

Make the Most of Your ATD Member Benefits

July 21, 2022

What We Will Cover

- The value of ATD Membership
- Overview of the many benefits you have access to with your membership
- How to navigate the website and the MyATD Dashboard

The Value of ATD Membership

Professional		\$279
	Unlimited Access to Digital <i>TD at Work</i> Guides	\$139
	Conference Recording and Webinar Library	\$550
	Annual State of the Industry Report	\$499
	<i>TD</i> Magazine Subscription and Archives	\$150
	Whitepapers	\$160
	*Library of Templates and Tools:	\$100
	*Member-Only Newsletters	\$100
	*EBSCO Library Open Access	\$100
	*10-Minute Case Studies	\$100
		\$1,798

*Exclusive ATD member-only items that cannot be purchased by nonmembers.

Professional Plus		\$439
	99 Micro Course Library	\$695
	Unlimited Access to Digital <i>TD at Work</i> Guides	\$139
	Conference Recording and Webinar Library	\$550
	Annual State of the Industry Report	\$499
	<i>TD</i> Magazine Subscription and Archives	\$150
	Whitepapers	\$160
	*Library of Templates and Tools:	\$100
	*Member-Only Newsletters	\$100
	*EBSCO Library Open Access	\$100
	*10-Minute Case Studies	\$100
		\$2,493

*Exclusive ATD member-only items that cannot be purchased by nonmembers.

NEW ATD MEMBERSHIP BENEFITS

Open access to the most essential TD resources providing ready-to-use tools, analysis and insights.



ATD Membership Benefits: Performance Resources

Members Only Templates & Tools Library
Featuring 200+ checklists, guides, and templates in English and Spanish

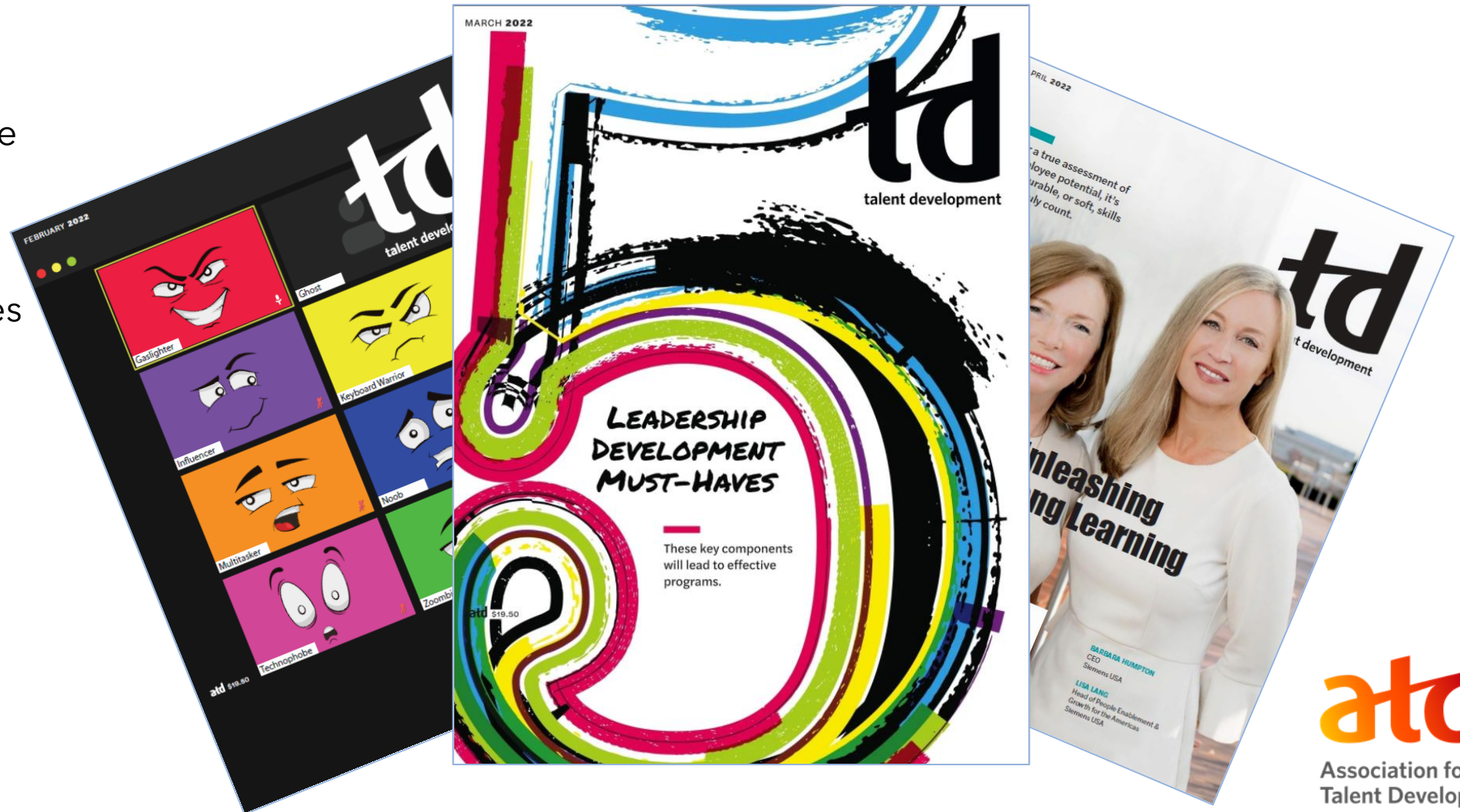
350+ *TD at Work* guides
Topic-specific practice guidance & visuals



ATD Membership Benefits:

TD magazine

Stay up-to-date on the latest industry trends with new, monthly editions and open access to digital issues and archives.



ATD Membership Benefits: Webinar & Conference Session Recording Library



**Member-Only Access
to ATD's Video Library
including Conference
Session Recordings &
Webinars**

ATD videos help you continue learning and build skills and competencies related to emerging trends and hot topics.

ATD Membership Benefits:

Research

A Collection of Proven Talent Development Solutions

atd
10-MINUTE
CASE STUDIES

VOLUME

ISSUE 4

BAYER:
Chatbot Coaching for Learning Transfer

“Learning initiatives are like smartphones. They can accomplish great things, but they don’t work for long without a charger.” That’s according to Marie Daniels and Emma Weber, who piloted an artificial intelligence–based chatbot to support learning transfer for a sales manager training program at Bayer, one of the world’s largest and most successful pharmaceutical companies.

The Situation

Daniels, the commercial learning lead for Australia/New Zealand at Bayer, supports a busy sales team. In addition to spending time in the field, the team’s managers must also maintain processes and ensure compliance.

In her role, Daniels has always recognized that even with exceptional training sessions and workshops, the managers’ different responsibilities make it challenging to sustain the effort of transferring learning into behavior. That’s why Bayer was working with a supplier, Lever–Transfer of Learning, to provide phone-based learning transfer coaching in support of leadership programs across Bayer Australia.



10-Minute Case Studies, whitepapers, and the annual *State of the Industry* report

Members have access to proven solutions and best-in-class research findings.

Exclusive Benefit
for
Professional Plus
Members

ATD Membership Benefits: Micro Course Library

Access to 99 micro courses

Focus on your professional development through these 99 courses. These courses cover a variety of topics and adapt to your learning style and speed.

Coaching



- Coaching Beyond the Basics
- Creating an Internal Coaching Program
- Facilitating Coaching Breakthroughs
- Great Coaching Dialogue
- Introduction to Coaching Programs
- Managing Difficult Behaviors in the Classroom
- Overcoming Coaching Challenges
- Peer Coaching
- Winning Support and Overcoming Challenges During Change

Consulting



- 5-D Consulting Model
- Conflict Resolution for Workplace Teams
- Winning Support and Overcoming Challenges During Change

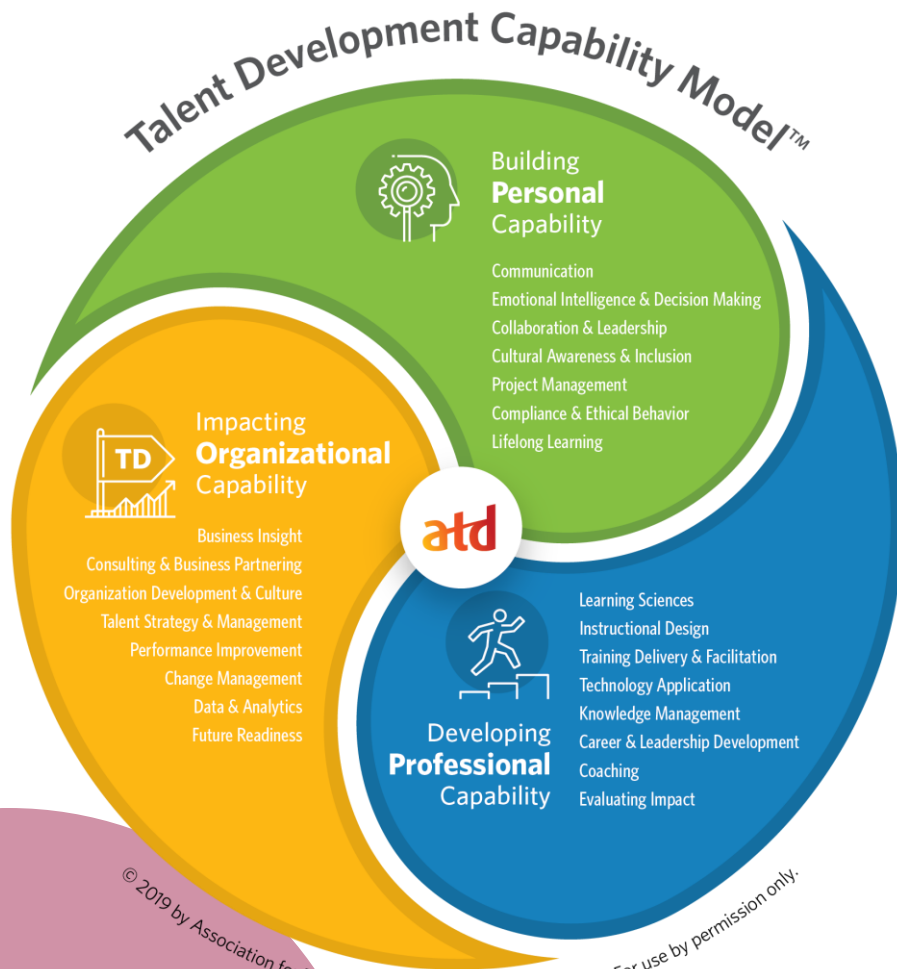
Delivering Training



- Basic Training for Trainers
- Basics of Developing Instructional Materials
- Compelling Virtual Presentations
- Course and Lesson Outline Basics
- Creating Visuals for Virtual Presentations
- Overview of ADDIE
- Overview of the Training Cycle
- Overview of Training Needs Assessment
- Overview of Visual Aids
- Planning a Presentation

ATD Membership Benefits:

Talent Development Capability Model Resources



Through the **Talent Development Capability Model**, we help talent development professionals leverage their personal skills and professional expertise for maximum impact.

Take the **self-assessment** and then **use your member benefits** to enhance your professional development and learning.

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Hi, Lauren. Welcome back!

[Dashboard](#)
[My Activity](#)
[Benefits Center](#)

Lauren Sharrock
[People Manager in Information \(other services\)](#)
[Edit](#)
[My Bookmarks](#)

TD Capability Model

Finish the Self-Assessment

- Building Personal Capability
- Developing Professional Capability
- Impacting Organizational Capability

[Finish Assessment](#)

My Learning Path
Create Your Own

My Learning Plan
2 of 60 Activities Completed

[View All](#)

[View Capability Model](#)

My Membership

Professional Plus
EFFECTIVE: 10/08/2021 - 10/31/2031

Take advantage of all the member-only tools and resources to make the most of your membership.

[Visit the Benefits Center](#)

My Topics

[Edit](#)

FOLLOWING 4 TOPICS

- Evaluating Impact
- Instructional Design
- Technology Application
- Training Delivery and Facilitation

[View All Topics](#)

My Learning

ATD Micro Courses
October 08
COURSE

Creating an Internal Coaching Program
January 24
COURSE

Training & Facilitation Certificate
December 01
COURSE

[My Activity](#)

Network Activity

FOLLOWING

6 Following

0 Followers

3 Groups

JANUARY 26

Patty Gaul
HAS UPDATED A BLOG
Spreading the Wealth of Mentorship to Teams

JANUARY 31

MyATD: Dashboard, My Activity, and Benefits Center

[Dashboard](#)
[My Activity](#)
[Benefits Center](#)

FEATURED BENEFIT

Take Charge of Your Career Path

During this pandemic, many people have re-examined their careers and many have resigned. The task of developing your own career is work—but it can be fun work. In this issue of TD at Work, Lisa Spinelli details how to explore who you are and what career you want, not just what you think you should do. She also: Tools & Resources in this issue are a worksheet for finding your career path and a resume tip sheet.

[View All TD at Work Guides](#)

Take Charge of Your Career Path
During this pandemic, many people have re-examined their careers ...
By Lisa Spinelli on March 01, 2022
TD AT WORK GUIDES MEMBER BENEFIT

Membership Type

Professional Plus
EFFECTIVE: 10/08/2021 - 10/31/2031

[Membership Details](#)

Member Benefits

[Publications](#) [Videos](#) [Performance Resources](#) [Articles](#) [Webinars](#) [Courses](#)

19 State of the Industry Reports [View All](#)

The *State of the Industry* report is ATD's annual review of talent development trends, spending, and activities that can help benchmark your team's work.

My Sites & Resources

- [10-Minute Case Studies](#)
- [Booz | Allen | Hamilton](#)
- [CTDO 360](#)
- [Forum](#)

[Show more \(4\)](#)

2021 State of the Industry
The report is also available for members in the ATD ...
By ATD Research on December 03, 2021
STATE OF THE INDUSTRY MEMBER BENEFIT

Additional Resources

[Maximizing Membership Video](#)

2020 State of the Industry
Grow Your Organizations Learning and Development IntelligenceThe State of the ...
Published on December 04, 2020
STATE OF THE INDUSTRY MEMBER BENEFIT

Let's see it all in action!

Have Questions?

ATD Customer Care is available for assistance

Monday - Friday 10am - 6pm Eastern

Phone:

+1.800.628.2783 or +1.703.683.8100

Email:

customercare@td.org