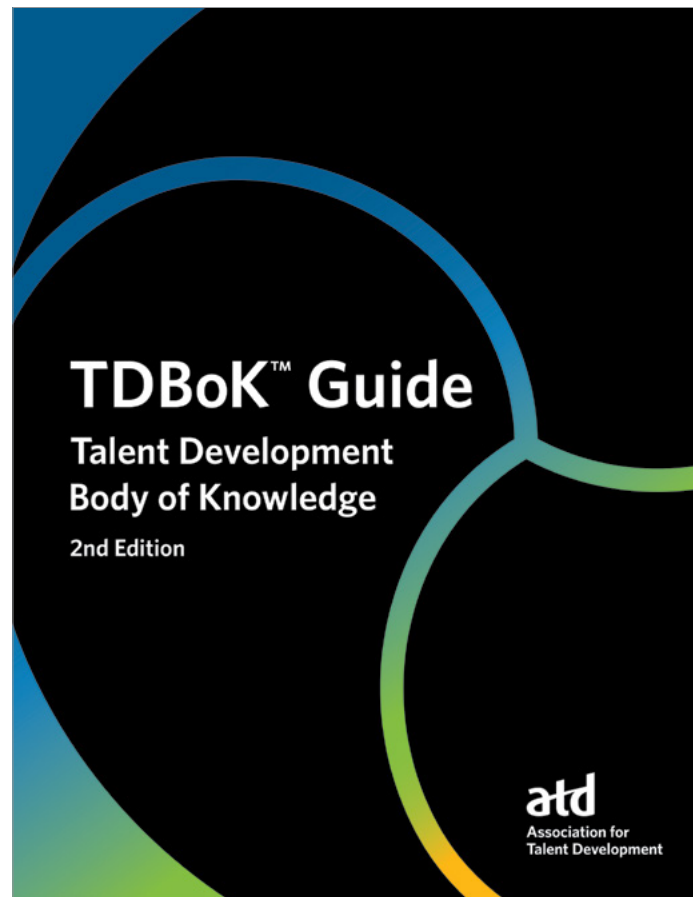
ISBN: 9781957157313 • Product Code: 112410
Member: $114.99 • List: $134.99
PB • 8.5 x 11 • 680 pp. • March 2024

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

Prepare for Certification With the *TDBoK Guide*

Obtain a professional talent development credential—the Associate Professional in Talent Development (APTD®) or the Certified Professional in Talent Development (CPTD®)—offered by the ATD Certification Institute and reap the benefits.
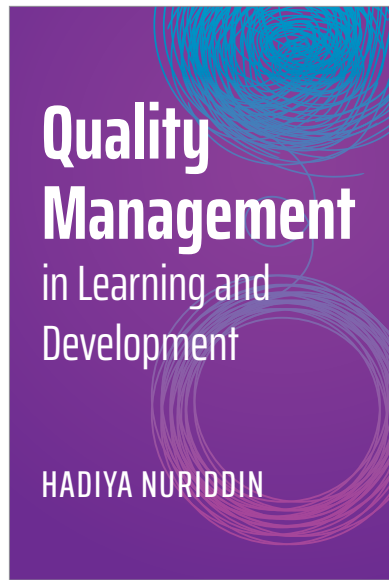
An ATD credential helps you:

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- **Increase job mobility and skills marketability.**
- **Boost confidence in job performance.**
- **Improve work quality and efficiency.**

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

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

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

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Hadiya Nuriddin

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

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

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

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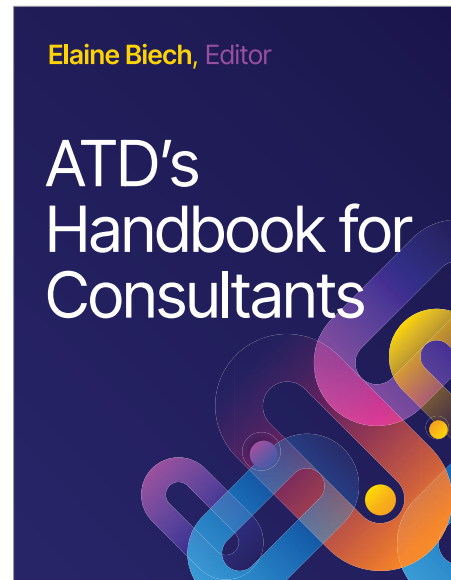
ATD's Handbook for Consultants

Elaine Biech, Editor

Turn to the Definitive Guide for All Your Consulting Questions

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

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

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

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Creating Training Videos
Professional Quality With a Smartphone

*Jonathan Halls*

Like Film School for Trainers!

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

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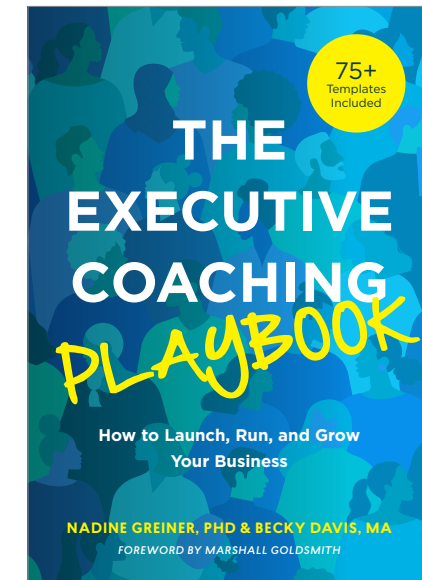
The Executive Coaching Playbook
How to Launch, Run, and Grow Your Business

Nadine Greiner and Becky Davis

The Turnkey Guide for Your Executive Coaching Practice

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

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

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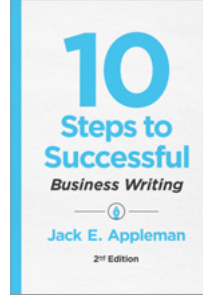
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Patricia Pulliam Phillips, Jack J. Phillips, and Bruce Aaron

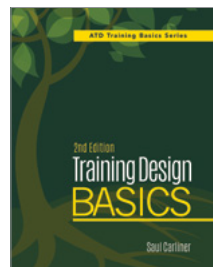### Needs Assessment Basics
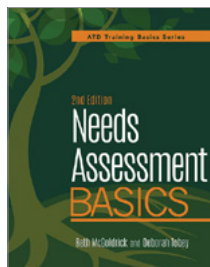
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Jack Harlow, Editor
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Patrick Malone
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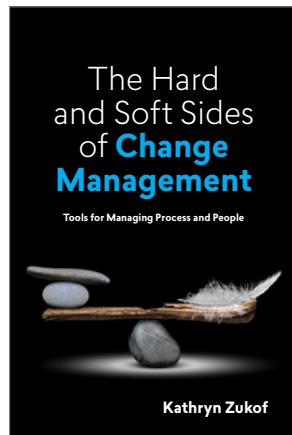PB • 5.25 x 8 • 200 pp. • 2021

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Kathryn Zukof

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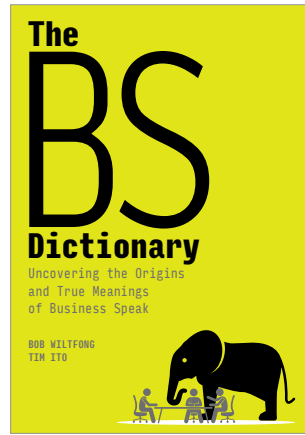
The BS Dictionary
Uncovering the Origins and True Meanings of Business Speak
Bob Wiltfong and Tim Ito

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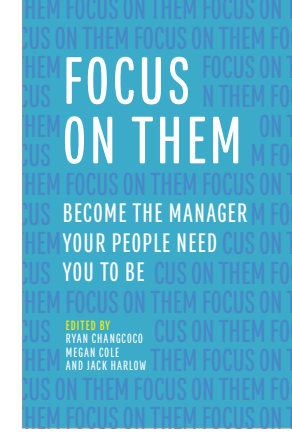
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Become the Manager Your People Need You to Be
Ryan Changcoco, Megan Cole, and Jack Harlow

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ISBN: 9781562868710 • Product Code: 111817
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PB • 6 x 9 • 208 pp. • 2018

Lead With Your Customer
Second Edition
Transform Culture and Brand Into World-Class Excellence
Mark David Jones and J. Jeff Kober

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

ISBN: 9781947308848 • Product Code: 111905
Member: $24.95 • List: $29.95
PB • 6 x 9 • 272 pp. • 2019

The Building Blocks of Sales Enablement
Mike Kunkle

Mike Kunkle lays out a formalized strategy for what a sales enablement practice is and requires for optimal results. Use his easy-to-apply building blocks framework to navigate challenges, measure successes, and determine a path forward to improving business outcomes of sales enablement projects. This book is for senior sales leaders and sales enablement leaders who are starting or evolving a sales enablement function as well as for struggling sales practitioners to use as a diagnostic tool and road map.

ISBN: 9781952157622 • Product Code: 112104
Member: $21.99 • List: $24.99
PB • 6 x 9 • 184 pp. • 2021

Proving the Value of Soft Skills
Measuring Impact and Calculating ROI
*Jack J. Phillips, Patti P. Phillips, and Rebecca Ray*

This book reveals how to use the ROI Methodology to clearly show the impact and ROI of your soft skills programs. The authors guide you through an easy-to-apply process that includes business alignment, design, evaluation, data collection, and communicating results. You'll also gain job aids, sample plans, and detailed case studies.

ISBN: 9781950496631 • Product Code: 112207
Member: $34.99 • List: $39.99
PB • 6 x 9 • 328 pp. • 2020

LEADERSHIP AND LEADERSHIP DEVELOPMENT
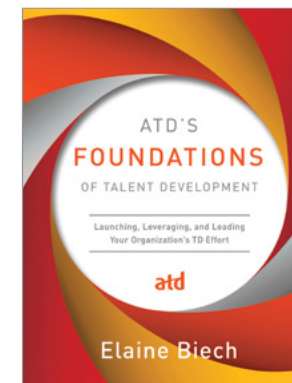
ATD's Foundations of Talent Development
Launching, Leveraging, and Leading Your Organization's TD Effort
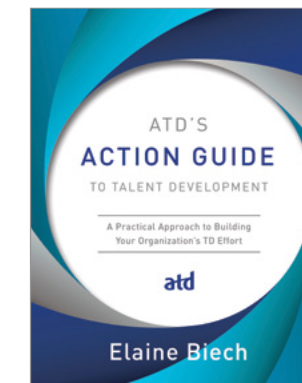*Elaine Biech*

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

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

ATD's Action Guide to Talent Development
A Practical Approach to Building Your Organization's TD Effort
Elaine Biech

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

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

L&D's Playbook for the Digital Age

Brandon Carson

Brandon Carson urges L&D to take a more proactive role in enabling the workforce. Learn how to create a new L&D playbook to develop employee skills and abilities and navigate the radical and complex transformation the digital age demands. Winner of the 2022 getAbstract International Book Award for Learning Impact.

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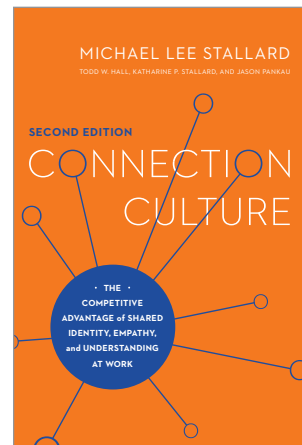
Connection Culture

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

Michael Lee Stallard

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

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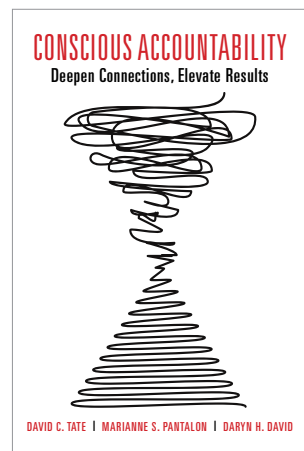
Conscious Accountability

Deepen Connections, Elevate Results

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

Yale faculty, psychologists, and leadership consultants invite you to think about yourself and your working relationships more completely and integrate a practice of conscious accountability in your daily life. Use the conscious accountability CONNECT framework to better engage with your employees, team members, and peers for more meaningful connections and to realize team and organizational goals.

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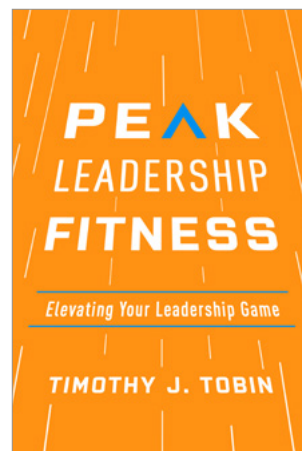
Peak Leadership Fitness

Elevating Your Leadership Game

Timothy J. Tobin

Tim Tobin invites you to share the lessons he has learned at the intersection of physical and leadership fitness. With the encouraging style of a trainer-coach, Tobin shares his four fitness principles to become leadership-fit. Grounded in L&D and leadership research, this book is written for today's and tomorrow's leaders facing time constraints, an overcrowded leadership development landscape, and uncertainty about where to start.

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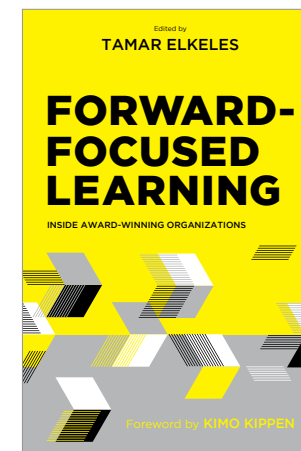
Forward-Focused Learning

Inside Award-Winning Organizations

Edited by Tamar Elkeles

Peek behind the curtain to see how other companies are using learning to develop their employees and their business. This book features companies that are proactive about looking for ways to grow, build, and learn, offering lessons for being the most innovative, aligned to business needs, and strategic. Organized around themes of vision, people, and process, this book is your key to gaining a seat at the table.

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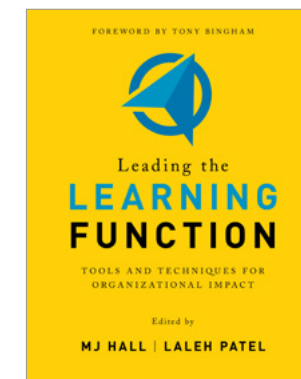
Leading the Learning Function

Tools and Techniques for Organizational Impact

Edited by MJ Hall and Laleh Patel

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

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

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

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

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Bridging the Skills Gap
Product Code: 792404

New Employee Onboarding
Product Code: 192407

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

For more information, visit ATD Research.

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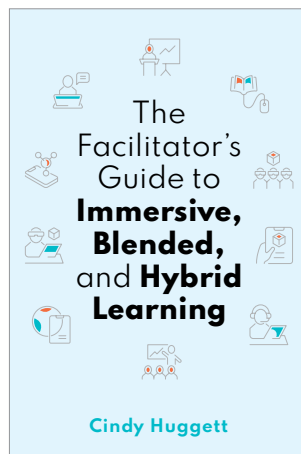
The Facilitator's Guide to Immersive, Blended, and Hybrid Learning

Cindy Huggett

Explore the role of the facilitator in immersive, blended, and hybrid learning environments. Cindy Huggett offers cutting-edge insights and practical advice on how facilitators can make programs effective and engaging in any scenario and introduces the new learning experience facilitator role and the skills needed for success in today's modern learning environments.

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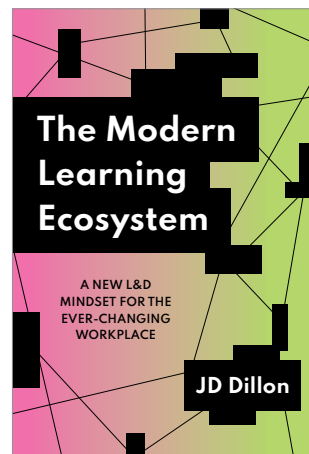
The Modern Learning Ecosystem

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

JD Dillon

Get step-by-step instructions for architecting a disruption-ready learning ecosystem that helps employees solve today's biggest problems while building the knowledge and skills needed to seize tomorrow's opportunities. Inspired by decades of operations and talent development experience with the world's most dynamic companies, JD Dillon challenges the traditional L&D mindset with a tried-and-true framework that makes right-fit support a meaningful part of the everyday workflow.

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

LEARNING TECHNOLOGY

Designing Virtual Learning for Application and Impact

50 Techniques to Ensure Results

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

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

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

Interact and Engage

Second Edition

75+ Activities for Virtual Training, Meetings, and Webinars

Kassy LaBorie and Tom Stone

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

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

Next Level Virtual Training

Advance Your Facilitation

Diana L. Howles

Discover the Virtual Trainer Capability Model, which identifies eight areas of expertise for the top virtual professional. This book guides you in developing the specific knowledge and skills to facilitate online interactivity, manage multitasking, become technically fluent, oversee logistics and troubleshooting, leverage your voice, and engage virtual learners. This book is about actionable tips, strategies, and techniques rather than only the technologiess.

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

Producing Virtual Training, Meetings, and Webinars

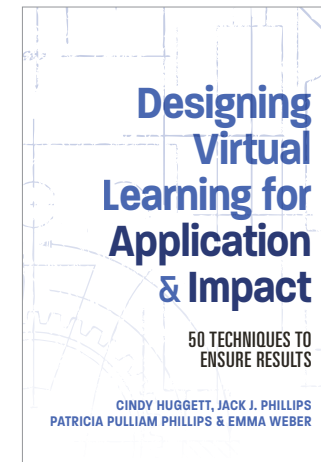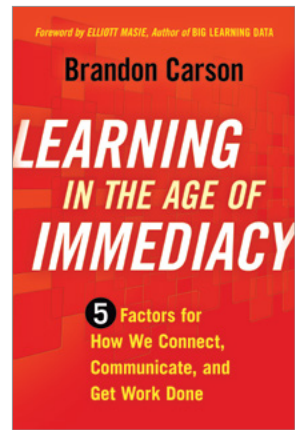Master the Technology to Engage Participants

Kassy LaBorie

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

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

## Learning in the Age of Immediacy

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

Brandon Carson

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

ISBN: 9781562867690 • Product Code: 111711
Member: $29.99 • List: $34.99
PB • 6 x 9 • 184 pp. • 2017
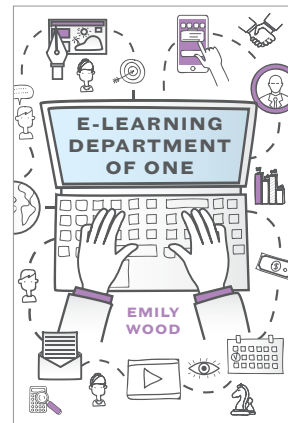
E-Learning Department of One

Emily Wood

This book provides effective shortcuts to create quality products when faced with limited resources, help, and time. These design and development hacks include how to manage complex content using a storyboard; decide which authoring tool fits your budget; gather and organize feedback data from pilot tests; and ensure that your product meets accessibility requirements.

ISBN: 9781947308824 • Product Code: 111813
Member: $29.99 • List: $35.99
PB • 6 x 9 • 200 pp. • 2018
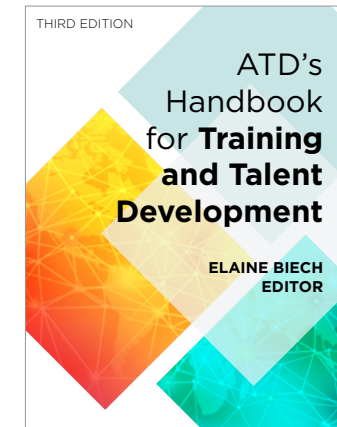
## ATD's Handbook for Training and Talent Development

Third Edition

Elaine Biech, Editor

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

ISBN: 9781953946348 • Product Code: 112206
Member: $114.99 • List: $134.99
PB • 7 x 9 • 960 pp. • 2022
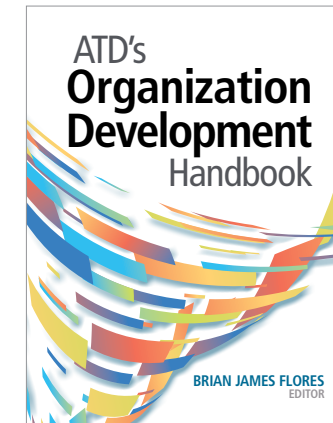
ATD's Organization Development Handbook

Brian James Flores, Editor

Brian Flores and 17 experts (from L&D, OD, or both) have joined forces to create this tactical hands-on book for those in L&D who are looking to make that first step into organization development or those who are a one-person band doing both. This first book of its kind to address OD from the TD and, specifically, L&D perspective teaches you how to apply the foundations of OD to your multiculturalism, upskilling and reskilling, soft skills development, and succession planning processes and programs.

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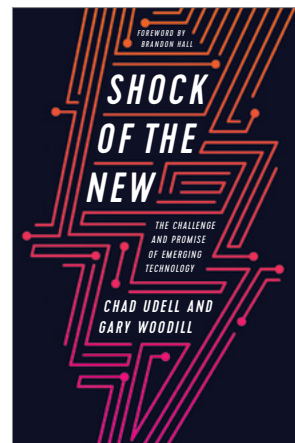
Shock of the New

The Challenge and Promise of Emerging Technology

Chad Udell and Gary Woodill

Learn a new framework for anticipating emerging learning technologies, including six key perspectives you should consider with any new technology. This book discusses how emerging technologies will help us make sense of our increasingly complex world and provides an approach you can apply to any new tech coming your way.

ISBN: 9781947308800 • Product Code: 111904
Member: $31.95 • List: $36.95
PB • 6 x 9 • 256 pp. • 2019
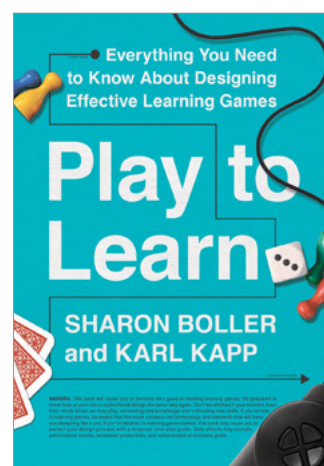
Play to Learn

Everything You Need to Know About Designing Effective Learning Games

Sharon Boller and Karl M. Kapp

Learn to bridge the gap between instructional design and game design to improve your game literacy and strengthen crucial game design skills. This book shows you how to link game design to your business needs and learning objectives, test your prototype and refine your design, and deploy your game to motivate and excite learners.

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

10 Steps to Successful Coaching

Second Edition

Sophie Oberstein

Sophie Oberstein's meaningful advice will help you embrace and elevate your existing coaching skills by drawing on your strengths as a leader, colleague, or employee to bring out the strengths of others. This book is an entry point for anyone who wants—or has been asked—to do some formal or informal coaching, as well as anyone who wants to infuse day-to-day interactions in the workplace with a powerful new skill: development through coaching.

ISBN: 9781950496204 • Product Code: 112012
Member: $19.99 • List: $21.99
PB • 6 x 9 • 308 pp. • 2020

Digital You

Real Personal Branding in the Virtual Age

William Arruda

Discover the 21st-century world of personal branding and learn how to define, express, and expand your personal brand for the virtual world. This book is a deep dive into understanding and defining your unique promise of value: making a great first impression, mastering multimedia, and, ultimately, expanding your network and promoting thought leadership. You'll learn how to develop, design, and sustain a personal brand throughout the fluid movements of your career.

ISBN: 9781949036756 • Product Code: 111902
Member: $16.99 • List: $18.99
PB • 6 x 9 • 232 pp. • 2019

Promotions Are So Yesterday

Redefine Career Development. Help Employees Thrive.

Julie Winkle Giulioni

Filled with practical advice and nearly 100 questions to spark reflection and productive dialogue, this book offers a new approach for developing your employees' careers and helping them thrive in a company when promotions are not readily available. Discover an easy-to-apply framework of seven alternative dimensions of development that will engage your employees—dynamic opportunities for growth that are completely within your control as a manager.

ISBN: 9781952157738 • Product Code: 112202
Member: $15.99 • List: $18.99
PB • 6 x 9 • 176 pp. • 2022

Mentoring Programs That Work

Jenn Labin

Whether for recruitment or retention of employees, mentoring is one of the most powerful tools of talent development. Get a step-by-step approach for navigating the early phases of mentoring program alignment all the way through program launch and measurement. This book will help your organization succeed by building mentoring programs that connect people and inspire learning transfer.

ISBN: 9781562864583 • Product Code: 111714
Member: $28.99 • List: $32.99
PB • 7 x 10 • 172 pp. • 2017
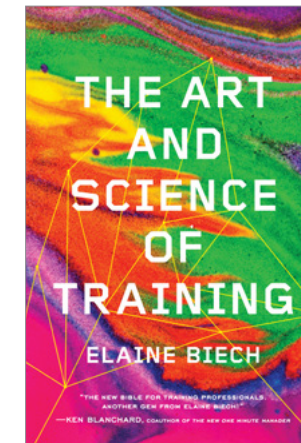
## The Art and Science of Training

Elaine Biech

This bestselling book shows you how to blend content mastery and audience insight to deliver planned (and unplanned) training experiences. Discover how top facilitators put learners first, even when faced with exceptions to the rule: the unwilling learner, the uninformed supervisor, the inappropriate delivery medium, and the unmanageable performance challenge. Learn why you must understand people, not only content, to ensure consistently exceptional learning experiences.

ISBN: 9781607280941 • Product Code: 111615
Member: $29.99 • List: $34.99
PB • 6 x 9 • 304 pp. • 2016
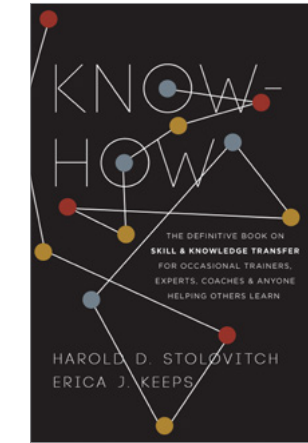
Know-How

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

Harold D. Stolovitch and Erica J. Keeps

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

ISBN: 9781950496273 • Product Code: 112014
Member: $16.99 • List: $19.99
PB • 6 x 9 • 162 pp. • 2020
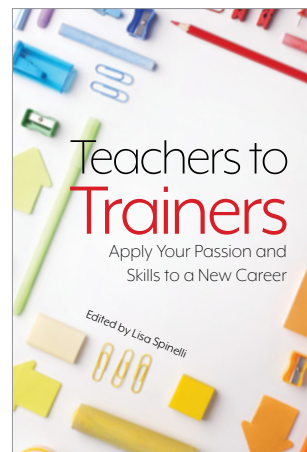
Teachers to Trainers

Apply Your Passion and Skills to a New Career.

Lisa Spinelli, Editor

This book introduces K–12 teachers to the education system of adult learning and career opportunities in the talent development industry. It identifies transferable skills, provides job market research, addresses resume creation, and provides next steps for teachers interested in making the career transition. TD professionals (once teachers) recount stories of their career switches and provide resources for making the change.

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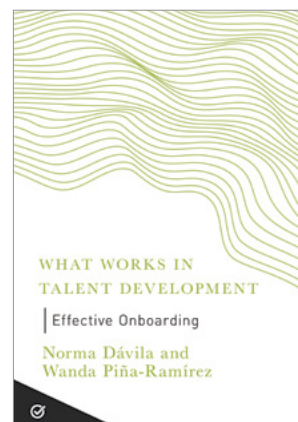
## Effective Onboarding

Norma Dávila and Wanda Piña-Ramírez

The authors offer a simple-to-follow path to design, revise, or expand your company's onboarding program and offer a single source for onboarding best practices, job aids, templates, and checklists. This book also includes examples and stories based on real-life situations that the authors have encountered in their practice to help you create a program that's right for your organization.

ISBN: 9781947308602 • Product Code: 111810
Member: $29.99 • List: $34.99
PB • 7 x 10 • 200 pp. • 2018
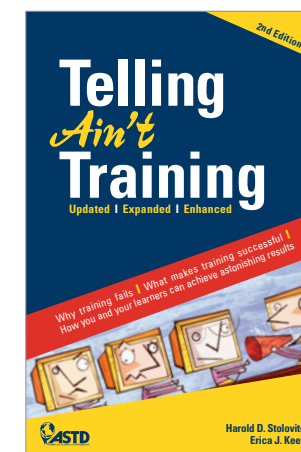
Telling Ain't Training

Updated, Expanded, Enhanced

Second Edition

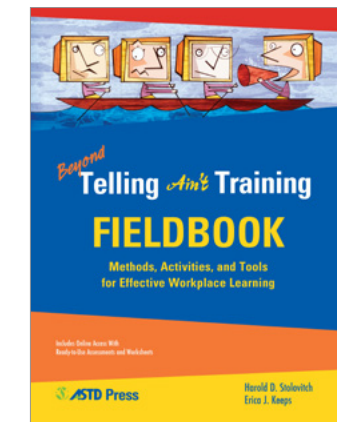*Harold D. Stolovitch and Erica J. Keeps*

A must-have for trainers, this essential book has practical, learner-focused approaches for L&D professionals. Full of myth-busting research and ready-to-use tools, this resource engages the reader and teaches trainers how to avoid telling in favor of more interactive training.

ISBN: 9781562867010 • Product Code: 111109
Member: $32.99 • List: $38.99
PB • 7 x 10 • 312 pp. • 2011

Beyond Telling Ain't Training Fieldbook

Methods, Activities, and Tools for Effective Workplace Learning

Harold D. Stolovitch and Erica J. Keeps

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

ISBN: 9781562864033 • Product Code: 110507
Member: $32.99 • List: $38.99
PB • 6 x 9 • 168 pp. • 2005

Diversity, Equity, and Inclusion for Trainers
Fostering DEI in the Workplace
Maria Morukian

This book provides the guidance you need to develop the knowledge and skills required for DEI training. Maria Morukian covers the historical underpinnings and rationale for DEI work; takes you through the process of organizational assessment, design, and delivery; and offers strategies for embedding DEI and promoting sustainability through collaborative practices and dialogues, allowing you to develop and understand your own identity lenses and biases.

ISBN: 9781953946058 • Product Code: 112204
Member: $23.99 • List: $27.99
PB • 6 x 9 • 320 pp. • 2022
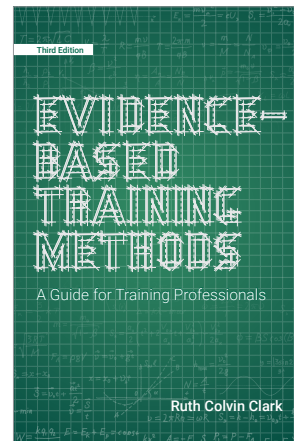
Evidence-Based Training Methods
Third Edition
A Guide for Training Professionals
Ruth Colvin Clark

Learn to incorporate evidence and learning psychology into program design, development, and delivery decisions. This new edition provides updated information and related research on the effectiveness of digital games in training.

ISBN: 9781949036572 • Product Code: 111914
Member: $34.99 • List: $39.99
PB • 6 x 9 • 432 pp. • 2019

Facilitation in Action
Finding Your Authentic Training Style
*Carrie Addington, Jared Douglas, Nikki O'Keeffe, and Darryl Wyles*

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

ISBN: 9781953946362 • Product Code: 112207
Member: $25.99 • List: $29.99
PB • 6 x 9 • 228 pp. • 2022
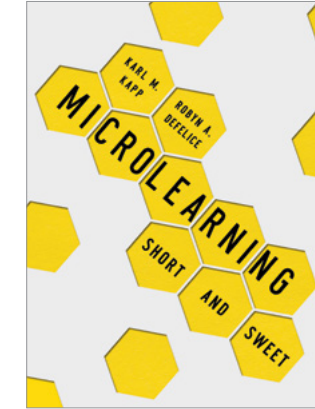
Microlearning
Short and Sweet
Karl M. Kapp and Robyn A. Defelice

Go beyond the hypothetical and get tips on putting microlearning into action. With this primer, you can follow a well-designed plan to design an individual product or a series of learning solutions. The authors share case studies and guide you through how, when, and why to design, develop, implement, and evaluate microlearning.

ISBN: 9781949036732 • Product Code: 111915
Member: $21.99 • List: $24.99
PB • 5.25 x 7.25 • 200 pp. • 2019

Aligning Instructional Design With Business Goals
### Make the Case and Deliver Results
Kristopher J. Newbauer

Rethink how to design instruction to meet bottom-line business goals. With his eight-step framework for measurement and evaluation-focused instructional design, Kris Newbauer offers a straightforward process for helping instructional designers and TD leaders demonstrate ROI and actualize their value. Improve your business acumen by adopting the language of your business leaders.

ISBN: 9781953946577 • Product Code: 112304
Member: $24.99 • List: $29.99
PB • 6 x 9 • 208 pp. • 2023
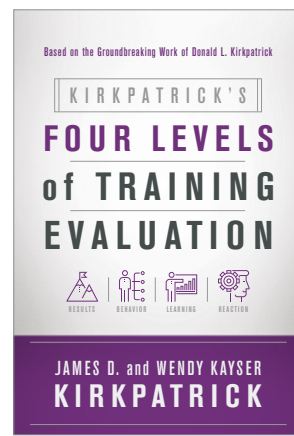
Kirkpatrick's Four Levels of Training Evaluation
*James D. Kirkpatrick and Wendy Kayser Kirkpatrick*

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

ISBN: 9781607280088 • Product Code: 111614
Member: $24.99 • List: $29.99
PB • 7 x 10 • 256 pp. • 2016
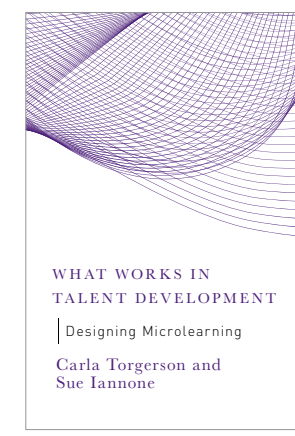
## Designing Microlearning
Carla Torgerson and Sue Iannone

This guide for practitioners covers the four main uses for microlearning: preparation before a learning event, follow-up to support a learning event, stand-alone training, and performance support. It introduces MILE (the MIcroLEarning Design model), which outlines the details of creating a microlearning resource or program. It also includes case studies, tips, and resources, and more than 20 job aids, checklists, and worksheets.

ISBN: 9781950496129 • Product Code: 111919
Member: $29.99 • List: $34.99
PB • 7 x 10 • 240 pp. • 2019
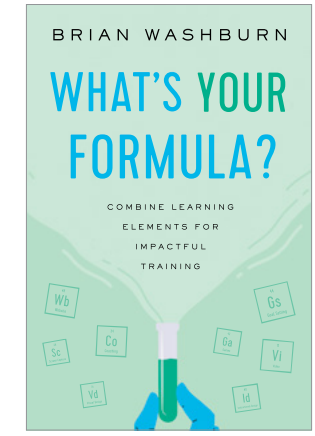
What's Your Formula?
### Combine Learning Elements for Impactful Training
Brian Washburn

Brian Washburn offers a simple yet elegant periodic table of 50 learning elements, which he modeled on the original periodic table of chemical properties. Metaphors for the tools and strategies in the field of learning design, these elements, when combined, have the potential to create powerful learning experiences. Whether you're an experienced learning designer or new to the field, this book inspires with new ideas and ways to organize the design of your learning programs.

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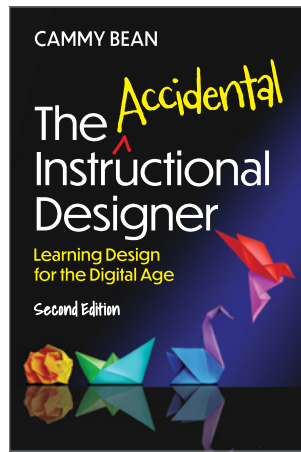
The Accidental Instructional Designer

Second Edition
Learning Design for the Digital Age

Cammy Bean

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

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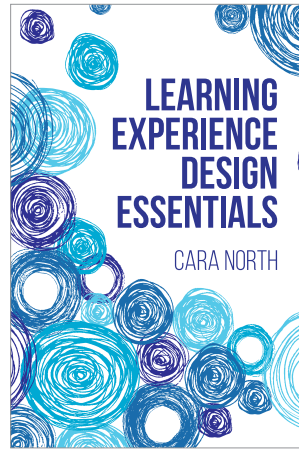
Learning Experience Design Essentials

Cara North

Blend content and context to elevate your learning experiences by adopting user experience, user interface, and accessibility principles. Learn what effective learning experience design (LXD) professionals do, including the important task analysis to understand what learners need in their work environment. This book will help you craft a 30/60/90-day plan to apply the book's concepts and leave you feeling confident saying "yes" to the simple question, "Would you take your own learning experiences?"

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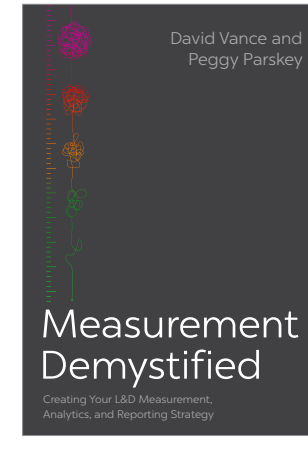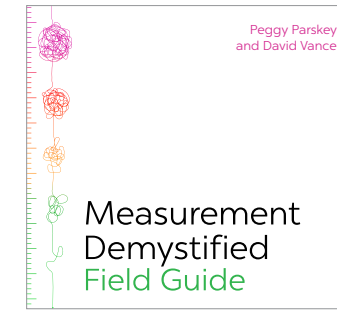
Measurement Demystified

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

David Vance and Peggy Parskey

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

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

Measurement Demystified Field Guide

Peggy Parskey and David Vance

This easy-to-use workbook provides nearly 100 skill-building exercises to help you uncover what measurement work your organization is doing and should be doing. Assess organizational maturity and gaps; understand how to apply specific concepts; and determine what's right for your organization moving forward. It also offers interview questions, case study exercises, and reflection questions.

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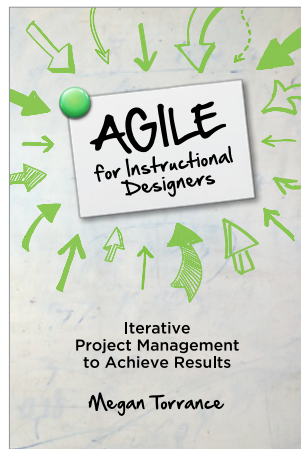
Agile for Instructional Designers

Iterative Project Management to Achieve Results

Megan Torrance

This book proposes using the Agile project management methodology to manage training projects. The LLAMA methodology adapts the common phases of ADDIE to incorporate the incremental, iterative nature of Agile projects to allow learners to test and evaluate which features or design functions work before they're finalized.

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

Data & Analytics for Instructional Designers

Megan Torrance

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

ISBN: 9781953946447 • Product Code: 112302
Member: $28.99 • List: $32.99
PB • 6 x 9 • 240 pp. • 2023
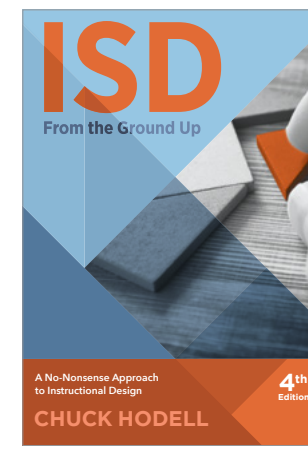
ISD From the Ground Up

Fourth Edition
A No-Nonsense Approach to Instructional Design

Chuck Hodell

This book covers all the basics and many advanced tenets important to working professionals, especially those entering the field. Stand-alone chapters offer crucial support to practitioners building foundational skills, while in-depth tutorials and rich insights guide the credentialed designer.

ISBN: 9781562869984 • Product Code: 111532
Member: $33.99 • List: $42.99
PB • 7 x 10 • 304 pp. • 2015
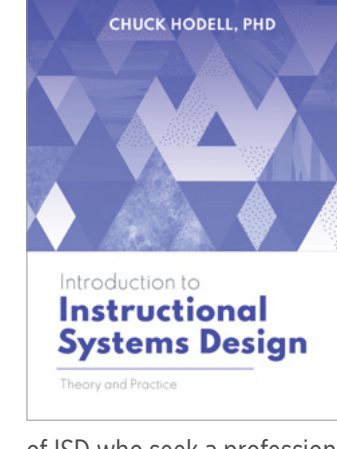
## Introduction to Instructional Systems Design

Theory and Practice

Chuck Hodell

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

ISBN: 9781952157127 • Product Code: 112106
Member: $49.99 • List: $59.99
PB • 7.5 x 9.5 • 448 pp. • 2021
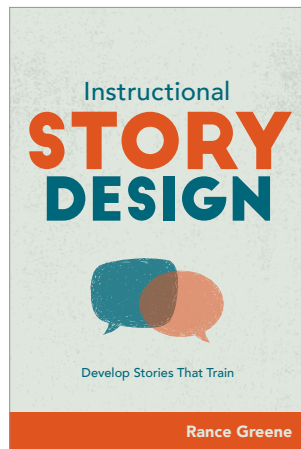
Instructional Story Design
### Develop Stories That Train
Rance Greene

A practical guide to writing and developing stories for training, this book takes what you already know about a story's power to connect with people and offers a clear methodology for the otherwise daunting process of creating a compelling story. Master story designer Rance Greene shares his powerful yet familiar process to discover, design, and deliver effective instructional stories. The book also includes job aids and resources.

ISBN: 9781950496594 • Product Code: 112005
Member: $27.99 • List: $32.99
PB • 6 x 9 • 280 pp. • 2020
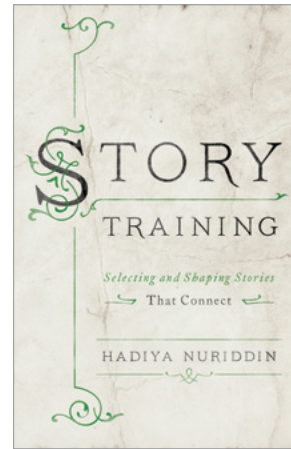
StoryTraining
Selecting and Shaping Stories That Connect
Hadiya Nuriddin

Discover how to find your stories and deliver them for learners. This book focuses on that elusive part of storytelling—finding the stories lurking everywhere and telling them. Pulling from other disciplines, Hadiya Nuriddin helps you select, structure, shape, and tell stories that can facilitate connections between you, your learners, and the material. The book also includes checklists, diagrams for story timelining, and story models.

ISBN: 9781562866891 • Product Code: 111804
Member: $27.95 • List: $32.95
PB • 5.5 x 8.5 • 160 pp. • 2018

Design Thinking for Training and Development
Creating Learning Journeys That Get Results
*Sharon Boller and Laura Fletcher*

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

ISBN: 9781950496181 • Product Code: 112002
Member: $23.99 • List: $27.99
PB • 6 x 9 • 274 pp. • 2020
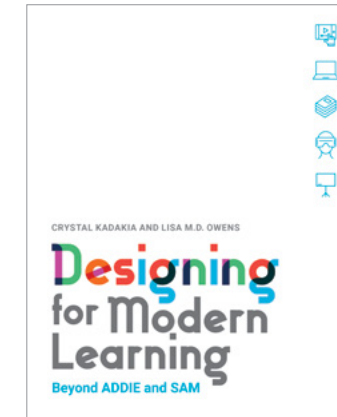
Designing for Modern Learning
### Beyond ADDIE and SAM
Crystal Kadakia and Lisa M.D. Owens

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

ISBN: 9781950496655 • Product Code: 112004
Member: $29.99 • List: $34.99
PB • 7.5 x 9.5 • 200 pp. • 2020
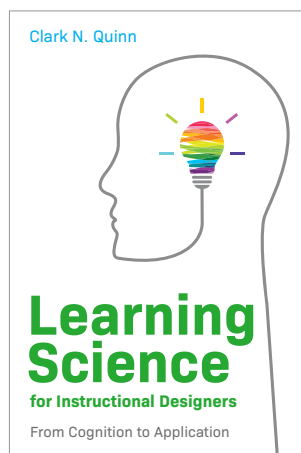
Learning Science for Instructional Designers
### From Cognition to Application
Clark N. Quinn

This book prepares you to design learning experiences that ensure retention over time and transfer to the appropriate situations. Use the prompts at the end of each chapter to spark your thinking about incorporating the book's concepts into your daily work.

ISBN: 9781952157455 • Product Code: 112102
Member: $18.99 • List: $21.99
PB • 5.25 x 8 • 144 pp. • 2021
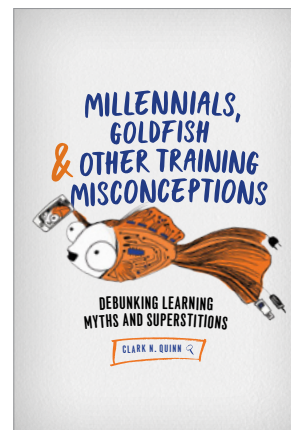
Millennials, Goldfish & Other Training Misconceptions
Debunking Learning Myths and Superstitions
*Clark N. Quinn*

Myth-busting has never been easier with this book that debunks more than 30 common assumptions about good learning design. Avoid wasting time, resources, and goodwill on unproven practices and draw on cognitive psychology and learning sciences to challenge the claims you're likely to hear from peers and co-workers.

ISBN: 9781947308374 • Product Code: 111807
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PB • 5.25 x 7.75 • 200 pp. • 2018
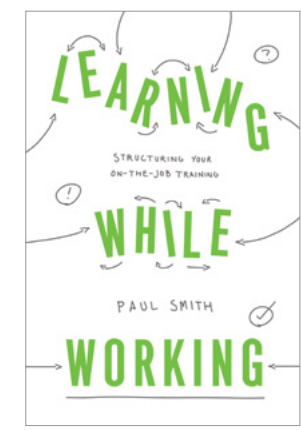
Learning While Working
Structuring Your On-the-Job Training
*Paul Smith*

Discover how a well-designed structured on-the-job training program can be your company's talent development answer to a Swiss Army knife. This book shows you how to provide the focus and direction needed to track on-the-job progress and build a pipeline of better-skilled workers. The author combines real insight into building a structured program for project managers with in-depth interviews of experienced learning and development professionals.

ISBN: 9781947308541 • Product Code: 111809
Member: $36.95 • List: $42.95
PB • 6 x 9 • 192 pp. • 2018
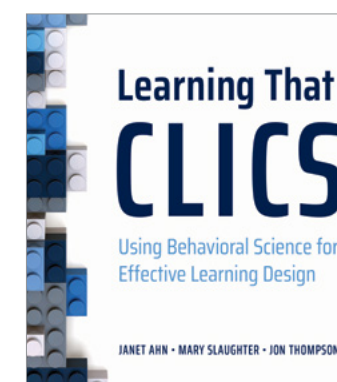
Learning That CLICS
Using Behavioral Science for Effective Learning Design
Janet Ahn, Mary Slaughter, and Jon Thompson

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

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

THE ART AND SCIENCE OF TRAINING

ELAINE BIECH

"THE NEW BIBLE FOR TRAINING PROFESSIONALS. ANOTHER GEM FROM ELAINE BIECH!"
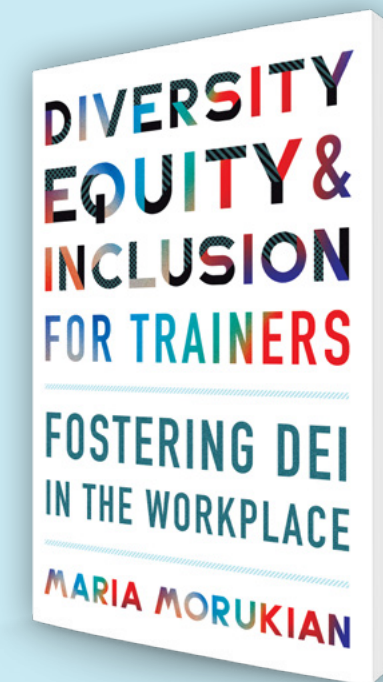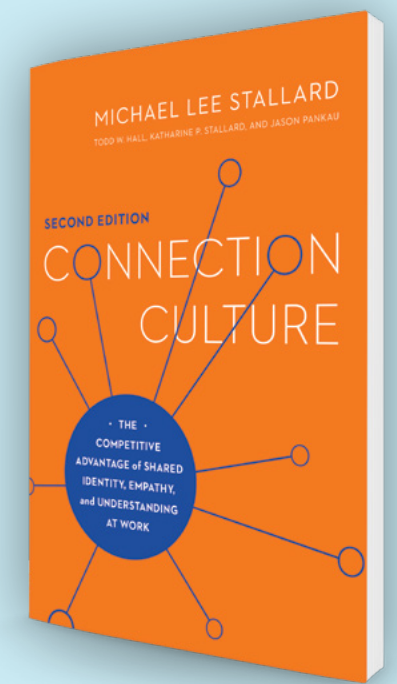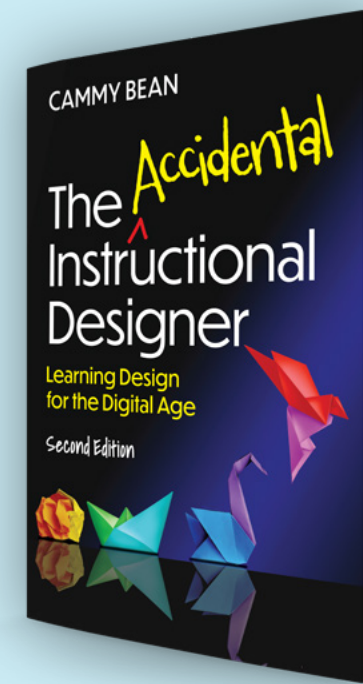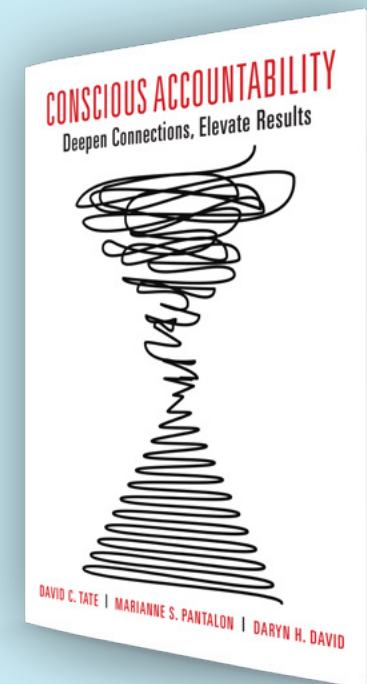—KEN BLANCHARD, COAUTHOR OF THE NEW ONE MINUTE MANAGER
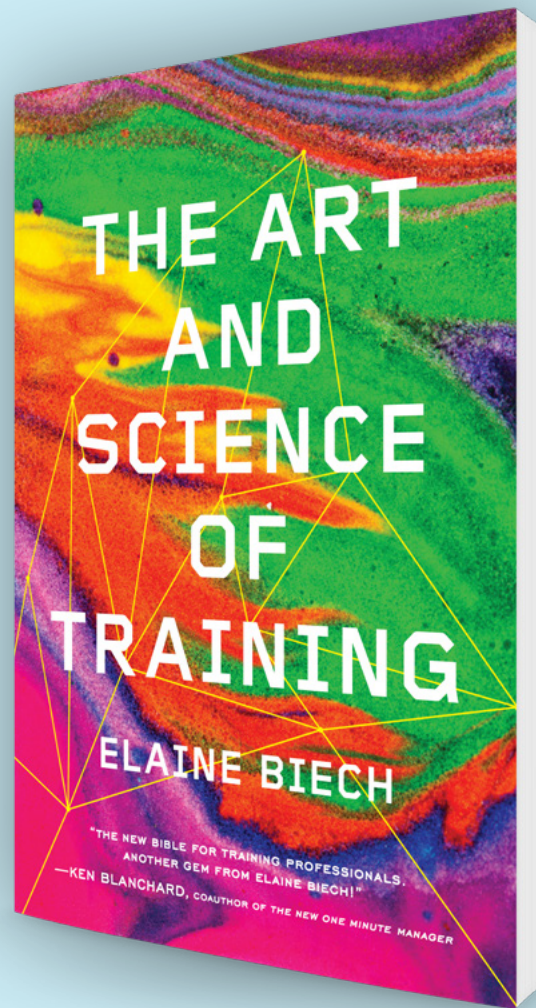
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DIVERSITY EQUITY & INCLUSION FOR TRAINERS
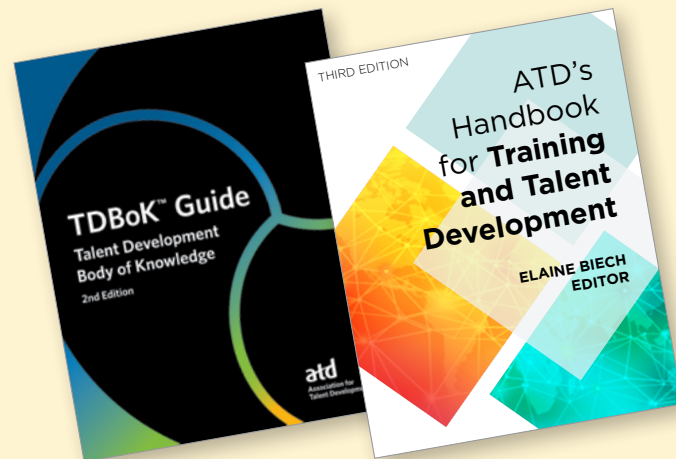FOSTERING DEI IN THE WORKPLACE
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