

BOOK CATALOG

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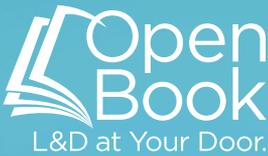


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Coming up:

*Creating Training
Videos*
by Jonathan Halls

*Quality
Management in
Learning and
Development*
By Hadiya Nuriddin

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

The Executive Coaching Playbook offers a framework for building a business with proven results to newly minted executive coaches and entrepreneurs launching executive coaching practices. Beyond offering the why of coaching theory, this book provides the nuts and bolts of what you need to do to set up a thriving business—from working with your first executive clients to developing the business plan and marketing strategy for your brand.

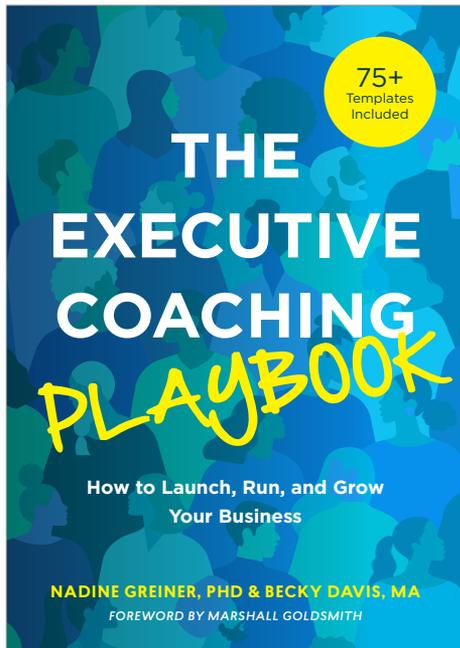
With more than 30 years of experience as both an executive and a top leadership and executive coach, Nadine Greiner, along with talent development expert Becky Davis, shares her extensive knowledge, hard-won lessons, and practical advice—covering everything from the first chemistry call with a potential executive client to closing out engagements with meaning and poise. In this book, you will learn how to be the executive coach that leaves sponsors, clients, and yourself more than satisfied.

The perfect companion to Greiner's *The Art of Executive Coaching*, the playbook offers:

- 75+ downloadable templates and techniques to support your coaching endeavors.
- A four-step coaching process to adopt with clients.
- Practical advice to start and grow your business.

Contents: Beginning Your Coaching Engagement

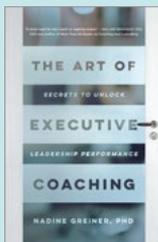
- Assessing Your Client • Setting Goals for and Implementing the Coaching Program • Ending the Coaching Engagement • Entrepreneurship • Defining, Running, and Growing Your Business • Taking Care of Yourself



ISBN: 9781953946829 • Product Code: 112409
 Member: \$32.99 • List: \$38.99
 PB • 7 x 10 • 402 pp. • February 2024

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.

Also by Nadine Greiner

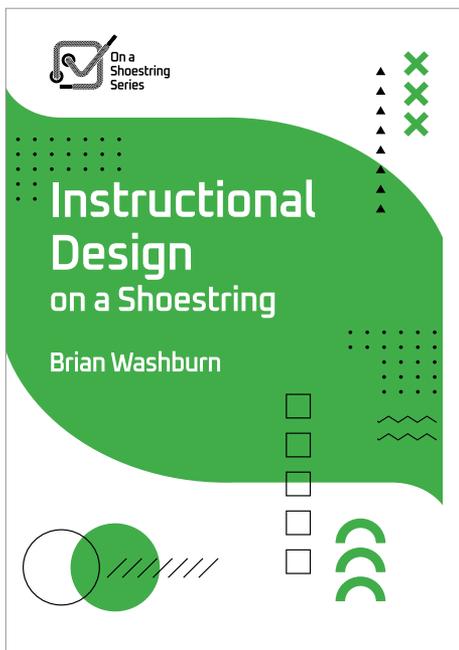


Read nine stories about executive coach Alice Well and her clients to learn tips executive coaches use to unlock transformative leadership performance results.

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

Save money when you buy both books as a bundle.

Member Bundle: \$50.13 • List Bundle: \$58.63
 Product Code: 142319



Instructional Design on a Shoestring

Brian Washburn

Design Effective Training Programs Despite Limited Resources

Instructional Design on a Shoestring offers talent development professionals a process for developing effective training programs, even with limited resources. Expert instructional designer Brian Washburn applies the ADDIE model of instructional design and provides guidance, quick tips, and shortcuts for designing a range of training modalities, including in person, virtual and asynchronous, and self-guided e-learning.

Learn to build the structure of the instructional design process, effective formal and informal learning experiences, and an ecosystem that supports the learning initiatives. A crash course in instructional design, this book guides you on working with subject matter experts, supervisors, and early testers and drawing learning design ideas from unfamiliar places. Learn how and when to make decisions for using tools and technologies, hiring external help, and purchasing off-the-shelf training programs to speed up the work.

ISBN: 9781953946959 • Product Code: 112403

Member: \$21.99 • List: \$24.99

PB • 6 x 9 • 208 pp. • January 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. Forthcoming titles will focus on e-learning and measurement and evaluation.

Contents: Introduction • Part 1. Building the Strategy, Formal Learning Experience, Informal Learning Experience, and Learning Ecosystem • Part 2. Borrowing Time and Talent of Others and Inspiration From Everywhere • Part 3. Paying for Convenience, An Extra Set of Hands, and Off-the-Shelf Solutions • Bringing It All Together • Tools, Templates, and a Worked Example

Brian Washburn is co-founder and CEO of Endurance Learning. He writes the Train Like a Champion blog and hosts the *Train Like... You Listen* podcast. He is the author of *What's Your Formula? Combine Learning Elements for Impactful Training*.

Needs Assessment on a Shoestring

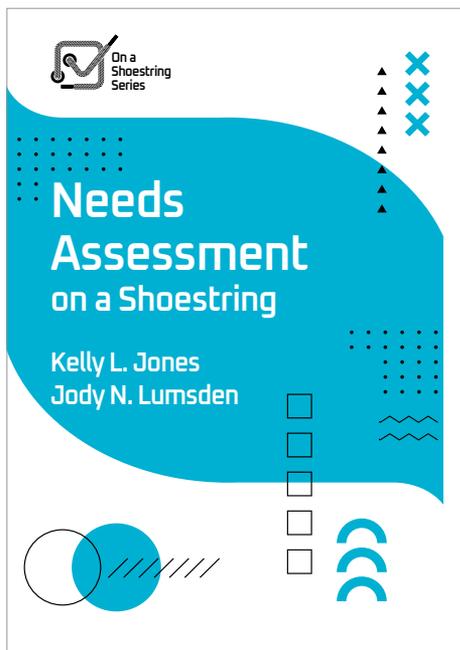
Kelly L. Jones and Jody N. Lumsden

Determine Organizational Needs Despite Limited Resources

Needs Assessment on a Shoestring offers talent development professionals a process for addressing organizational needs and determining whether training is the solution. Needs assessment pros Kelly L. Jones and Jody N. Lumsden apply the Build-Borrow-Buy approach to provide guidance, quick tips, and shortcuts for investigating and uncovering everything you can about the organizational problem you need to solve.

Learn to build a needs assessment strategy, gather insight through data analysis, and put forward effective solution recommendations. Pick up strategies for borrowing existing information, talent, and resources, and for making resource management decisions. Regardless of the scope of the project, the constraints of the business problem, or how you get the job done, the steps associated with needs assessments are flexible enough to scale up or down.

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



ISBN: 9781953946935 • Product Code: 112309
 Member: \$24.99 • List: \$21.99
 PB • 6 x 9 • 280 pp. • November 2023

Kelly L. Jones, PhD, is a researcher, leader, consultant, and problem solver with expertise in building solutions that help people and organizations learn. She has 20 years of experience in curriculum development, instructional design, needs assessments, learning technologies, and workplace training and development. **Jody N. Lumsden, EdD**, is a consultant, speaker, and facilitator with 17 years of professional experience as a talent development and graphic design practitioner. She develops and implements strategy and data-driven performance metrics in the areas of adult and workplace learning, curriculum planning, change management, and leadership coaching.

TDBoK™ Guide

The Talent Development Body of Knowledge

Second Edition

Association for Talent Development

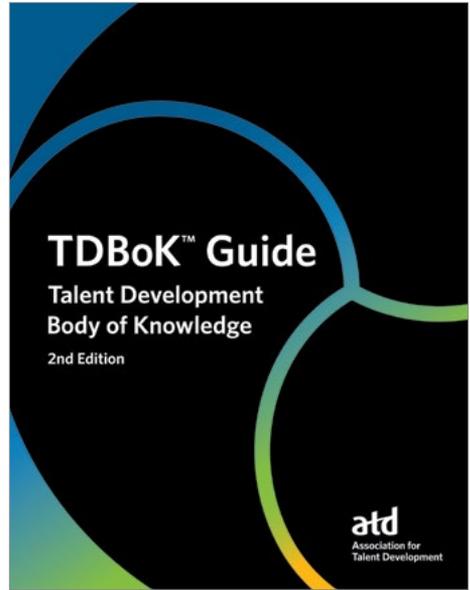
Turn to the Definitive Resource for the Talent Development Profession

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



ISBN: 9781957157313 • Product Code: 112410

Member: \$114.99 • List: \$134.99

PB • 8.5 x 11 • 680 pp. • March 2024

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.

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.

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.

Get Certified Through the ATD Certification Institute

Prepare for Certification With the Talent Development Body of Knowledge

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:

- Demonstrate professional growth.
- Validate job-specific capabilities.
- Increase job mobility and skills marketability.
- Boost confidence in job performance.
- Improve work quality and efficiency.

Explore the many reasons to get certified through the ATD Certification Institute.

The *TDBoK Guide* is a helpful, if not essential, 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.



Creating Training Videos

Professional Quality With a Smartphone

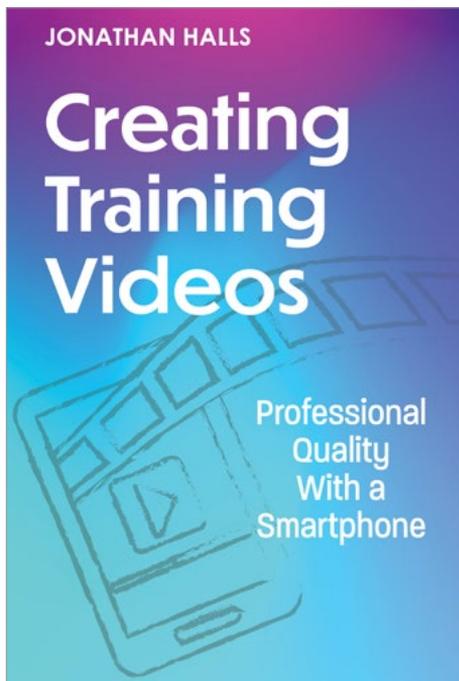
Jonathan Halls

Like Film School for Trainers! Film and Edit Effective Training Videos—Using Your Smartphone

Whether you're a facilitator, instructional designer, or L&D department of one, you don't need a fancy DSLR camera or film crew to create successful training videos. In this book, talent development and media expert Jonathan Halls, with contributions from other experts, teaches you step-by-step how to plan, film, and edit smart instructional content—using only a smartphone and without compromising quality and success. In *Creating Training Videos*, you'll:

- Learn best practices for creating training videos with a smartphone.
- Uncover how your videos can effectively provoke learning.
- Learn rules of film that you can apply immediately.
- Gain a practical framework for mapping out the video elements for your story.
- Learn how to edit and manage workflow to create a powerful final product.

More than 95 percent of organizations use video as a key modality for workplace learning, and 62 percent post video (for L&D and other purposes) to YouTube. The ability to produce video is a sought-after skill that will help boost your effectiveness in the L&D world.



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

Contents: The Case for Video • The Learning Formula • Support Learning Through Video • Best Practices for Training Videos • Show, Don't Tell • Visual Grammar • Narrative Structure • Plan the Pictures • The Videographer's Toolkit • Film With Your Smartphone • Edit Training Videos • The Rapid Video Workflow • Systems, Stakeholders, and Processes

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

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.

Consulting is at the top of the list of career moves for talent development professionals and others who have unique skill sets and expertise. Consultants are also resources that organizations are using more and more. 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 you clarify your "why" and make your transition a soft landing. Learn to set a business strategy, write winning business proposals, and market your products and services. Gain perspectives on multiple consulting career paths—from forming an independent consultancy to joining a boutique consulting practice to consulting with a large company.

Tap into the sage wisdom, actionable takeaways, and practical tools in this book, and set yourself apart from the competition on your journey to becoming a successful consultant.

Contents: Part 1. Exploring Consulting • Part 2. Getting Started • Part 3. The Work of a Consultant • Part 4. Developing Business • Part 5. Focusing on Your Future

Talent development expert and leader **Elaine Biech, CPTD**, is president of ebb associates inc., a strategic implementation, leadership development, and experiential learning consulting firm. In the field for more than 30 years, she helps organizations work through large-scale change. Elaine is the author and editor of numerous books, including *ATD's Handbook for Training and Talent Development* and *The Art and Science of Training*.

Elaine Biech, Editor

ATD's Handbook for Consultants

ISBN: 9781957157344 • Product Code: 112402
Member \$69.99 • List \$79.99
PB • 7 x 9 • 504 pp. • May 2024

Contributors: Halelly Azulay • Rita Bailey • Elaine Biech • Peter Block • Greg Owen Boger • Holly Burkett • Sarah Cannistra • Mike Chetta • Stephen L. Cohen • Lei Comerford • Wendy Gates Corbett • Beverly Crowell • Rich Douglas • C. Michael Ferraro • Marshall Goldsmith • Jonathan Halls • Ann Herrmann-Nehdi • Diana Howles • Cindy Huggett • Sy Islam • KJ Jeter • Mike Kent • Dolores Kuchina-Musina • Jacob Kuczanski • Maurine Kwende • Dale Ludwig • Kevin Marshall • Maureen Orey • Peter Schein • Rusty Shields • Bill Treasurer • Joe Trueblood • Christie Ward • Brian Washburn • Tonya Wilson • Michael Zipursky

Quality Management in Learning and Development

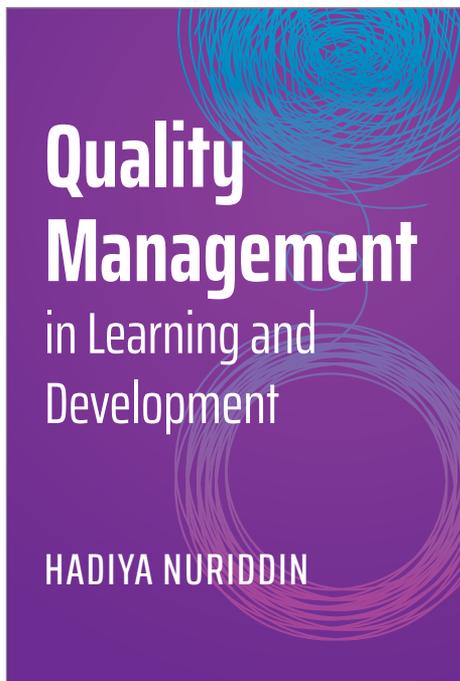
Hadiya Nuriddin

Develop a Quality Management System to Ensure Learning Products Meet the Highest Standards

Quality management (QM) is collectively all the activities and processes that ensure your learning products meet the standard your organization is committed to. When there are errors in quality management, standards and then results are often compromised, which leads to negative consequences for learners and the organization.

In *Quality Management in Learning and Development*, you will go beyond checklists for correcting typos and incorrect branding, and instead consider the bigger picture. Define your organizational standard for quality and learn how to create your own 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.

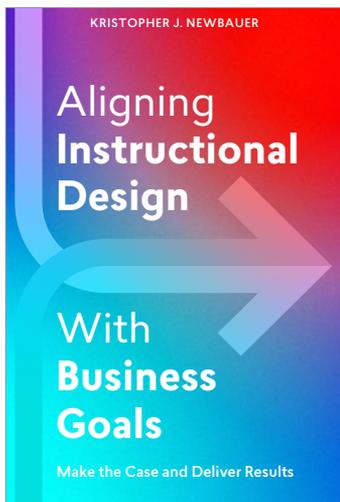
For instructional designers and managers of the learning function, this book can help you step off the hamster wheel of fretful last-minute checks and rework. Instead, step into a proactive process that facilitates quality and results and feel confident in a QM system that helps you and your stakeholders produce successful content from the outset.



ISBN: 9781953946607 • Product Code: 112405
Member: \$24.99 • List: \$29.99
PB • 6 x 9 • 176 pp. • June 2024

Contents: Introduction to Quality Management • Overview of QM Processes • The Role of QM Management in Learning and Development • Defining Quality • Planning for QM • Assuring and Controlling Quality • Reviewing for Compliance • Questions From the Field • Appendix

Founder and owner of Duets Learning, **Hadiya Nuriddin, CPTD**, is a trailblazer in learning and development with more than 20 years of experience in instructional design and development. She is the author of *StoryTraining: Shaping and Selecting Stories That Connect*.



Aligning Instructional Design With Business Goals

Make the Case and Deliver Results

Kristopher J. Newbauer

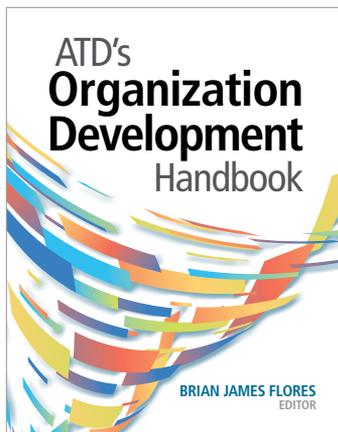
Maximize Impact by Designing Training to Meet Your Organization's Business Goals

Rethink how to design instruction to meet bottom-line business goals. With his eight-step framework for measurement and evaluation-focused instructional design, Kristopher Newbauer offers a straightforward process for helping instructional designers and talent development leaders demonstrate and actualize their value. Improve your business acumen by adopting the language and mindset of your business leaders. Uncover the root cause of performance gaps to design more meaningful instruction—and thus increase ROI.

Contents: Talent Development as Business Development • Stakeholders • Position Your TD Function to Produce Results • Your Business Acumen • Identify Business Needs • Define Success • Design Curriculum With Evaluation in Mind • The Three Learning Domains • Apply the Five Levels of Evaluation • Guidelines for Evaluation

Kristopher J. Newbauer, CPTD, is the chief people officer and head of global people and talent for Rotary International and the Rotary Foundation, the world's oldest and largest humanitarian service-club organization.

ISBN: 9781953946577 • Product Code: 112304
Member: \$24.99 • List: \$29.99
PB • 6 x 9 • 208 pp. • 2023



ATD's Organization Development Handbook

Brian James Flores, Editor

Expand Your Knowledge of OD to Enhance Your L&D Efforts

ATD's Organization Development Handbook is a tactical, hands-on book for those in learning and development who are looking to make that first step into organization development or those who are a one-person band doing both. It is the first book of its kind to address OD from the talent development and, specifically, L&D perspective. Edited by OD practitioner and leader Brian J. Flores, this volume includes experts from the OD field as well as those who've crossed over from L&D to OD. You will learn how to apply the foundations of organization development to your multiculturalism, upskilling and reskilling, soft skill development, and succession planning processes and programs.

Contributors: Catherine Allen • LaKisha Brooks • Holly Burkett • Brandon Carson • Catherine W. Corey • Paul Falcone • David C. Forman • Neal R. Goodman • Deepti Gudipati • Ed Hasan • Randy Matusky • Beth Messich • Sean Murphy • Neha Lagoo Ratnakar • William J. Rothwell • Makiya Musgrove Woods • Heather R. Younger

Brian James Flores is a talent, learning, and OD expert and leader who helps professionals build and navigate careers in talent development, L&D, and OD.

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

10 STEPS SERIES

The ATD 10 Steps series provides proven, easy-to-follow techniques for improving your skills in business writing, mentoring, managing, coaching, and facilitating, among other topics.



ISBN: 9781949036480
Product Code: 111909
Member: \$19.99
List: \$21.99
PB • 6 x 9
224 pp. • 2019

10 Steps to Successful Mentoring

Wendy Axelrod, PhD

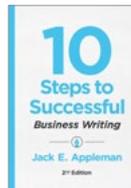


ISBN: 9781949036206
Product Code: 111908
Member: \$17.99
List: \$19.99
PB • 6 x 9
168 pp. • 2019

10 Steps to Be a Successful Manager

Second Edition

Lisa Haneberg



ISBN: 9781947308305
Product Code: 111716
Member: \$17.99
List: \$19.99
PB • 6 x 9
232 pp. • 2017

10 Steps to Successful Business Writing

Second Edition

Jack E. Appleman

TRAINING BASICS SERIES

The ATD Training Basics series covers the fundamentals of training. Discover theories, concepts, and practical applications in a range of topics, including training design, needs assessment, virtual training, evaluation, and facilitation.



ISBN: 9781947308640
Product Code: 111816
Member: \$24.99
List: \$29.99
PB • 7.5 x 9.5
216 pp. • 2018

Virtual Training Basics

Second Edition

Cindy Huggett



ISBN: 9781562866365
Product Code: 111812
Member: \$24.95
List: \$29.95
PB • 7.5 x 9.5
176 pp. • 2018

Job Aid Basics

Second Edition

Joe Willmore



ISBN: 9781562867744
Product Code: 111622
Member: \$24.99
List: \$29.99
PB • 7.5 x 9.5
184 pp. • 2016

Needs Assessment Basics

Second Edition

Beth McGoldrick and
Deborah D. Tobey

THE ATD WORKSHOP SERIES

The ATD Workshop Series is written for trainers by trainers. Each book includes the activities, handouts, tools, and assessments to create and deliver powerful, effective training. Topics range from change management training to time management training.



Leadership Training

ISBN: 9781562869663
Product Code: 111501
Member: \$59.95
List: \$69.95

New Supervisor Training

ISBN: 9781562869694
Product Code: 111504
Member: \$59.95
List: \$69.95

Management Development Training

ISBN: 9781952157646
Product Code: 112107
Member: \$64.99
List: \$74.99

Change Management Training

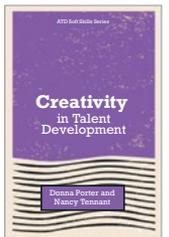
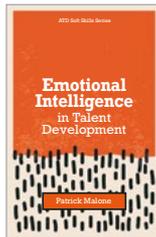
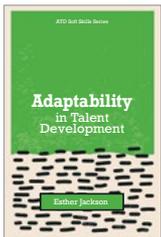
ISBN: 9781607280873
Product Code: 111610
Member: \$59.95
List: \$69.95

New Employee Orientation Training

ISBN: 9781562869700
Product Code: 111505
Member: \$59.95
List: \$69.95

THE ATD SOFT SKILLS SERIES

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



List price of each book: \$14.99
Member price of each book: \$12.99
PB • 5.25 x 8

Member Bundle Price: \$55.21
List Bundle Price: \$63.71
Product Code: 142106

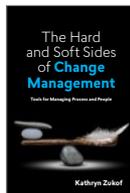


ISBN: 9781952157622
Product Code: 112104
Member: \$21.99
List: \$24.99
PB • 6 x 9
184 pp. • 2021

The Building Blocks of Sales Enablement

Mike Kunkle

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



ISBN: 9781950496877
Product Code: 112105
Member: \$28.99
List: \$32.99
PB • 6 x 9
340 pp. • 2021

The Hard and Soft Sides of Change Management

Tools for Managing Process and People

Kathryn Zukof

Offers practices and approaches to help you roll out, receive, and manage change effectively by integrating both the process (or hard) side and the people (or soft) side.



ISBN: 9781950496631
Product Code: 112007
Member: \$34.99
List: \$39.99
PB • 7 x 10
328 pp. • 2020

Proving the Value of Soft Skills

Measuring Impact and Calculating ROI

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

The authors guide you through an easy-to-apply process to use the ROI Methodology to determine the impact of your efforts to develop soft skills in your organizations and to secure support for such efforts.



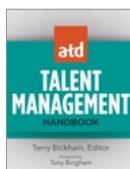
ISBN: 9781950496167
Product Code: 112010
Member: \$16.99
List: \$19.99
PB • 5.25 x 7.5
340 pp. • 2020

The BS Dictionary

Uncovering the Origins and True Meanings of Business Speak

Bob Wiltfong and Tim Ito

This book provides real-world definitions for nearly 300 of the most commonly used business terms and gives the origin story for each. Get language clarity and have fun learning the full etymology of your favorite phrases.



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

ATD Talent Management Handbook

Terry Bickham, Editor

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



ISBN: 9781562868710
Product Code: 111817
Member: \$20.95
List: \$24.95
PB • 6 x 9
208 pp. • 2018

Focus on Them

Become the Manager Your People Need You to Be

Edited by Ryan Changcoco, Megan Cole, and Jack Harlow

Introducing the ACCEL Model (accountability, communication, collaboration, engagement, and listening and assessing), this book provides the tools and know-how for managers to excel.



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

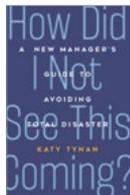
Lead With Your Customer

Transform Culture and Brand Into World-Class Excellence

Second Edition

Mark David Jones and J. Jeff Kober

Offers key success tools all world-class organizations have in common and explains how your organization can adopt them. The second edition includes examples from IKEA, Harley-Davidson, Southwest Airlines, Ritz-Carlton, and Disney.



ISBN: 9781562867867
Product Code: 111713
Member: \$15.95
List: \$17.95
PB • 5.5 x 8.5
120 pp. • 2017

How Did I Not See This Coming?

A New Manager's Guide to Avoiding Total Disaster

Katy Tynan

Being a first-time manager is tough. In this book, you'll learn about five basic truths to management. Become the manager everyone's talking about—in a good way.



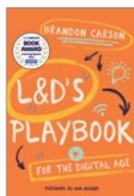
ISBN: 9781949036558
Product Code: 111911
Member: \$17.99
List: \$19.99
PB • 5.25 x 8
248 pp. • 2019

The Unashamed Guide to Virtual Management

Ben Bisbee and Kathy Wisniewski

Many managers have critical questions about how to manage virtual teams. This book covers more than 80 topics—from doing laundry on the job to virtual onboarding, performance reviews, and scheduling.

LEADERSHIP AND LEADERSHIP DEVELOPMENT



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

L&D's Playbook for the Digital Age

Brandon Carson

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



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

Connection Culture

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

Second Edition

Michael Lee Stallard

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



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

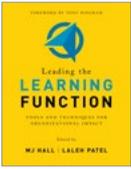
Conscious Accountability

Deepen Connections, Elevate Results

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

Use the conscious accountability CONNECT framework to better engage with your employees, team members, and peers for more meaningful connections and to realize team and organizational goals.

LEADERSHIP AND LEADERSHIP DEVELOPMENT



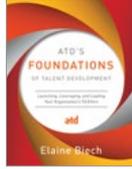
ISBN: 9781950496617
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656 pp. • 2018

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Elaine Biech

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



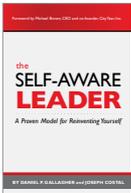
ISBN: 9781949036220
Product Code: 111823
Member: \$69.95
List: \$84.95
PB • 7 x 9
528 pp. • 2018

ATD's Action Guide to Talent Development

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Elaine Biech

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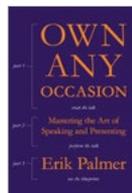
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200 pp. • 2012

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Forward-Focused Learning

Inside Award-Winning Organizations

Edited by Tamar Elkeles

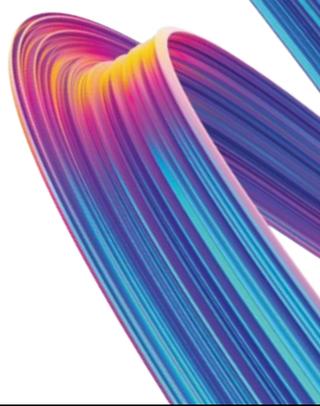
Peek behind the curtain of proactive and high-performing organizations—like Comcast, Yahoo!, Nike, and General Mills—and see how they use learning to develop their employees and business. A must-read for anyone setting learning strategy or managing the learning function.



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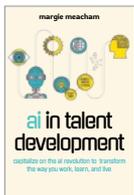


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Margie Meacham

This book presents the benefits, uses, and risks of AI technology in the talent development field, as well as practical tools to strengthen and enhance learning and performance programs.



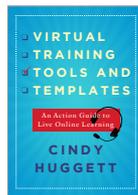
ISBN: 9781950496259
 Product Code: 112013
 Member: \$28.99
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 228 pp. • 2020

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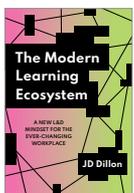
ISBN: 9781562865757
 Product Code: 111704
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An Action Guide to Live Online Learning

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Play to Learn

Everything You Need to Know About Designing Effective Learning Games

Sharon Boller and Karl Kapp

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



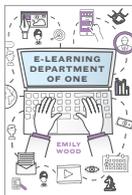
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Diana L. Howles introduces the Virtual Trainer Capability Model, which identifies eight areas of expertise for the top virtual professional.

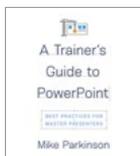


ISBN: 9781947308824
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 200 pp. • 2018

E-Learning Department of One

Emily Wood

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



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Named a Microsoft PowerPoint MVP, Parkinson provides a PowerPoint master class. Walk through the phases of presentation development and learn tips and best practices for presentation success.



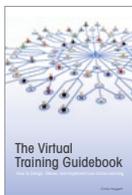
ISBN: 9781602783096
 Product Code: 111715
 Member: \$31.99
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Learning Management Systems Demystified

Steven D. Foreman

If you need to manage training and education programs, then you need an LMS. Don't waste time and money picking the wrong one.



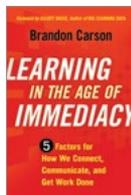
ISBN: 9781562868611
 Product Code: 111306
 Member: \$32.99
 List: \$38.99
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 216 pp. • 2014

The Virtual Training Guidebook

How to Design, Deliver, and Implement Live Online Learning

Cindy Huggett

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Brandon Carson

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Julie Winkle Giulioni

Julie Winkle Giulioni offers a new approach for developing your employees' careers and helping them thrive, even if promotions are not readily available. Discover a framework of seven alternative dimensions of development that will engage your employees—dynamic opportunities for growth that are completely within your control as a manager.



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Third Edition

Elaine Biech, Editor

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



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Real Personal Branding in the Virtual World

William Arruda

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



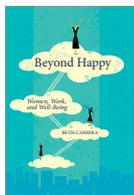
ISBN: 9781947308893
 Product Code: 111920
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 PB • 7 x 10
 128 pp. • 2019

Capabilities for Talent Development

Shaping the Future of the Profession

Pat Galagan, Morgean Hirt, and Courtney Vital

Get an in-depth look at ATD's Talent Development Capability Model™, a powerful framework to guide the TD profession in what practitioners need to know and do to develop themselves, others, and their organizations.



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 189 pp. • 2015

Beyond Happy

Women, Work, and Well-Being

Beth Cabrera

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



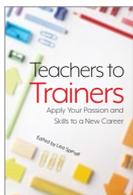
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A Practical Guide to Landing a Job You'll Love

Sue Kaiden, Editor

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



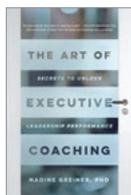
ISBN: 9781952157141
 Product Code: 112016
 Member: \$16.99
 List: \$19.99
 PB • 6 x 9
 206 pp. • 2020

Teachers to Trainers

Apply Your Skills and Passion to a New Career

Edited by Lisa Spinelli

K-12 teachers gain insights into the education system of adult learning. Former teachers describe their career transition experiences and current roles. Offers resources and tips about transferable skills, job market research, resume creation, and next steps.



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The Art of Executive Coaching

Secrets to Unlock Leadership Performance

Nadine Greiner, PhD

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

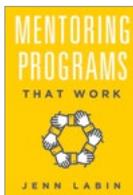


ISBN: 9781947308602
 Product Code: 111810
 Member: \$28.95
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 PB • 7 x 10
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Norma Dávila and Wanda Piña-Ramírez

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Anne Bruce and Sardék Love

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

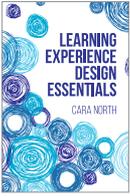


ISBN: 9781947408336
 Product Code: 111717
 Member: \$29.99
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 PB • 7 x 10
 200 pp. • 2017

Starting a Talent Development Program

Elaine Biech

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



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Product Code: 112303
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Learning Experience Design Essentials

Cara North

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



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Data and 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.



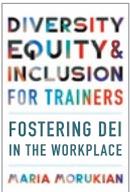
ISBN: 9781953946541
Product Code: 112306
Member: \$29.99
List: \$34.99
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288 pp. • 2023

The Accidental Instructional Designer

Second Edition

Cammy Bean

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



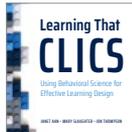
ISBN: 97895394058
Product Code: 112204
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320 pp. • 2022

Diversity, Equity, and Inclusion for Trainers

Fostering DEI in the Workplace

Maria Morukian

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Learning That CLICS

Using Behavioral Science for Effective Learning Design

Mary F. Slaughter, Janet N. Ahn, and Jon C. Thompson

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



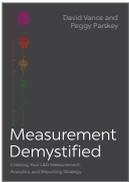
ISBN: 9781952157561
Product Code: 112114
Member: \$79.99
List: \$89.99
HC • 7 x 9
608 pp. • 2021

ATD Talent Development and Training in Healthcare Handbook

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

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

TRAINING, FACILITATION, AND ISD



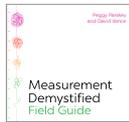
ISBN: 9781950496891
Product Code: 112018
Member: \$32.99
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PB • 7 x 10
432 pp. • 2020

Measurement Demystified

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

David Vance and Peggy Parskey

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

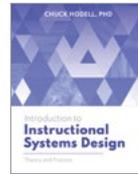


ISBN: 9781952517684
Product Code: 112116
Member: \$33.99
List: \$39.99
PB • 9.5 x 8.5
384 pp. • 2021

Measurement Demystified Field Guide

Peggy Parskey and David Vance

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448 pp. • 2021

Introduction to Instructional Systems Design

Theory and Practice

Chuck Hodell, PhD

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



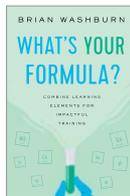
ISBN: 9781562869984
Product Code: 111532
Member: \$33.99
List: \$42.99
PB • 7 x 10
304 pp. • 2015

ISD From the Ground Up

A No-Nonsense Approach to Instructional Design
Fourth Edition

Chuck Hodell, PhD

This handbook on core ISD practices covers everything novice and practiced instructional designers need to know.



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List: \$29.99
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248 pp. • 2021

What's Your Formula?

Combine Learning Elements for Impactful Training

Brian Washburn

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



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Product Code: 112102
Member: \$18.99
List: \$21.99
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144 pp. • 2021

Learning Science for Instructional Designers

From Cognition to Application

Clark N. Quinn

This primer distills the current scope of learning science and prepares you to design learning experiences that ensure retention and transfer to relevant situations.

TRAINING, FACILITATION, AND ISD



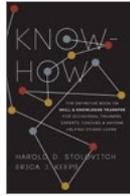
ISBN: 9781947308374
Product Code: 111807
Member: \$18.99
List: \$21.99
PB • 5.25 x 7.75
200 pp. • 2018

Millennials, Goldfish & Other Training Misconceptions

Debunking Learning Myths and Superstitions

Clark N. Quinn

This book debunks more than 30 common assumptions about good learning design. Be a smart consumer and stand behind the science of learning.



ISBN: 9781950496273
Product Code: 112014
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List: \$19.99
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162 pp. • 2020

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

The authors of the classic, ever-popular *Telling Ain't Training* have written a fun, effective guide on how to transfer knowledge. Perfect for the occasional trainer, learn how to apply and receive feedback, test in nonthreatening ways, and foster learner confidence.

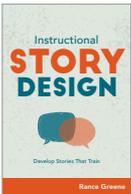


ISBN: 9781952157165
Product Code: 112017
Member: \$29.99
List: \$34.99
PB • 6 x 9
360 pp. • 2020

Troubleshooting for Trainers

Sophie Oberstein

Part troubleshooting guide and part intro to training design and delivery, this book delivers in-the-moment fixes and longer-term solutions for more than 40 common challenges at every stage in the L&D process. Perfect for the busy trainer.



ISBN: 9781950496594
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280 pp. • 2020

Instructional Story Design

Develop Stories That Train

Rance Greene

Learn about a powerful process to discover, design, and deliver instructional stories. Unearth the root of the performance problem, create action lists for learners, and convince stakeholders of the effectiveness of stories.



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List: \$34.99
PB • 7.5 x 9.5
200 pp. • 2020

Designing for Modern Learning

Beyond ADDIE and SAM

Crystal Kadakia and Lisa M.D. Owens

The authors introduce their learning cluster design model and share stories of business leaders, L&D professionals, and learners who have successfully adopted it, detailing how they altered organizational mindsets to meet the needs of modern learners and their organizations.



ISBN: 9781950496181
Product Code: 112002
Member: \$23.99
List: \$27.99
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274 pp. • 2020

Design Thinking for Training and Development

Creating Learning Journeys That Get Results

Sharon Boller and Laura Fletcher

Sharon Boller and Laura Fletcher go beyond the user experience and integrate the learner experience, applying design thinking tools and techniques and adapting the traditional design thinking process for training and development projects.



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

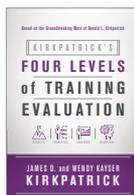
Evidence-Based Training Methods

A Guide for Training Professionals

Third Edition

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: 9781607280088
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 Member: \$21.99
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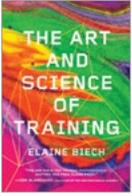
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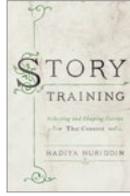


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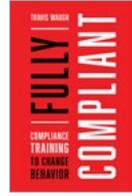
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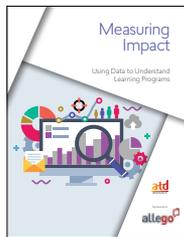
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