



[SUMMER | FALL 2019]



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ATD PRESS

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

The Association for Talent Development (ATD), formerly ASTD, 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 75 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.



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SHOCK OF THE NEW

The Challenge and Promise of Emerging Technology

Chad Udell and Gary Woodill

Learn How to Evaluate New Technologies for Your Organization

Most new and emerging technologies have been in development for decades, but as soon as they land on our doorstep, they inspire “the shock of the new.” *Shock of the New* offers the first overall framework for evaluating emerging learning technologies. Chad Udell and Gary Woodill present their BUILDS framework, outlining six key perspectives to be considered with any new technology. They also provide a rubric of 30 questions to use when applying the framework. This much-needed practical guide helps learning and talent development professionals make earlier and better judgments about technology.

Contents: Digital Transformation of Enterprise Learning · Learning Technologies: Business Needs, User Experiences, and Wider Impacts · Learning With Emerging Technologies · Dependencies of Emerging Learning Technologies · Signals of the Future · Strategies · BUILDS Evaluation Rubric · Applying the BUILDS Framework · Glossary

With 20 years of working with industry-leading Fortune 500 companies and government agencies to design and develop experiences, Chad Udell is managing partner, strategy and new product development at Float.

Gary Woodill is a senior analyst with Float, as well as CEO of i5 Research. Gary conducts research and market analyses as well as assessments and forecasting for emerging technologies.



ISBN: 978-1-947308-80-0 · Product Code: 111904
Paperback · 6x9 · 256pp. · April 2019

CONFESSIONS OF A CORPORATE TRAINER

An Insider Tells All

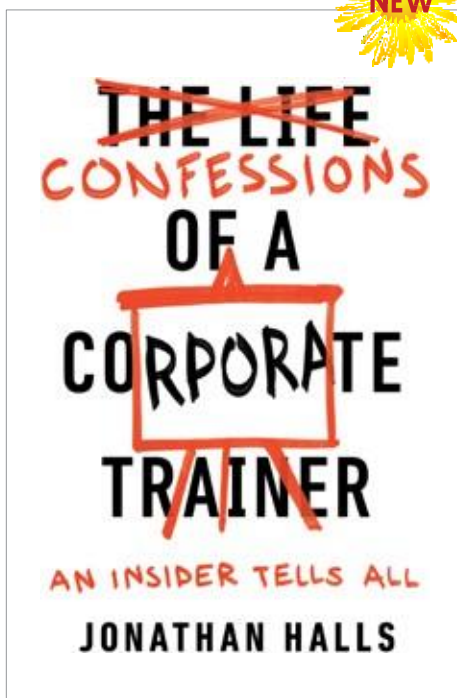
Jonathan Halls

Get the Inside Scoop on Training

Confessions of a Corporate Trainer explores what it means to be a successful trainer in all its gritty reality. This book sets out to support practitioners in deepening the learning experience for the people they serve as trainers. Author Jonathan Halls draws from personal experience and writes with humor and accessibility in this research-based understanding of learning in the workplace. He challenges the unwritten rules to live by and the rules to break. Halls discusses the future of trainers and what skills trainers must develop to future-proof themselves.

Contents: The Shiny Happy Trainer · Learning Takes Practice · I Don't Try to Be a Good Presenter Anymore · Why They Hired Us · Planning · From Classroom to Workplace · Trainers as Ambassadors to Talent · Sustaining Your Mojo · Travel · Remaining Clearheaded · A Trainer's Crystal Ball

Former BBC learning executive Jonathan Halls has been training, speaking, and coaching for 25 years in more than 20 countries. An author, trainer, and coach, Halls wrote *Rapid Media Development for Trainers* (ATD Press 2017) and has contributed to numerous ATD publications. He is an adjunct professor at George Washington University and facilitates ATD's Master Trainer Program and ATD's Rapid Video for Learning Professionals Certificate program. He describes his work as "at the intersection of media, communication, learning, leadership, and innovation."



ISBN: 978-1-947308-92-3 · Product Code: 111907
Paperback · 5.25 x 8 · 200 pp. · April 2019

FULLY COMPLIANT

Compliance Training to Change Behavior

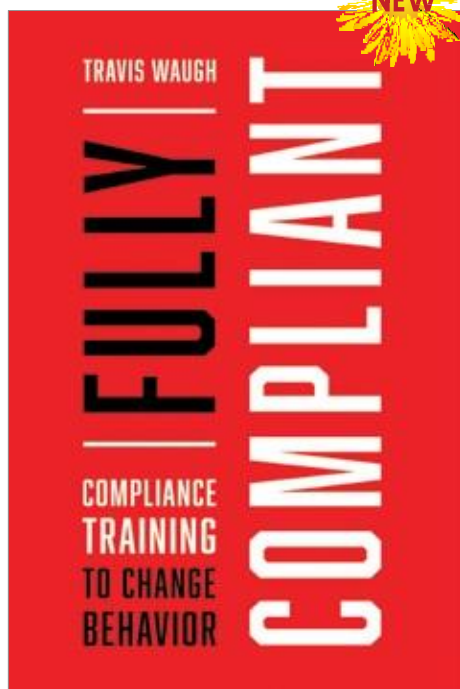
Travis Waugh

Build Sustainable Compliance Programs

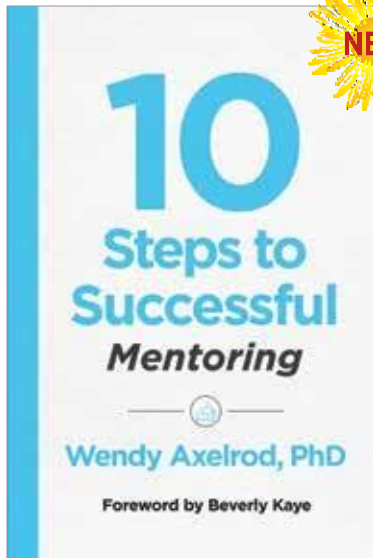
In *Fully Compliant*, Travis Waugh challenges traditional compliance training developed to simply ensure that employees avoid the legal risk of failing to comply with a specific compliance mandate. With an ever-increasing number of compliance subjects to address, such programs are unsustainable. Instead, organizations must build compliance programs that serve a higher, broader purpose and build robust, resilient cultures focusing on integrity and ethics learning. Optimal compliance programs are flexible and create real learning experiences that change behavior, thus diminishing the chance of misconduct in the first place.

Contents: Compliance Training Today · History of Organizational Compliance · What SMEs Want · A Better Way to Manage Risk · Compliance Learning Plan · Rise of Real Learning · Opportunistic Analysis · Belief, Culture, and the Levers of Human Behavior · Making Good Content Instinctive · Making a Habit of Compliance · GDPR Habit Case Study · Intrinsic Motivation and Problem-Based Learning · PBL Compliance Project Samples · Branding, Measurement, and Ways to Make or Break Compliance Programs · The Future: The End of Compliance

Travis Waugh is a training generalist for The Georgia Institute of Technology. A reformed screenwriter and film editor, Waugh has been helping adults learn in person and online for more than a decade. Whether teaching English as a second language in Japan, crafting IT training solutions for large corporations, or meeting faculty and staff learning needs in higher education, he has demonstrated a commitment to engaging audiences through humor, interactivity, and dogged relevancy.



ISBN: 978-1-947308-35-0 · Product Code: 111901
Paperback · 6x9 · 256pp. · June 2019



10 STEPS TO SUCCESSFUL MENTORING

Wendy Axelrod, PhD

Mentor for Success

Wendy Axelrod inspires and provides the new or seasoned mentor with the tools needed to create a customized mentoring experience that focuses on the growth of the mentee and the mentor. This book demonstrates that exceptional mentoring gives the mentee a secure environment to explore aspirations, think more broadly, and behave with greater effectiveness and allows the mentor to enhance their career, gain new perspectives, and learn what it takes to develop others.

Contents: Prepare for Your Role · Establish the Relationship · Set the Direction · Leverage Experience for Development · Expand Growth Using Everyday Psychology · Elevate the Power of Questions · Diversify Development Methods · Promote Influence Skills · Address Mentor Challenges · Consolidate Learning and Bring Closure

ISBN: 978-1-949036-48-0 · Product Code: 111909
Paperback · 6x9 · 224pp. · June 2019



10 STEPS TO BE A SUCCESSFUL MANAGER

Second Edition

Lisa Haneberg

Triumph as a Manager

This updated second edition offers actionable techniques that managers of all experience levels need to succeed. It aligns with ATD's survey-based research on social skills crucial to managerial success. It includes pointers, tables, tools, and worksheets to guide you from big-picture goal-setting to daily progress and to help you triumph over management barriers.

Contents: Know Your Business · Work Well With Others · Define and Model Excellence · Hire for Fit and Onboard for Success · Use Pull Versus Push Motivation · Reinforce and Reward the Nonnegotiables · Bring Out the Best in Others · Plan, Measure, and Adjust · Manage Change and Transition · Build a Career, Leave a Legacy

ISBN: 978-1-949036-20-6 · Product Code: 111908
Paperback · 6x9 · 168pp. · May 2019

The 10Steps series is designed for business professionals who need guidance on a wide array of topics. Titles provide quick 10-step processes and solutions for enhancing skills and overcoming everyday challenges. Resources and references include checklists, tips, worksheets, and examples.



ISBN: 978-1-947308-86-2
Product Code: 111822
Paperback · 6 x 9
144pp. · 2019

10 STEPS TO SUCCESSFUL BUDGETING

Lianabel Oliver and Eduardo Nin

Successfully navigate the budgeting process by walking through the fundamentals and your role. Authors Oliver and Nin provide an overview of the planning and budgeting process and show how to develop and defend a sound budget to the next level of management.



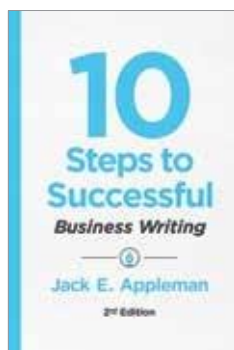
ISBN: 978-1-949036-28-2
Product Code: 111820
Paperback · 6 x 9
176pp. · 2018

10 STEPS TO SUCCESSFUL FACILITATION

Second Edition

Association for Talent Development

This book takes the guesswork out of the essential skill of facilitation and gives you a step-by-step process for becoming an accomplished and successful facilitator. This second edition features updates to each step, and is reorganized to align with the problem facilitators face today.



ISBN: 978-1-947308-30-5
Product Code: 111716
Paperback · 6 x 9
232pp. · 2017

10 STEPS TO SUCCESSFUL BUSINESS WRITING

Second Edition

Jack E. Appleman

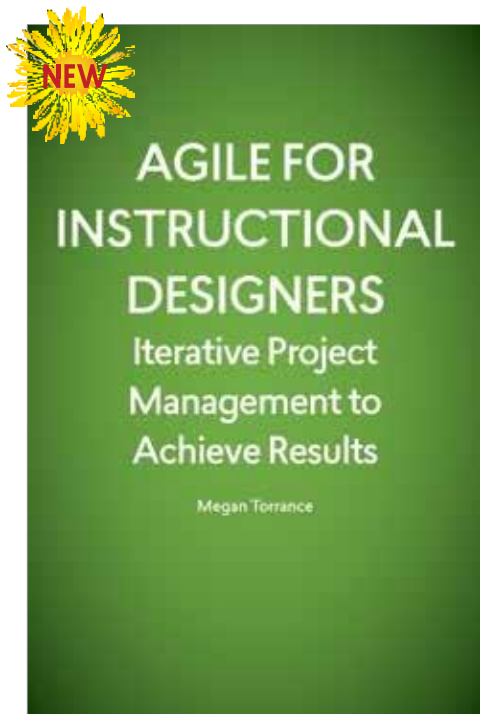
In today's business world, you are what you write. This book is your guide to capturing your reader's attention and imagination.

AGILE FOR INSTRUCTIONAL DESIGNERS

Iterative Project Management to Achieve Results

Megan Torrance

Discover Agile for Better Instructional Design



ISBN: 978-1-949036-50-3 · Product Code: 111910
Paperback · 6 x 9 · 152pp. · August 2019

Popular in the software development space as an approach to project management, Agile, when applied to the area of instructional design, provides a framework for adapting to change as it happens and for working with the project sponsor to deliver the content most needed by learners. Recognizing that software development and instructional design have different needs and outcomes, author Megan Torrance developed and introduces the LLAMA methodology based on Agile to illustrate how the Agile project management approach applies specifically to instructional design projects. This book includes templates for goal alignment, learner personas, scope definition, estimating, planning, and iterative development.

Contents: The Case for Agile

Part I: Kicking Off the Project

Plan the Kickoff · Define the Goal · Define the Learner
· Define Scope With User Stories · Define Scope Using Action

Part II: Managing the Project

Plan the Project · Design and Deliver in Iterations · Create Planning and Working Rhythms · Communicate Status
· Facilitate Retrospectives

Part III: Applying Agile in the Organization

Megan Torrance is the chief energy officer of Torrance Learning, an e-learning design and development firm. With more than two decades of experience in change management, instructional design, and business consulting, Torrance brings a passion for design excellence into her project management.

THE UNASHAMED GUIDE TO VIRTUAL MANAGEMENT

Benjamin Bisbee and Kathy Wisniewski

Manage Virtual Teams for Maximum Results

What happens when a virtual manager needs actual day-to-day support around issues such as handling office romance and doing laundry on the job—as well as more traditional issues like onboarding, performance reviews, and scheduling? Using short chapters and writing in a fun, whimsical, and straightforward way, authors Ben Bisbee and Kathy Wisniewski address the unanswered and critical questions of how to manage virtual teams in this new resource. No more scrambling to see how to handle an unexpected situation—virtual managers can consult the authors' advice on more than 30 topics.

Contents:

Part I: Understanding the Virtual World

Time Zones · Work Hours · Flexible Schedules · Privacy

Part II: Managing Your Team

Hiring · Diversity, Inclusion, Equity · Onboarding
· Communications · Performance · Professional Growth
· Bandwidth · Disciplinary Meetings · Dismissal
· Budgeting for Digital

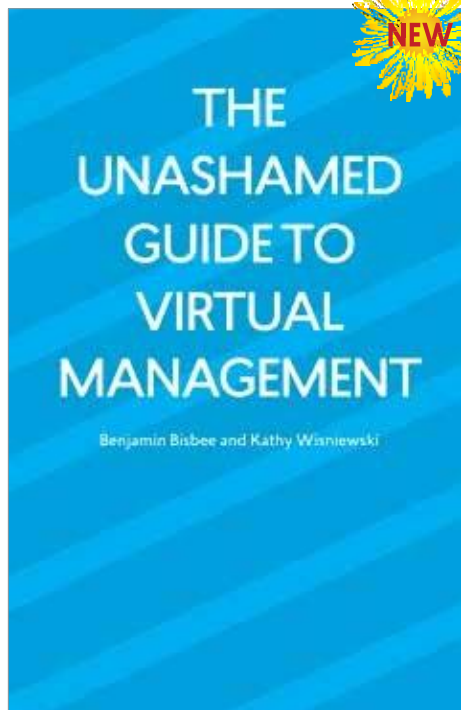
Part III: Building a Team Culture

Teambuilding · Morale · Involving Guests · Birthdays and Happy Hours · Cliques and Gossip · Benefits

Part IV: Creating a Virtual Policy

Laundry, Cooking, and Errands · Home Distractions
· Office Romance · Harassment · Nepotism · Dealing
With Loss of Team Members · Holidays

Benjamin Bisbee is a nonprofit professional with more than 18 years of experience in hands-on program development, corporate engagement, fundraising, and professional writing on corporate and nonprofit engagement and relationships. He is the founder and principal of Rhinocorn Consulting, a nonprofit advancement consultancy focused on the industry of corporate social responsibility (CSR) and how it can benefit nonprofits.



ISBN: 978-1-949036-55-8 · Product Code: 11191
Paperback · 5.25 x 8 · 232 pp. · September 2019

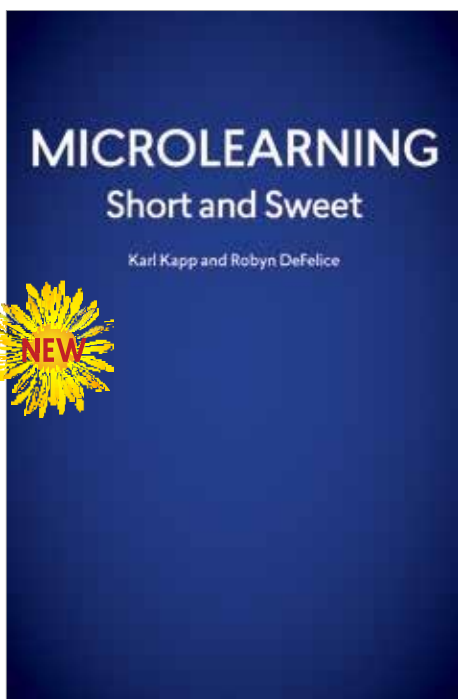
Kathy Wisniewski is the administrative services officer for the Histiocytosis Association and the Histiocyte Society based in Pitman, New Jersey.

MICROLEARNING

Short and Sweet

Karl Kapp and Robyn DeFelice

Implement Microlearning in Your Organization



ISBN: 978-1-949036-73-2 · Product Code: 111915
Paperback · 725 x 525 · 200 pp. · September 2019

Introducing the first book of its kind on microlearning, Karl Kapp and Robyn DeFelice provide a concise but comprehensive resource to accommodate the most and least-informed on microlearning. They give a universal definition of microlearning, provide examples, and present a clear picture of what microlearning is and isn't. The authors offer readers guidance on how, when, and why to design, develop, and implement microlearning in their organizations. This book debunks some common misunderstandings of what makes microlearning effective. User-friendly and highly accessible, this book should be used by instructional designers and anyone interested in microlearning.

Contents: What Is Microlearning? · Types of Microlearning · The Principles Behind Microlearning · Supporting Research · Creating a Microlearning Strategy · Planning and Implementing · Developing Microlearning · Evaluating Microlearning

Karl Kapp, professor of instructional technology at Bloomsburg University, is the author behind the widely read Kapp Notes blog and a regular contributor to ATD's Learning Technologies blog. Kapp has written or co-authored six books on the convergence of learning and technology, including the bestselling *The Gamification of Learning and Instruction* and his previous ATD book, co-authored with Sharon Boller, *Play to Learn* (ATD Press).

Robyn A. DeFelice, PhD, has been a consultant and strategist in the learning and development field for more than 18 years. She currently directs training initiatives for Revolve Solutions, a service-disabled veteran-owned small business. DeFelice is also an adjunct professor, teaching the art and science of instructional design and the management of L&D projects.

The Training Basics series provides a baseline explanation of the theories and concepts behind featured topics, as well as instructions for their practical day-to-day application in the workplace. Exercises, assessments, and more help to evaluate needs and get you up to speed on the fundamentals of training.



ISBN: 978-1-56286-636-5
Product Code: 111812
Paperback · 75 x 9.5
176pp. · 2018

JOB AIDS BASICS

Second Edition

Joe Willmore

Go from novice job aid designer to expert in this revised second edition. Includes new examples of how to use job aids and a new chapter on creating job aids for mobile devices. Find a step-by-step guide to determining the right job aid for any situation, developing it using best practices, and implementing it in a way that ensures people will use it.



ISBN: 978-1-56286-925-0
Product Code: 111507
Paperback · 75 x 9.5
232pp. · 2015

TRAINING DESIGN BASICS

Second Edition

Saul Carliner

This book zeroes in on how to design successful training for the face-to-face or virtual classroom. It is also a guide for developing self-study training programs.



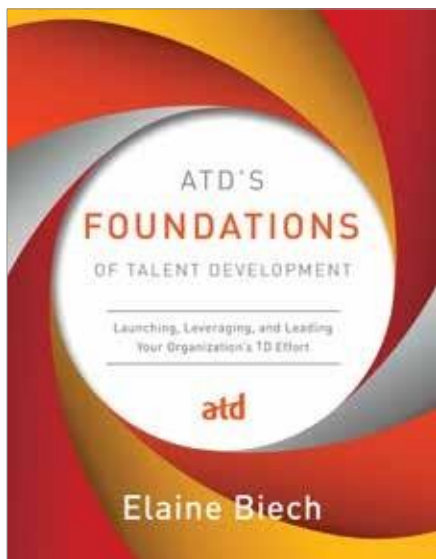
ISBN: 978-1-947308-64-0
Product Code: 111816
Paperback · 75 x 9.5
216pp. · 2018

VIRTUAL TRAINING BASICS

Second Edition

Cindy Huggett

Your learners need courses they can take anywhere, organizations need to save money, and everyone expects materials to be as current as possible. Build your virtual training skills with this book.



ATD'S FOUNDATIONS OF TALENT DEVELOPMENT

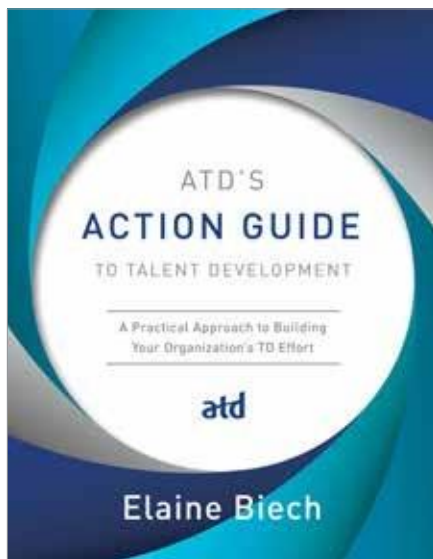
Launching, Leveraging, and Leading Your Organization's TD Effort

Elaine Biech

Your Talent Development Atlas

If you've been directing your organization's talent development effort, you might feel like you're on a journey without a map. Elaine Biech understands the road ahead. From developing your strategy, creating an operating plan, and reinforcing your organization's mindset, through design, delivery, measurement and evaluation, and preparing for the future, think of this book as your professional atlas.

ISBN: 978-1-56286-843-7 • Product Code: 111814
Hardcover • 7x9 • 656pp. • September 2018



ATD'S ACTION GUIDE TO TALENT DEVELOPMENT

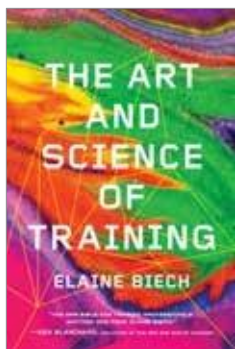
A Practical Approach to Building Your Organization's TD Effort

Elaine Biech

Get Started Now. Take Action.

As you position your organization's talent development effort for the future, what you need to know grows exponentially. The companion volume to *ATD's Foundations of Talent Development*, this book follows the same eight-step framework for defining your organization's learning foundation through preparing for the future. In this book you're sure to find valuable concepts, designs, and ideas no matter which page you open to, no matter what problem brought you there.

ISBN: 978-1-949036-22-0 • Product Code: 111823
Paperback • 7x9 • 528pp. • September 2018

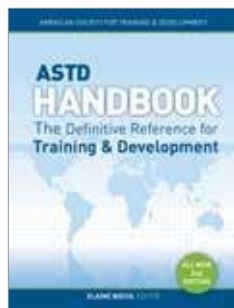


ISBN: 978-1-60728-094-1
Product Code: 111615
Paperback · 6x9
304 pp. · 2016

THE ART AND SCIENCE OF TRAINING

Elaine Biech

This bestselling book shows you how to blend content mastery and audience insight to deliver outstanding training experiences. Elaine Biech, one of the most highly regarded names in talent development, sets out to present the science for learning and development, but also emphasize that training success lies in knowing what to do when things don't go as planned.



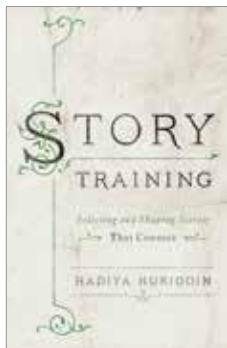
ISBN: 978-1-56286-913-7
Product Code: 111409
Hardcover · 7x9
984 Pages · 2014

ASTD HANDBOOK The Definitive Reference for Training & Development

Second Edition

Elaine Biech, Editor

The *ASTD Handbook*, second edition, offers crucial guidance to practitioners of all levels and from every industry as they navigate contemporary challenges.

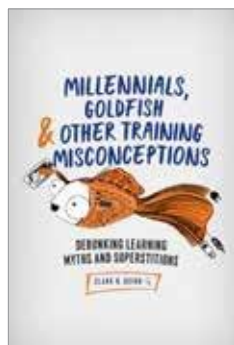


ISBN: 978-1-56286-689-1
Product Code: 111804
Paperback · 5.5x8.5
160pp. · 2018

STORYTRAINING Selecting and Shaping Stories That Connect

Hadiya Nuriddin

The challenge with storytelling, according to author Hadiya Nuriddin, is in finding a story to tell. This book focuses on that elusive part of storytelling—finding the stories lurking everywhere and telling them.

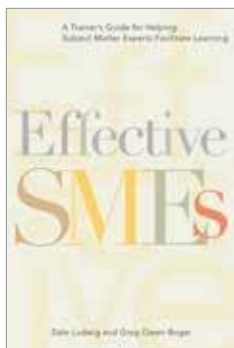


ISBN: 978-1-947308-37-4
Product Code: 111807
Paperback · 5.25x7.75
200 pp. · 2018

MILLENNIALS, GOLDFISH & OTHER TRAINING MISCONCEPTIONS Debunking Learning Myths and Superstitions

Clark N. Quinn

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



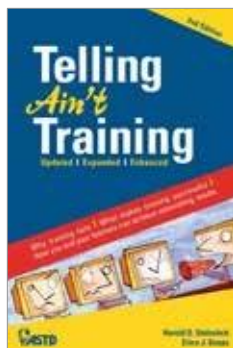
ISBN: 978-1-56286-170-4
Product Code: 111712
Paperback · 6x9
192pp. · 2017

EFFECTIVE SMEs

A Trainer's Guide for Helping Subject Matter Experts Facilitate Learning

Dale Ludwig and Greg Owen-Boger

Partnering with subject matter experts can really pay off. Design learning events with the needs of SMEs in mind.



ISBN: 978-1-56286-701-0
Product Code: 111109
Paperback · 7x10
320pp. · 2011

TELLING AIN'T TRAINING

Updated, Expanded, Enhanced

Second Edition

Harold D. Stolovitch and Erica J. Keeps

An essential book for all learning and development professionals, this title is chock-full of myth-busting research and ready-to-use tools. Delivered in a lighthearted and entertaining style, the second edition sets new standards for the training industry.



ISBN: 978-1-56286-971-7
Product Code: 111506
Paperback · 7x10
296pp. · 2015

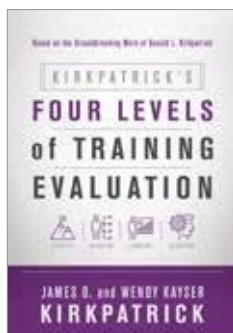
TRAINING DESIGN AND DELIVERY

A Guide for Every Trainer, Training Manager, and Occasional Trainer

Third Edition

Geri E McArdle

This edition highlights training delivery systems, zeroes in on training technologies, and puts proven principles and tools within reach.

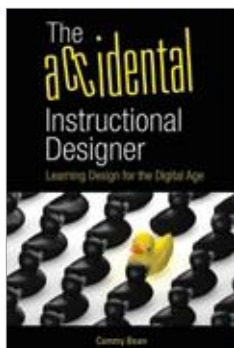


ISBN: 978-1-60728-008-8
Product Code: 111614
Paperback · 7x10
256pp. · 2016

KIRKPATRICK'S FOUR LEVELS OF TRAINING EVALUATION

James D. Kirkpatrick and Wendy Kayser Kirkpatrick

Adopt the most widely used training evaluation model around the globe by diving into the NewWorld Kirkpatrick Model, a powerful methodology that melds people with metrics.



ISBN: 978-1-56286-914-4
Product Code: 111410
Paperback · 6x9
224pp. · 2014

THE ACCIDENTAL INSTRUCTIONAL DESIGNER

Learning Design for the Digital Age

Cammy Bean

This book covers nearly every aspect of the design process, from creating scenarios to building interactivity and working with SMEs. Look no further for new ideas on instructional design for e-learning.



ISBN: 978-1-56286-948-9
Product Code: 111521
Paperback · 7x10
160pp. · 2015

PROJECT MANAGEMENT FOR TRAINERS

Second Edition

Lou Russell

Whether you're developing materials on unfamiliar topics or writing courses for others to deliver using new technology, this book will strengthen your project management processes.



ISBN: 978-1-56286-998-4
Product Code: 111532
Paperback · 7x10
304pp. · 2015

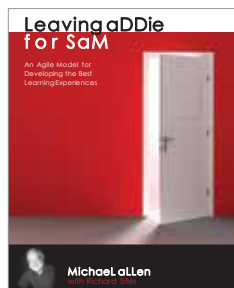
ISD FROM THE GROUNDUP

A No-Nonsense Approach to Instructional Design

Fourth Edition

Chuck Hodell

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



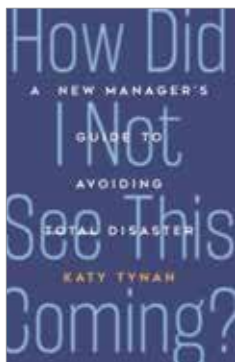
ISBN: 978-1-56286-711-9
Product Code: 111218
Paperback · 7x10
216pp. · 2012

LEAVING ADDIE FOR SAM

An Agile Model for Developing the Best Learning Experiences

Michael Allen With Richard Sites

Delve into SAM and the Savvy Start. Together, they incorporate processes that reduce the complexity of instructional design and development, yielding more effective learning experiences.



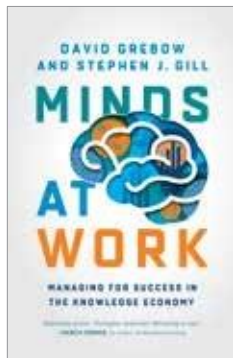
ISBN: 978-1-56286-786-7
Product Code: 111713
Paperback · 5.5 x 8.5
120pp. · 2017

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.



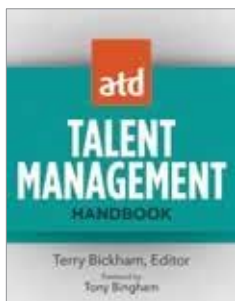
ISBN: 978-1-56286-683-9
Product Code: 111710
Paperback · 5.5 x 8.5
176pp. · 2017

MINDS AT WORK

Managing for Success in the Knowledge Economy

David Grebow and Stephen J. Gill

Nurture the minds at work and win the hearts of your organization. Inspire employees to higher levels of performance.



ISBN: 978-1-56286-984-7
Product Code: 111525
Hardcover · 7 x 9
336pp. · 2015

ATD TALENT MANAGEMENT HANDBOOK

Terry Bickham, Editor

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



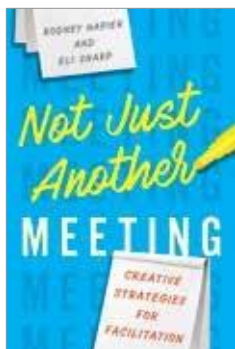
ISBN: 978-1-56286-097-4
Product Code: 111818
Paperback · 5 x 8
160pp. · 2018

ENGAGING THE WORKPLACE

Using Surveys to Spark Change

Sarah R. Johnson

Treated properly, the employee engagement survey can illuminate critical workplace issues and turn HR into a source of data-based people decisions. Stop evaluating "what" and get to the "why" of employee engagement.



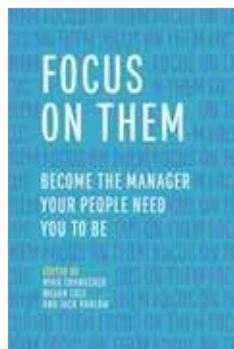
ISBN: 978-1-56286-688-4
Product Code: 111811
Paperback · 6x9
184pp. · 2018

NOT JUST ANOTHER MEETING

Creative Strategies for Facilitation

Rodney Napier and Eli Sharp

Take a fresh approach to meetings! With preparation and intention, turn what seems like wasted time into opportunities that fully engage participants and teams. This book offers 13 classic facilitation designs for solving problems, building trust, and dealing with conflict.



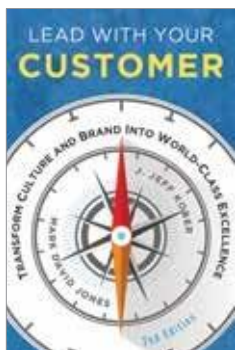
ISBN: 978-1-56286-871-0
Product Code: 111817
Paperback · 6x9
208pp. · 2018

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 to excel as a manager. Focus on these basics and transform from a results-oriented manager to the super people manager your employers need.



ISBN: 978-1-947308-84-8
Product Code: 111905
Paperback · 6x9
272pp. · 2019

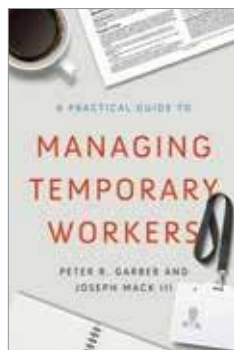
LEAD WITH YOUR CUSTOMER

Transform Culture and Brand into World-Class Excellence

Second Edition

Mark David Jones and J. Jeff Kober

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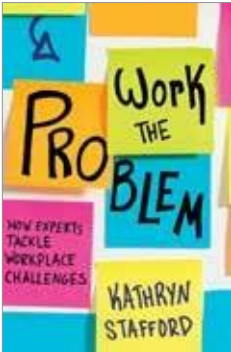


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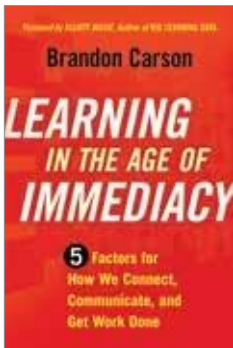
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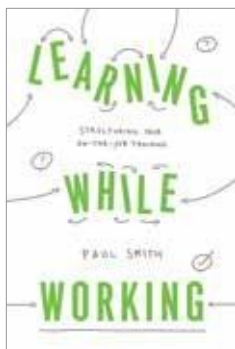


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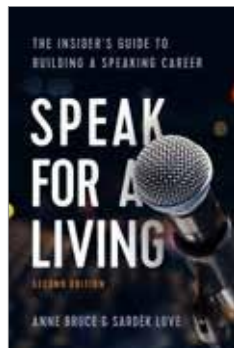
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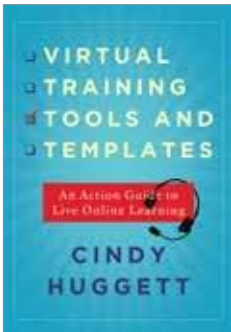
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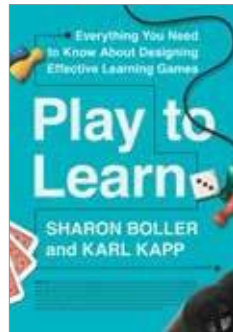
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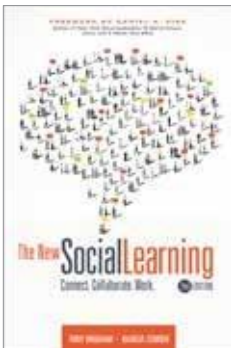
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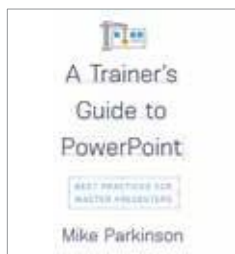
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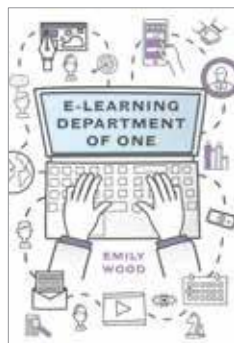
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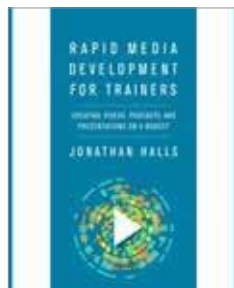
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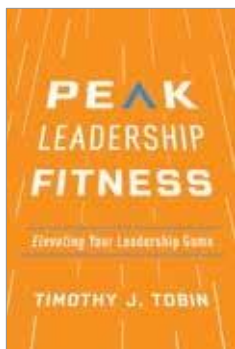
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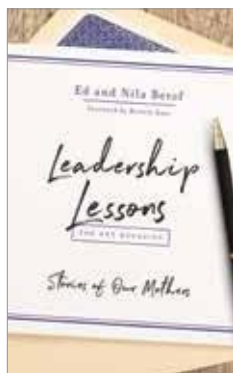
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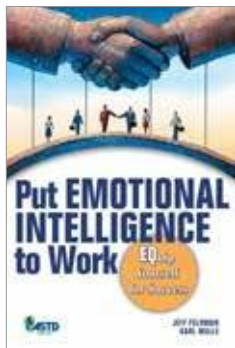
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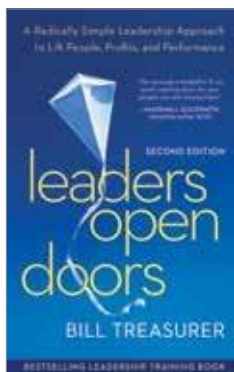
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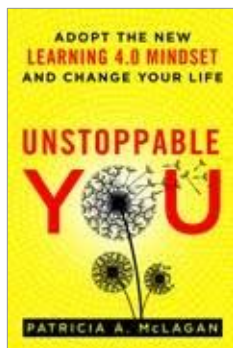
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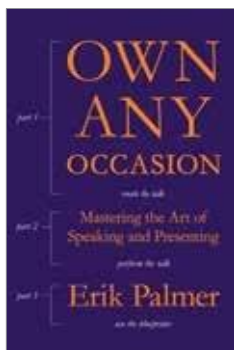
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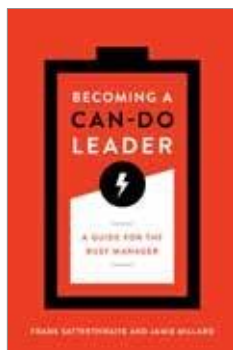
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