



Insights and Observations from ATD 2016

atd2016

INTERNATIONAL CONFERENCE & EXPOSITION
MAY 22-25, 2016 | DENVER, CO

CONTENT

COMMUNITY

GLOBAL
PERSPECTIVES



The Largest Global Event for Talent Development Professionals

About the Conference

The **industry-defining** global event in the field

- **71** year history
- **300+** educational sessions
- **460** exhibitors
- **10,200** total attendees



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GLOBAL PERSPECTIVES

Total Attendance: 10,200
International attendance: 1,800
Countries represented: 83

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#ATD2016

ATD 2016

International Conference

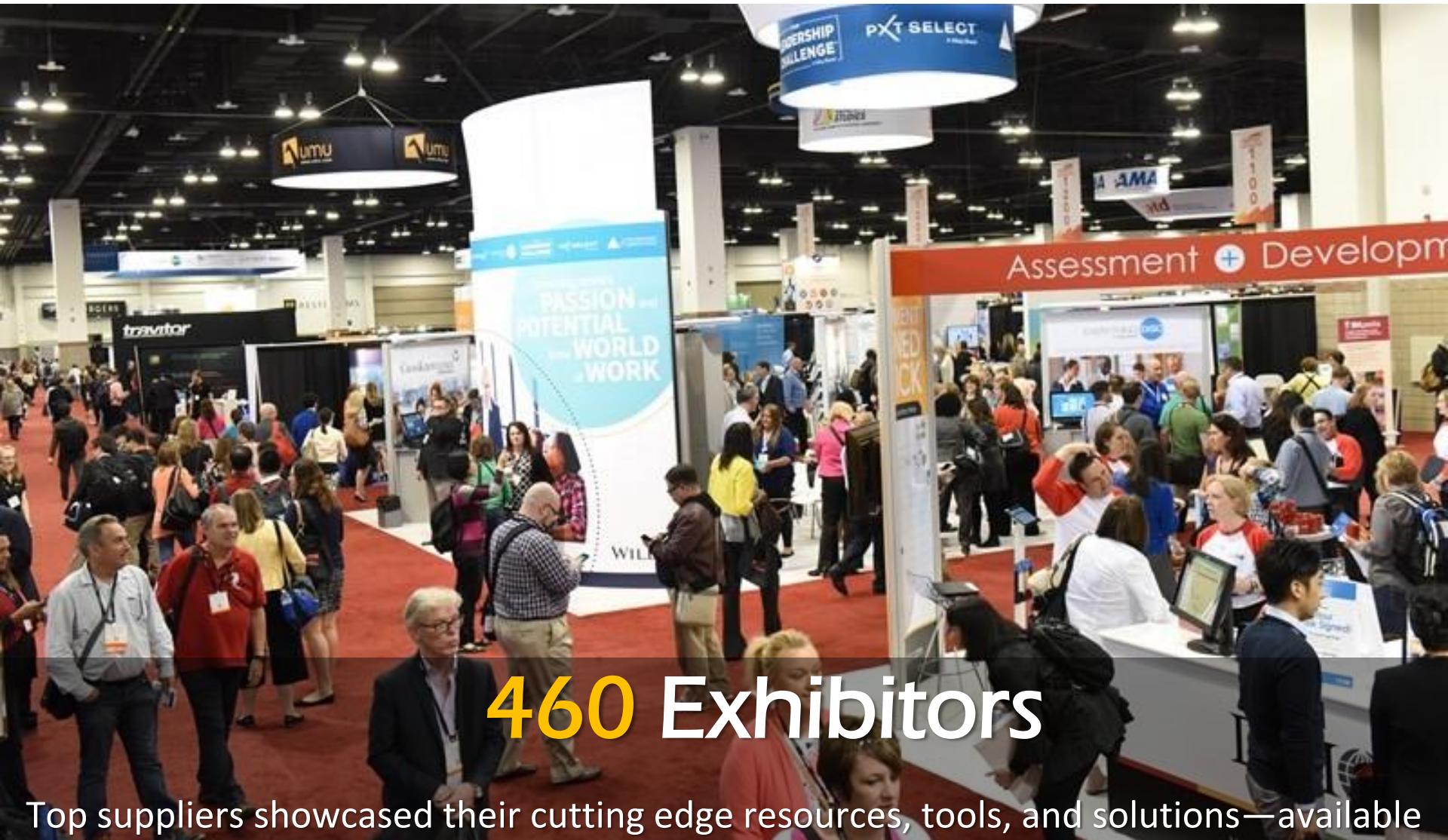
Country	# Of Participants
1. Korea	274
2. Canada	196
3. Japan	156
4. China	142
5. UK	90
6. Netherlands	75
7. Brazil	70
8. Saudi Arabia	66
9. Taiwan	41
10. Denmark	38
UAE	38



Global Presence

- **1,800+** International attendees from **83** countries
- Speakers from **22** countries
- **70+** international delegations

Industry's Largest EXPO



460 Exhibitors

Top suppliers showcased their cutting edge resources, tools, and solutions—available to help take talent development in new directions.

ATD 2016 International Conference & Exposition Schedule-at-a-Glance

Schedule-at-a-Glance	Thursday-Friday May 19-20	Saturday May 21	Sunday May 22	Monday May 23	Tuesday May 24	Wednesday May 25			
8:00 a.m.				General Session Simon Sinek 7:00-9:30 a.m.	General Session Brene Brown 8:00-9:30 a.m.	Concurrent Sessions 8:15-9:30 a.m.			
8:30 a.m.	Certificate Programs 8:30 a.m.-4:30 p.m.	Certificate Programs 8:30 a.m.-4:30 p.m. Full-Day Preconference Workshops 9:00 a.m.-5:00 p.m.		OPEN EXPO 9:30 a.m.-3:00 p.m.	OPEN EXPO 9:30 a.m.-1:30 p.m.	OPEN EXPO 9:30 a.m.-1:30 p.m.			
9:00 a.m.							Concurrent Sessions 75 minutes 10:00-11:15 a.m.	Concurrent Sessions 60 minutes 10:00-11:00 a.m.	
9:30 a.m.			ATD 2016 Preview International Orientation 10-11 a.m.						
10:00 a.m.								Expo Lunch 11:30 a.m.-12:45 p.m.	
10:30 a.m.									
11:00 a.m.									
11:30 a.m.									
12:00 p.m.									
12:30 p.m.									
1:00 p.m.								Concurrent Sessions 75 minutes: 1:00-2:15 p.m.	Concurrent Sessions 60 minutes: 1:00-2:00 p.m.
1:30 p.m.			Concurrent Sessions 60 minutes: 1:30-2:30 p.m.	Ice Cream Break 2:00-3:00 p.m.					
2:00 p.m.									
2:30 p.m.									
3:00 p.m.			Concurrent Sessions 60 minutes: 3:00-4:00 p.m.	Concurrent Sessions 60 minutes: 3:00-4:00 p.m.	Closing Session: Jeremy Gutsche 3:00-4:00 p.m.				
3:30 p.m.									
4:00 p.m.					Conference Ends				
4:30 p.m.			Concurrent Sessions 60 minutes: 4:30-5:30 p.m.	Concurrent Sessions 60 minutes: 4:30-5:30 p.m.					
5:00 p.m.		Newcomers Orientation 5:00-6:15 p.m.							
5:30 p.m.			Annual Meeting 5:30-6:30 p.m.	Meet to Eat 6:00 p.m.	ATD Networking Night 7:30-11:00 p.m.				
6:00 p.m.									
6:30 p.m.									

Registration Hours:

Thursday, May 19
7:00-11:00 a.m. &
3:00-6:00 p.m.

Friday, May 20
7:00 a.m.-6:00 p.m.

Saturday, May 21
7:00 a.m.-6:00 p.m.

Sunday, May 22
7:30 a.m.-6:30 p.m.

Monday, May 23
7:00 a.m.-6:00 p.m.

Tuesday, May 24
7:00 a.m.-6:00 p.m.

Wednesday, May 25
7:00 a.m.-4:15 p.m.

ATD Store Hours:

Saturday, May 21
4-6 p.m.

Sunday, May 22
7 a.m.-6 p.m.

Monday, May 23
7 a.m.-6 p.m.

Tuesday, May 24
7 a.m.-6 p.m.

Wednesday, May 25
7 a.m.-5 p.m.

EXPO Hours:

Monday, May 22
9:30 a.m.-3:00 p.m.

Tuesday, May 23
9:30 a.m.-3:00 p.m.

Wednesday, May 24
9:30 a.m.-3:00 p.m.

International Orientation



General Session



Certificate Programs



Tremendous Learning Opportunities

ATD Networking Night



2,000 conference attendees enjoyed ATD Networking Night held at **Denver Art Museum**.

300+ Educational Sessions



Opening by ATD President and CEO Tony Bingham



Recommended bundle and resources:

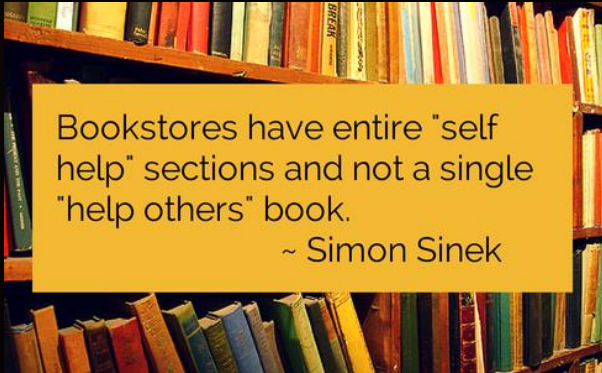
- ***Building a Culture of Learning*** by ATD Research
- ***The Change Book Change the Way You Think About Change*** by ATD Press
- ***ATD Research: Kohler: Making Learning a Way of Life*** by ATD Research

- **31%** of organizations have well developed learning cultures
- Learning Cultures leads to:
 - Higher individual performance
 - Higher organizational performance
 - Better response to change
 - Greater engagement

Keynote speaker:

Simon Sinek

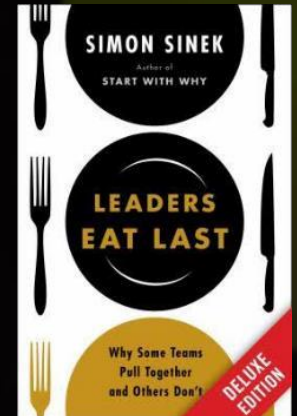
Except they did die off and we survived. Not just because of



Bookstores have entire "self help" sections and not a single "help others" book.

~ Simon Sinek

"We need to treat people as people, human beings as human beings, and be the type of managers that always help people around us."





“Working hard for something we don’t care about is called stress. Working hard for something we love, it’s called passion”

“When you are a CEO you are responsible for the people, who are responsible for the people, who are responsible for the results.”

Simon Sinek: **Leadership Lessons**

- We always respond to the environment we are in.
- Organizations are full of cynicism, distractions, paranoia, self interest and mistrust.
- Create a circle of safety, a sense of togetherness; build trust and cooperation.
- Find a vision. You need a vision you are working towards.
- Leadership is a choice, a daily practice.
- There’s an expectation that a leader would run to protect us from danger.
- Work for a company whose vision you believe in.
- Innovation is about risk.
- Consistency is more important than intensity.
- “People don’t buy what you do; people buy why you do it.”

Happiness is mainly driven by 4 chemicals in our body:

E – Endorphin

It makes the pain go away. We are made for endurance; we don’t give up because we are tired. Laughing for example.

D – Dopamine

The feeling of accomplishment, like when you find your keys or when you hit the goal. People can become addicted to performance. In a dopamine-based reward system people only want to make the numbers.

S – Serotonin

It’s the leadership chemical. Public recognition; it makes us feel valuable and people prefer to receive it in person, it’s close to self-confidence.

O – Oxytocin

The feeling of love, active kindness, desire to pay it forward. Human touch. It binds us to each other. We shake hands in business.

Keynote speaker:

Dr. Brené Brown

“A leader has only one job: excavate all things that are happening that’s getting in the way of good work.”



**DARING
GREATLY**

How the
Courage
to Be
Vulnerable
Transforms
the Way We
Live, Love,
Parent,
and Lead

**BRENÉ
BROWN,**
Ph.D., LMSW

Author of
*The Gifts of
Imperfection*
and *I Thought It
Was Just Me*



“Without failure there is no innovation”

“The most undervalued seats in the arena of leadership: empathy and self-compassion”

Dr. Brené Brown: **Vulnerability and Courage** (the invisible army)

- Courage is a heart word, tell the story of who you are from your heart.
- Narrative leads behavior, our brain is wired for story (Beginning, middle, and end)
- Emotion get the first crack to make sense of a difficult situation: not cognition.
- The four pillars of courage:
 - **vulnerability**
 - **clarity of values**
 - **trust**
 - **rising strong**
- **Courage** is teachable: show up and be seen, even if you can't control the outcome.
- As a leader you need to address emotion, behavior and cognition. Thought, affect, and behavior. Will I choose courage or being comfortable?
- Talk about the things nobody wants to talk about.

- **Vulnerability:** uncertainty, risk, emotional exposure. It's our most accurate measure of courage. The biggest fear trigger at work: fear of irrelevance.
- **Clarity of values**
 - show up in the arena, be you, don't armor up or be defensive
 - put ourselves out there
- **Trust**
 - Trust is built in small moments.
 - It is important to be tuned in and connected every day.
 - The keys to trust (BRAVING):
Boundaries, reliability, accountability, vault: no gossip, integrity
non-judgement, generosity
- **Rising strong**
 - when we deny our stories, they define us.
 - when we own our stories, we get to write the ending.

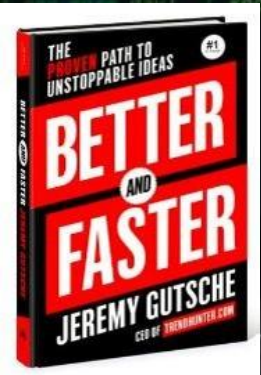
Keynote speaker:

Jeremy Gutsche

“The catch is that we are in history’s highest rate of change. Where do you start?”



A large red presentation screen featuring several circular icons and text. The icons include a lightning bolt, a downward arrow, and a diverging arrow. The text includes "Cyclical", "3. Convergence", "Redirection", and "6. Divergence". The screen is part of a stage presentation.





“There are always hints that put you toward your next innovation.”

“A company’s culture can be its seed to its own demise.”

Jeremy Gutsche:

Better and Faster: The Proven Path to Unstoppable Ideas

- Almost all innovation happens by making connections between fields that other people don’t realize.
- The secret to remarkable success:
 - hard work
 - an overlooked opportunity - adaptation, chaos, opportunity
- We repeat what led to last year’s harvest
- Three traps of a farmer
 - with success we become complacent
 - we become repetitive
 - we become too protective of egos
- The habits of a hunter:
 - insatiable - never done, always looking for what’s next
 - curious - looking to other industries
 - willing to destroy
- Six patterns of opportunity
 - acceleration - rethink what people really want
 - cyclicity- since your last reinvention, how much have styles & culture **CHANGED?**
 - convergence - no one person invents most innovation - you don’t need a big idea, you need a little idea - you increase your odds of winning by aligning yourself to many trends - what other services could be combined - what companies could be collaborated with
 - Reduction- what parts of your business do consumers **CARE** about?
 - redirection
 - divergence - we want to be different - opposing the mainstream fuels success

Leaders of the Profession



Britt Andreatta

The science of learning
The Neuroscience of change



Elaine Biech

Leadership Development
**101 Ways to Expand Learning
Beyond Your Classroom**



Sebastian Bailey

Science of Learning
**Unleashing "Learnatics": How
Organizations That Learn Stay
Ahead**



Bob Pike

Training Delivery
**Becoming a Master Trainer: Tips,
Tactics, and Techniques for Getting
Results From Your Training!**



Jack Phillips

Learning Measurement & Analytics
**Providing Results That Executives
Will Love**



Jim Smith

Training Delivery
**5 Minutes: Tools and Tips
for Leveraging Those Critical
300 Seconds!**



**Sivasailam Thiagarajan
"Thiagi"**

Learning Technologies
**Faster, Cheaper, Better:
Blending Synchronous and
Asynchronous E-Learning**



Sardek Love

Instructional Design
**4 Secrets of Training for
Maximum Business Impact**

10 Content Tracks

- Training Delivery
- Career Development
- Global Human Resource Development
- Human Capital
- Instructional Design
- Leadership Development
- Learning Technologies
- Learning Measurement & Analytics
- Management
- Science of Learning



4 Industry Tracks

- Government
- Healthcare
- Higher Education
- Sales Enablement

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CONTENT

COMMUNITY

GLOBAL
PERSPECTIVES

Learning & Development

TRENDING TOPICS

- ✓ **Storytelling**
- ✓ **Aligning Training to Business Goals**
- ✓ **Successful Tool for Starting a Training Program**
- ✓ **Blended Learning/Innovations in ISD**

TOP SESSIONS

Captivate, Engage, and Influence Using the Methods of Professional Performers

G. Riley (Gary) Mills

Silver, Gold, and Bronze: How Much Effort Should You Really Invest in an ID Project?

Saul Carliner

Flip and Drip Approach to Leadership Development: Accelerating Learning Transfer

Michael Leimbach

Building Bite-Size Learning in a Traditional Training World

Matt Murdoch; Treion Muller

Leading Change: 3 Tools From the Science of Positive Psychology

Bob Pike CPLP Fellow

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CONTENT

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Global Human Resource Development Track

TRENDING TOPICS

- ✓ **Cultural Diversity**
- ✓ **Global Workforce Development**
- ✓ **Global Leadership Development**
- ✓ **Global Benchmarking**
- ✓ **Regional Best Practices in Talent Development**

TOP SESSIONS

Strategic Storytelling: How Storyfication Can Impact Talent Development

Alfredo Castro (MOT Training and Development Inc)

Redefining the Future of L&D With 70-20-10 and Beyond

Jos Arets (702010 Institute), Charles Jennings (702010 Institute)

The Brain, Not Culture, Is Vital for Learning!

Ria van Dinteren (TVOO); Andre Vermeulen (Neuro-Link); Koko Nakahara (Instructional Design Inc.); Flora Alves(SG)

Leadership Without Borders: A Global Approach to Growing Leaders

Beth McNamee (Samsung Electronics)

Creating a Global L&D Center of Excellence: Shifting From a Multinational to Global Mindset

Kimberly Currier (Kimberly-Clark)

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MAY 22-25, 2016 | DENVER, CO

CONTENT

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Human Capital Track

TRENDING TOPICS

- ✓ **Creating a Strong Organizational Culture**
- ✓ **Engagement & Motivation**
- ✓ **Millennials (Managing, Engaging, and Maintaining)**
- ✓ **Diversity and Inclusion**
- ✓ **Coaching**

TOP SESSIONS

The Best Training is No Training
Marc Rosenberg

From Lacking in Swagger to Moves Like Jagger!
Rick Lozano

**Speed Coaching-Coach in Less than 10 Minutes
Using 7 Simple Skills**
Aly McNicoll

**What Motivates Me: New Research Into Employee
Engagement**
Stephen Gibbons

Focusing on Millennials? You're Doing it Wrong
Richard Rittmaster; Megan Gardner; Amanda Marschall

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CONTENT

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Senior Leaders

TRENDING TOPICS

- ✓ Aligning learning to business strategy
- ✓ Change management
- ✓ Emotional intelligence
- ✓ Performance improvement
- ✓ Personalized learning

KEY LEARNINGS

- ✓ Performance management is being reinvented.
- ✓ TD organizations are becoming more savvy about strategy.
- ✓ Leaders continue to invest highly in leadership development in their organizations.

TOP SESSIONS

Collaboration Begins With You

Ken Blanchard

Emotional Intelligence 2.0: Taking Your Game to the Next Level

Travis Bradberry

The Microlearning Revolution: A Bold New Model for Developing Talent

Stephen Meyer

Leading With Impact and Influence: The Power of Strategic Thinking

Amy Franko

Keys to a (Really) Successful New Supervisor Training Program

Kevin Eikenberry

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CONTENT

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Management Track

TRENDING TOPICS

- ✓ Management Communication
- ✓ Emotional Intelligence
- ✓ Coaching
- ✓ Employee Engagement
- ✓ Retention

TOP SESSIONS

Communication: The Most Critical Skill for Managers
Scott Blanchard (The Blanchard Companies)

Sink or Swim? Preparing First-Time Leaders for Success

Tacy Byham (DDI)

The Five Essential Coaching Questions (Yes, Just Five!)

Michael Bungay Stanier (Box of Crayons)

6 Coaching Skills Managers Need to Facilitate Extraordinary Development

Adam Reynolds (McGhee Productivity Solutions)

Leading Change: 3 Tools From the Science of Positive Psychology

Margaret Greenberg (The Greenberg Group)

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MAY 22-25, 2016 | DENVER, CO

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Learning Technologies Track

TRENDING TOPICS

- ✓ Video
- ✓ Games and Gamification
- ✓ Microlearning
- ✓ Virtual Classroom
- ✓ LMSs

TOP SESSIONS

25 Things You Didn't Know PowerPoint Could Do

Diane Elkins

Learning Trends, Shifts, and Disrupters

Elliott Masie

Interactive Video for E-Learning

Josh Cavalier

Blending Synchronous and Asynchronous E-Learning

Sivasailam "Thiagi" Thiagarajan

Michael Allen's Second Guide to E-Learning

Michael Allen

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CONTENT

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Science of Learning Track

TRENDING TOPICS

- ✓ Science of Change
- ✓ Learning Transfer
- ✓ Behavior Change
- ✓ Mindfulness and Creativity

TOP SESSIONS

The Neuroscience of Change

Britt Andreatta

Brain Boogie

André Vermeulen

The Neurobiology of Successful Behavior Change

Kenneth Nowack

E-Learning and the Science of Instruction: 2016 Update

Ruth Clark

What Research Says Matters Most Before, During, and After Training

Patti Shank

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CONTENT

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Healthcare Track

TRENDING TOPICS

- ✓ Succession Planning
- ✓ Healthcare Analytics
- ✓ Organizational Culture
- ✓ Employee Engagement

TOP SESSIONS

Healthcare Lunch and Learn

Nicole Carter (Signature HealthCARE), Dawn Mahoney (Learning In The White Space LLC), Nelson Soken (Barnes and Conti), Patrick Robinson (Capella)

Transforming Onboarding: A Journey From Compliance to Connection

Jonathan Ellis (University Health System)

From Silos to Synergy: A Journey to Best-in-Class Associate Education

Andrew Lawrence (SCL Health)

Developing a Succession Plan For Healthcare Organizations

Aileen Zaballero; Christina Barss; William Rothwell (Rothwell and Associates)

Followership: The Three Pillar Approach

Brian Rook; Kimberly Burns; Gennifer Robbins (Parkview Health)

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SALES ENABLEMENT

Collaborating across functions to promote sales success through:



- Sales Talent Selection
- Sales Talent Development
- Sales Tool & Process Improvement
- Sales Coaching
- Sales Incentive & Compensation Design

atd SALES ENABLEMENT
COMMUNITY
Association for
Talent Development

TRENDING TOPICS

- ✓ **Competency-Based Sales Training**
- ✓ **Leveraging Mobile Technology to Enable Virtual Sales Teams**
- ✓ **Data Driven Sales Talent Development: Upcoming ATD Virtual Workshop with Jenny Dearborn, CLO at SAP!**
- ✓ **Differentiating the Learning Experience (e.g. Reps vs. Managers, New vs. Tenured, Millennials vs. Gen X)**

TOP SESSIONS

Competency-Based Sales Enablement: Don't Start With the Roof; Start With the Foundation!

Robby Halford (Appirio)

Transforming Sales Managers Into Sales Leaders

Renie McClay (Caveo Learning), Leonard Cochran (Hilton Worldwide), and Terrence Donahue (Emerson Electric)

Enabling the Mobile Sales Force

Shahin Sobhani (SwissVBS), Stacey Gardner (Microsoft), and Koreen Pagano (Independent Consultant)

A Global Sales Enablement Journey (The Story of Amdocs)

Alon Mamluk and Shirly Shweky (Amdocs)

Deploying an Effective Training Program Within a Multigenerational Sales Organization

Adele Carter (Richardson) and Dean Griess (Charles Schwab)

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CONTENT

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ATD Membership

Take Advantage of Your Benefits

Choose Your Membership

Benefits

- › Community of Practice premium content
- › Customizable library
- › *TD at Work* (formerly *Infoline*)
- › Research reports (full)
- › Premium webcasts
- › *TD* magazine and archives
- › *State of the Industry* report
- › Discounts on publications, conferences, education programs, and the CPLP credential
- › Member-only website content
- › *ATD Links & The Buzz* e-newsletters
- › ATD Online Library
- › Research whitepapers
- › Interactive member tools (job aids, checklists, calculators)

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1 e-book per year

1 digital issue per year

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1 full report free



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TD Magazine



- Provides useful, how-to information on current best practices
- Shares new technologies and their applications
- Reports emerging trends
- Related podcasts and webcasts

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CONTENT

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Watch & Learn Webcasts



- Hundreds of topics spanning all communities of practice.
- Discuss the hottest topic and trends from live with industry experts.
- Webcasts are archived for viewing at your convenience.

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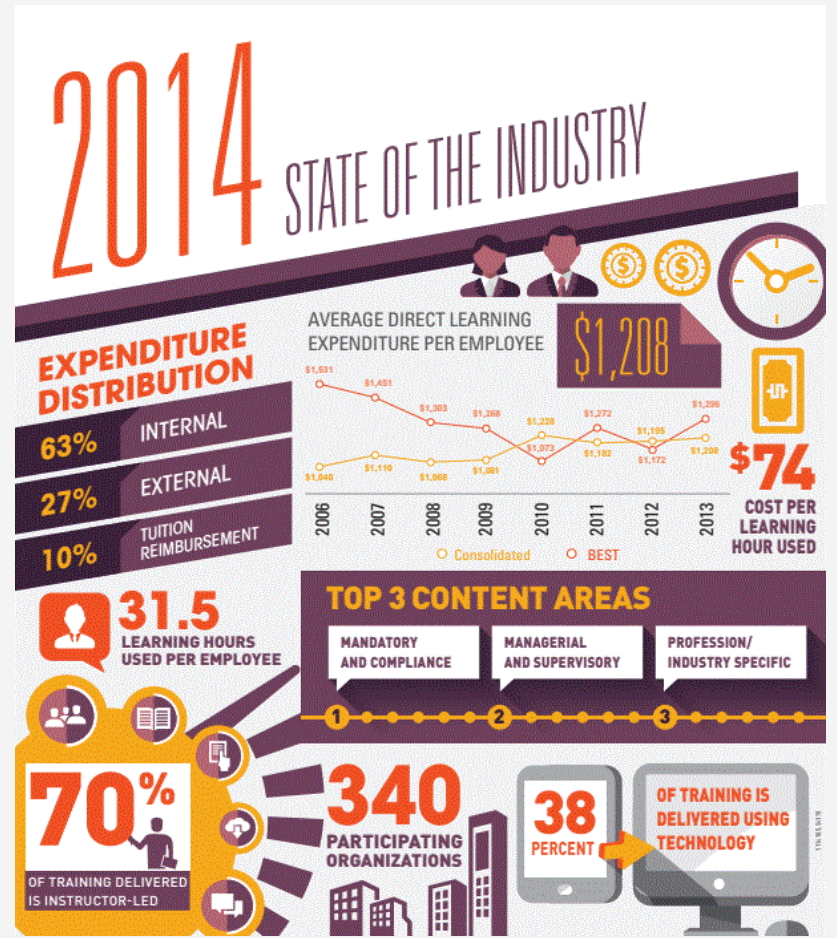
CONTENT

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Best Practices

- ATD Research
- New and archived reports, whitepapers, and webcasts
- Annual *State of the Industry Report*



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