

EXAMPLE #1

CHAPTER LOGO

Hello, fellow Learning and Development Professional:

The Association for Talent Development (ATD) is offering certificate courses in the [New York](#) area this Spring. These courses will build your professional knowledge and skills, and expand your network. Upcoming sessions include:

- Training Certificate, 10/04/17 - 10/06/17, San Francisco, CA
- Creating Effective Learning Through PowerPoint Certificate, 11/16/17 - 11/17/17, San Francisco, CA
- Coaching Certificate, 12/11/17 - 12/12/17, San Francisco, CA
- Designing Learning Certificate, 12/13/17 - 12/15/17, San Francisco, CA

Registration is easy. All you need to do is click [Education Certificate Program](#), choose the offering you want, and enter the ATD Sacramento CHIP (Chapter Incentive Program) code— **CH8049**. (The Chapter CHIP code gives our local chapter credit when you attend the program.) If you're a member of ATD National, you can get discounts that exceed the cost of your annual membership.

For 70 years, ATD has worked to empower talent development professionals with the knowledge and skills they need to be successful and remain competitive. ATD offers cutting-edge learning and professional development programs to bring you the latest research in the field, best practices, and tools you can immediately use on the job.

Here is another great offer: If you are both a national and local Southern Connecticut chapter ATD member and attend the February 23RD chapter meeting, you can enter a raffle to win tuition for an ATD program in NYC. This is valued at \$595 - \$1,795, depending upon the course! But remember, this raffle is only open to **joint** National ATD and local Southern Connecticut chapter members.

EXAMPLE #2

CHAPTER LOGO

Dear Jacqueline,

The Coaching Certificate Program is for learning and performance professionals, practitioners new to coaching, or those who want to enhance and validate their current coaching skill set. If you are involved with helping others identify and take advantage of their natural strengths and improving their ability to set goals and achieve satisfying results, then this course is for you.

Participants in this Coaching Certificate course will learn a model that outlines a coaching process they can use with individuals, teams, or an entire organization, and will practice foundational coaching competencies through role plays, group exercises, and case studies.

Learning objectives:

Practice coaching competencies and apply them to coaching conversations with individuals, teams, or throughout an organization.

- Establish coaching agreements with clients and identify how goals link to enhanced business performance.
- Promote an open, flexible, and confident coaching relationship with clients and establish mutual respect and trust in a safe, supportive environment.
- Apply coaching ethics and standards appropriately in all coaching situations.
- Demonstrate active listening, ask powerful questions, and use effective dialogue and feedback techniques to provide maximum benefit to clients.
- Integrate and evaluate multiple sources of data and make interpretations that help clients achieve agreed-upon results.
- Design actions and opportunities for ongoing learning that will most effectively lead to coaching results.
- Develop and maintain an effective coaching plan with clients, manage ongoing progress, hold clients accountable for actions, highlight and celebrate successes, and adjourn the coaching process.

This is a 2 day, instructor-led classroom learning course happening June 04 - 05, 2017 in San Diego.

[Click here for more details and to register](#)

Credits for attendance:

- **Continuing Education Units (CEUs):** Earn 1.4 Continuing Education Units (CEUs) upon successfully completing this program. [Learn More](#)
- **CPLP® Recertification Points:** This program may be eligible for up to 14 CPLP recertification points. [Learn more at astd.org/recertification](http://www.astd.org/recertification).
- **International Coach Federation:** This program has been approved by the International Coach Federation (ICF) for 8.5 core competency units, and 3.75 resource development units. However, coaching certification under the ICF is not provided. For more information on how to become an ICF certified coach visit <http://www.coachfederation.org/ICF/>.
- **HRCI Recertification Credits:** This program has been pre-approved for 14 (General) recertification credit hours toward PHR, SPHR, and GPHR recertification through the HR Certification Institute.