



ATD Press 2017 Rights Catalog



ATD PRESS

The premier book 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. 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. This catalog is presented for those publishers and organizations interested in bringing ATD titles and content to publication in languages other than English and special audience licensing opportunities.

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- 8 ATD's All-Time Bestseller



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Planning a workshop? Let our experts do the heavy lifting for you.

Each ATD Workshop Series book provides all the content and trainer's tools needed to create and deliver compelling training guaranteed to enhance learner engagement, deepen learner understanding, and increase learning application. Each book includes interactive half-day, one-day, and two-day workshops designed by leading training experts, with flexible timing, fully customizable training and support materials, and more.

Audience: Trainers, training managers, HR professionals | **Price:** \$69.95

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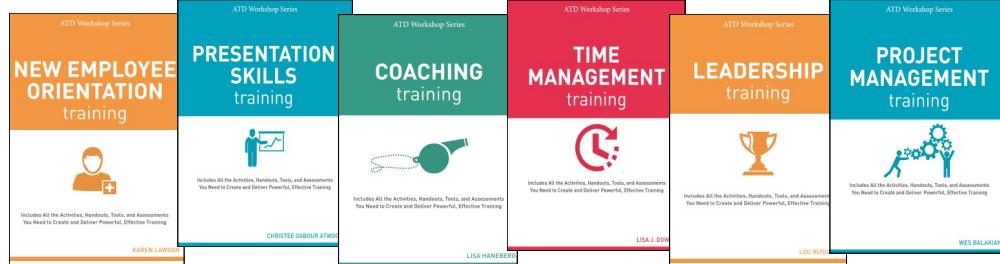
ISBN: 9781562865832 | (January 2017) 8.5" x 11", 192 pages

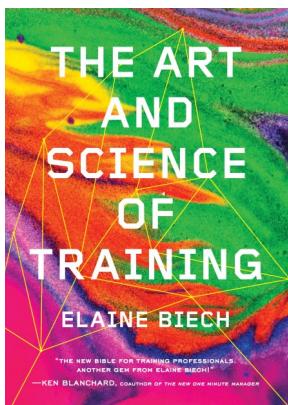
Project Management Training | Wes Balakian

ISBN: 9781607280965 | (December 2016) 8.5" x 11", 296 pages

Time Management Training | Lisa J. Downs

ISBN: 9781607280927 | (October 2016) 8.5" x 11", 200 pages





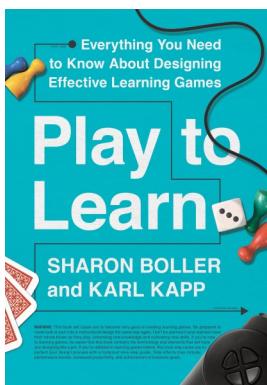
The Art and Science of Training

By Elaine Biech

There are more similarities than differences between how artists and scientists work. Both ask countless questions. Both search in earnest for answers. Both are dedicated to reaching the best results. Not so different from today's trainers, are they? In this book, expert Elaine Biech, one of the most highly regarded names in talent development, sets out to identify the perfect blend of content mastery and audience insight that top facilitators rely on to deliver outstanding training experiences.

ISBN: 9781607280941 | (December 2016) 6" x 9", 304 pages

Audience: Instructional designers, trainers, training managers | Price: \$32.95



Play to Learn

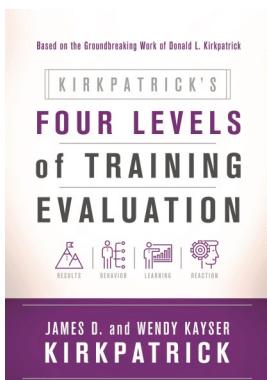
Everything You Need to Know About Designing Effective Learning Games

By Sharon Boller and Karl Kapp

When trainers use games, learners win big. Games are more effective than lectures at holding learners' interest and helping them explore new skills and experience different points of view. This book bridges the gap between instructional design and game design to grow designers' game literacy and strengthen crucial game design skills. Includes real examples of in-person and online games for readers to try as they read.

ISBN: 9781562865771 | (March 2017) 7" x 10", 160 pages

Audience: Instructional designers, trainers, learning and development professionals | Price: \$45.95



Kirkpatrick's Four Levels of Training Evaluation

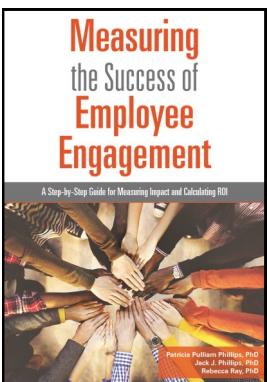
By James D. Kirkpatrick and Wendy Kayser Kirkpatrick

Don Kirkpatrick's groundbreaking *Four Levels of Training Evaluation* is the global standard for training evaluation, but over the last 60 years a number of misassumptions and faulty practices have crept in. Here, James and Wendy Kirkpatrick set the record straight with the New World Kirkpatrick Model, a powerful training evaluation methodology that melds people with metrics. Training leaders and practitioners alike will discover a comprehensive blueprint to maximize business results by training people more effectively, improving the way they work, and helping their organizations meet their most crucial goals.

ISBN: 9781607280088 | (October 2016) 7" x 10", 256 pages

Audience: Trainers, training managers, training designers | Price: \$24.95

Languages sold: Chinese (simplified & complex), Bulgarian



Measuring the Success of Employee Engagement

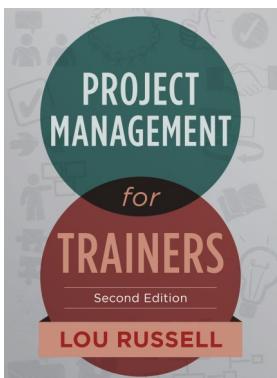
A Step-by-Step Guide for Measuring Impact and Calculating ROI

By Patricia P. Phillips, Jack J. Phillips, and Rebecca Ray

More companies are turning to engagement programs to recoup lost revenue and productivity, but these programs can lose critical funding when designed without business impact in mind. In this book, training evaluation experts Jack and Patti Phillips and knowledge organization expert Rebecca Ray make the business case for employee engagement initiatives, reveal what it takes to build a program with the end in mind, and ensure that employees drive innovation and increase sales with an engagement program that earns its keep.

ISBN: 9781562869182 | (April 2016) 7" x 10", 224 pages

Audience: Trainers, training managers, HR professionals | Price: \$38.95



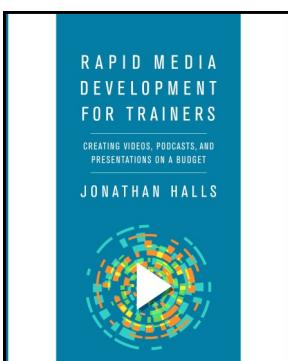
Project Management for Trainers, *2nd edition*

By Lou Russell

Today's trainers are taking on truly unique projects—and often many at once—so a seat-of-the-pants approach to project management no longer works. In this refreshed second edition, seasoned learning and leadership expert Lou Russell offers a structured approach to moving projects from conception to completion. Trainers and instructional designers will discover how to maintain a clear focus on client goals no matter how many changes they request or how many people get involved.

ISBN: 9781562869489 | (October 2015) 7" x 10", 160 pages

Audience: Trainers, training consultants, instructional designers | Price: \$27.95



Rapid Media Development for Trainers

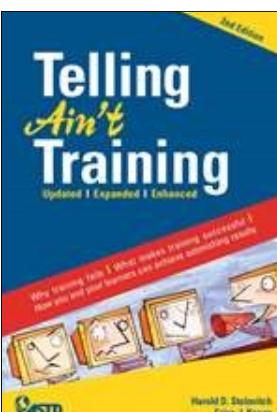
Creating Video, Podcasts, and Presentations on a Budget

By Jonathan Halls

Shaky camerawork and scratchy audio just won't cut it with today's learners. Even the most time- and budget-constrained training team can produce polished media following this guide by Jonathan Halls, who draws on his experience running the BBC's prestigious production training department to help learning teams dazzle. Whether building a training program, blending offerings, or flipping a classroom, this book will help learning professionals make learning dynamic with rapid media techniques.

ISBN: 9781562865856 | (December 2016) 7.5" x 9.25", 208 pages

Audience: Instructional designers, trainers, training managers | Price: \$34.95



Telling Ain't Training, *2nd edition*

Updated, Expanded, Enhanced

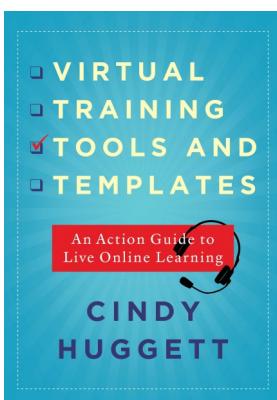
By Harold D. Stolovitch and Erica J. Keeps

An essential book for all learning and development professionals, *Telling Ain't Training* is chockfull of myth-busting research and ready-to-use tools. Since its first edition published in 2002, its practical, learner-focused approach has quickly became a favorite with learning and development professionals, as well as school teachers, parents, professors, and anyone else who trains, educates, or instructs. Delivered in a lighthearted and entertaining style, the second edition sets new standards for the training industry.

ISBN: 9781562867010 | (June 2011) 7" x 10", 312 pages

Audience: Trainers, training managers | Price: \$38.95

Languages sold: Arabic, Bulgarian, Chinese (simplified), Portuguese, Romanian, Turkish



Virtual Training Tools and Templates

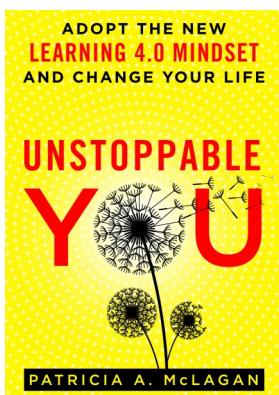
An Action Guide to Live Online Learning

By Cindy Huggett

How can you reach remote audiences without boarding a single plane? Live online learning. Virtual training expert Cindy Huggett offers her best tips, tools, and templates for delivering effective online training that is short, highly relevant, and extremely engaging. Her worksheets, checklists, and other tried-and-true tools will make any virtual program successful.

ISBN: 9781562865757 | (June 2017) 7" x 10", 256 pages

Audience: Instructional designers, trainers, training managers | Price: \$38.95



Unstoppable You

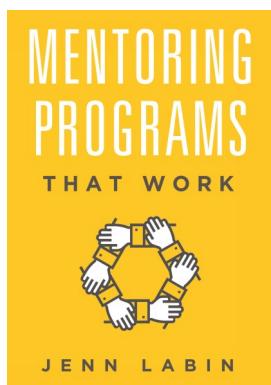
Adopt the New Learning 4.0 Mindset and Change Your Life

By Patricia A. McLagan

Unstoppable You is the ticket to creating a fulfilling and successful life for individuals and to promoting a culture of learning for organizations. Targeted to professionals in any job or industry, this book is an invitation to upgrade to Learning 4.0—where one becomes more fully able to respond to new insights and profound changes in the world—by adopting seven basic practices. Includes a toolkit of templates, guides, and tips.

ISBN: 9781562861094 | (May 2017) 6" x 9", 312 pages

Audience: HR professionals, managers, talent development leaders | Price: \$25.95



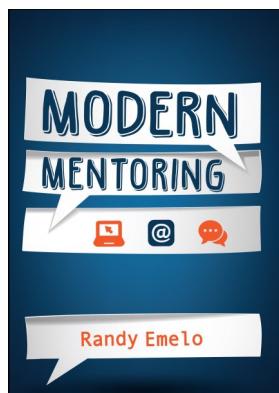
Mentoring Programs That Work

By Jenn Labin

A stellar mentor can change the trajectory of a career. And an enduring mentoring program can become an organization's most powerful talent development tool. But fixing a "broken" mentoring program or developing a new one from scratch requires a unique process, not a standard training methodology. In this book, seasoned program development specialist Jenn Labin provides a model to build connections between people. Her step-by-step approach will help HR and talent development professionals navigate a mentoring program from start to finish.

ISBN: 9781562864583 | (February 2017) 7" x 10", 172 pages

Audience: HR managers, trainers, managers | Price: \$32.95



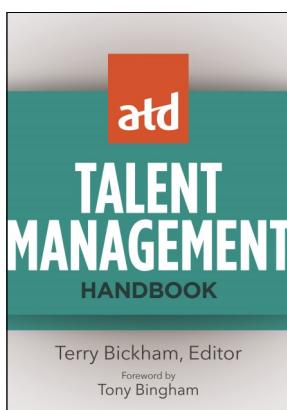
Modern Mentoring

By Randy Emelo

Drawing on his rich business experience, Randy Emelo explains why organizations should consider all employees potential mentors. He offers a blueprint for success that benefits more than the select few and steers clear of forcing connections between people. Emelo demonstrates that a culture in which people choose what they want to learn and whom they learn from increases organizational intelligence. His model shows what it takes to grow a modern mentoring culture, which tools to use to facilitate organization-wide mentoring, and how top organizations like Monsanto and Humana benefit from modern mentoring.

ISBN: 9781562869335 | (May 2015) 5.5" x 8", 224 pages

Audience: Managers, leaders, HR professionals | Price: \$32.95



ATD Talent Management Handbook

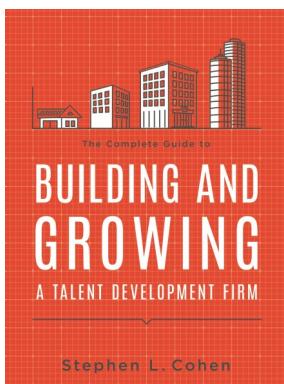
Edited by Terry Bickham

Today's complex, changing workforce demands that everyone in talent management rethink how to attract, engage, and grow future talent. With contributions from more than 30 top talent leaders, this handbook offers progressive thoughts on the current state of talent management and on how the function needs to adapt. Leaders, practitioners, and consultants alike will find useful insights and answers to relevant talent management challenges throughout the entire talent management cycle, from talent acquisition and engagement to leadership development and succession planning.

ISBN: 9781562869847 | (November 2015) 7" x 9", 336 pages

Audience: Talent leaders, managers, HR professionals | Price: \$89.95

Languages sold: Chinese (simplified characters)



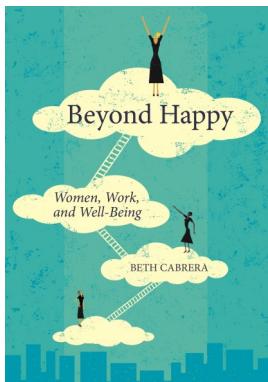
The Complete Guide to Building and Growing a Talent Development Firm

By Stephen L. Cohen

Whether readers are looking to start their own talent development firms or just need some tips to attract new business, Stephen L. Cohen knows how to help. Drawing on 40 years of founding, expanding, selling, merging, and leading talent development firms, he delivers a one-stop shop for thriving in a competitive business environment.

ISBN: 9781562867737 | (March 2017) 6" x 9", 256 pages

Audience: Talent and organization development professionals, consultants | Price: \$42.95



Beyond Happy Women, Work, and Well-Being

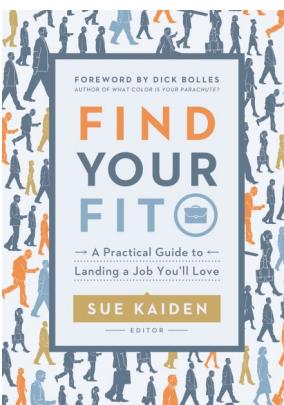
By Beth Cabrera

Engagingly told by positive psychology authority Beth Cabrera, *Beyond Happy* is a collection of essential findings that offer women proven strategies for living more authentic, meaningful lives. With time-tested methods for thriving based on personal values and developed strengths, it is a guide to what matters most in all our lives—enduring family ties and relationships.

Languages sold: Turkish

ISBN: 9781562869793 | (August 2015) 5.25" x 8", 192 pages

Audience: Personal self-help, HR and talent management professionals | Price: \$19.95



Find Your Fit A Practical Guide to Landing a Job You'll Love

Edited by Sue Kaiden

How people successfully land jobs has changed. You need help from a pro, someone who navigates career data, the labor market, and hot jobs with ease. You want an adviser who will tell you what to pursue and what to avoid, and an expert who has mastered job-hunting and career change. What you need is a career coach. Better yet, several. *Find Your Fit* offers the shared expertise of 16 seasoned experts to help guide your journey to the right job with the right fit.

ISBN: 9781562869465 | (October 2016) 7" x 10", 288 pages

Audience: Professionals seeking change, career coaches, HR managers | Price: \$27.95

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Foreword by ELLIOTT MASIE, Author of BIG LEARNING DATA

Brandon Carson

LEARNING IN THE AGE OF IMMEDIACY

5 Factors for
How We Connect,
Communicate, and
Get Work Done

Learning in the Age of Immediacy

5 Factors for How We Connect, Communicate, and Get Work Done

By Brandon Carson

Automation, the cloud, mobile, big data, and the internet of everything—we live in an on-demand world, and these are the five factors that cause the biggest transformational changes to how we connect, communicate, and get things done. But how do they affect our learning strategy and execution? This book is a primer on what every learning leader needs to know as they evolve their organizations to move at the speed of business.

ISBN: 9781562867690 | (May 2017) 6" x 9", 200 pages

Audience: Training managers, learning leaders | Price: \$34.95

COMING
SOON!

Partner for Performance

Strategically Aligning Learning and Development

By Ingrid Guerra-López and Karen Hicks

Evolving expectations. Increased calls to add value. Shifting training roles. No longer are training professionals simply deliverers of learning services and products. They must now be allies with managers to support business priorities. But where to start? In *Partner for Performance*, readers will discover a unique framework to strategically align trainers' roles to drive performance that matters most to organizations.

ISBN: 9781562865818 | (July 2017) 6" x 9", 224 pages

Audience: Performance improvement specialists, learning and development professionals | Price: \$39.95

Learning for the Long Run

7 Practices for Sustaining a Resilient Learning Organization

By Holly Burkett

Innovative change leader and seasoned performance consultant Holly Burkett explores how to make your learning organization truly indispensable while tackling sustainability concerns head on by promoting seven simple practices real businesses use to ensure continuity in learning and development. Her seven practices demystify how to earn credibility and grow a learning function into a mature enterprise able to weather today's frequent business disruptions.

ISBN: 9781562869946 | (November 2016) 6" x 9", 400 pages

Audience: HR, talent management, and performance improvement professionals | Price: \$34.95



7 Practices for Sustaining a Resilient Learning Organization

Holly Burkett

Let Them Choose

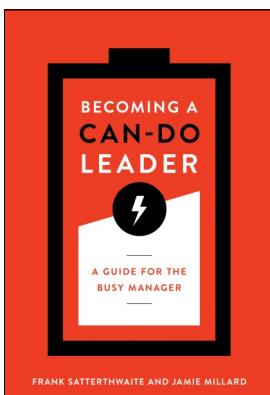
Cafeteria Learning Style for Adults

By Jillian Douglas and Shannon McKenzie

Lecturing on its own is ineffective. But what's the alternative? Adult learning experts Jillian Douglas and Shannon McKenzie walk readers through designing, facilitating, and measuring a learning experience that's proven to delight learners by using the Cafeteria Learning model, which combines the best of brain science and learning theory with the power of choice. Part experiential, part social, and part emotional, this innovative approach encourages learners to explore and absorb content at their own speed and direction and puts them in the best position to succeed.

ISBN: 9781562866402 | (October 2016) 6" x 9", 144 pages

Audience: Trainers, HR professionals, managers, coaches | Price: \$32.95



Becoming a Can-Do Leader

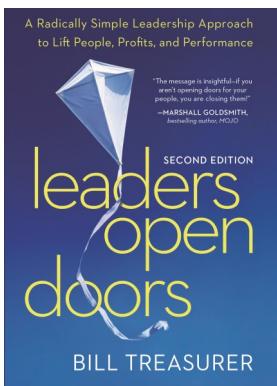
A Guide for the Busy Manager

By Frank Satterthwaite and Jamie Millard

How can leaders learn how to manage without giving up the work they love? Executive coaches Frank Satterthwaite and Jamie Millard help leaders discover how to work strategically with staff, continue to grow in their areas of expertise, and take on management responsibilities while continuing their professional work. Their extensive experience training and coaching managers at all levels has shown that successful managers both delegate and do—they are can-do leaders.

ISBN: 9781562869922 | (November 2016) 6" x 9", 152 pages

Audience: Managers, senior leaders, talent management and HR professionals | Price: \$28.95



Leaders Open Doors, 2nd edition

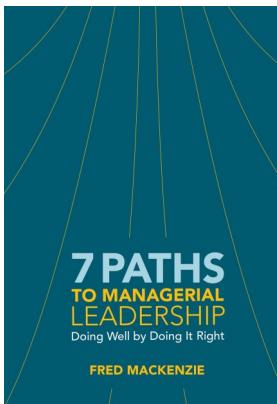
A Radically Simple Leadership Approach to Lift People, Profits, and Performance

By Bill Treasurer

True leaders open doors of opportunity for people. Drawing on two decades of experience, leadership expert Bill Treasurer shows readers how to open doors of opportunity as they master four essential skills that all leaders must hone. He combines personal stories and anecdotes to illustrate how (and how not) to inspire people. He believes that great leadership is not hierarchical—it is peoples' willingness to take initiative and reach their goals that is crucial to successful leadership.

ISBN: 9781562868574 | (January 2015) 5" x 8", 160 pages

Audience: Leaders, managers, HR professionals, career coaches | Price: \$16.95



7 Paths to Managerial Leadership

Doing Well by Doing It Right

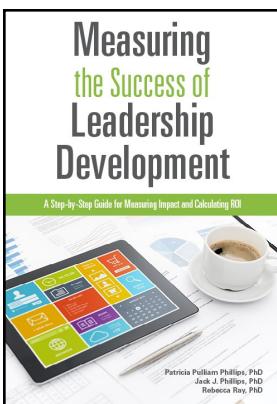
By Fred Mackenzie

Studies show that most people leave their jobs because they dislike the way they are supervised. So what is a manager to do? Management consultant Fred Mackenzie presents seven simple paths to effective relationships between managers and staff. Each path offers wisdom that focuses on action, not position, and inspires others to do their best work. This step-by-step guide helps leaders identify their leadership style and learn how to build on their strengths to inspire those they lead to have confidence in themselves.

ISBN: 9781562869458 | (February 2016) 5.5" x 8", 136 pages

Audience: Managers, supervisors, leaders, career coaches | Price: \$19.95

Languages sold: Korean, Russian



Measuring the Success of Leadership Development

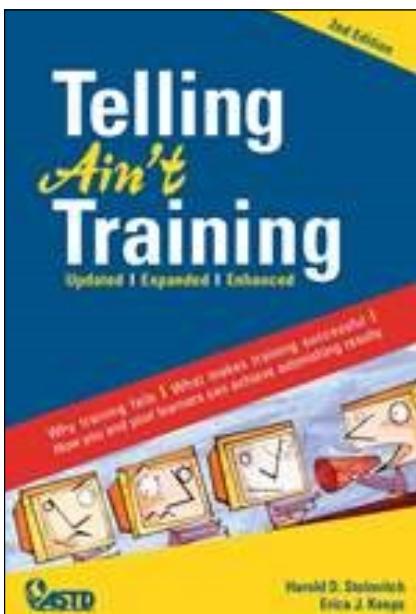
A Step-by-Step Guide for Measuring Impact and Calculating ROI

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

More is being invested in leadership development now than at any other time in history—and that translates into additional accountability for anyone spearheading a new program. Reknown ROI experts Jack and Patti Phillips team up with knowledge organization expert Rebecca Ray to offer a proven methodology to help leaders begin the leadership development process with the end in mind and show return on investment to key stakeholders.

ISBN: 9781562869427 | (May 2015) 7" x 10", 264 pages

Audience: Leaders, HR and talent management professionals | Price: \$38.95



"This amazing volume makes learning research so accessible, it is fun to read. A must-have for anyone who cares about building learning and performance effectively."

—Sivasailam "Thiagi" Thiagarajan, Resident Mad Scientist, The Thiagi Group, and bestselling author

"I would recommend it to all managers as a fundamental guide for helping their teams deal with the realities of continuous change."

—Marie-Pascale Gagnon, General Manager, People & Organization Support, Canada, Rio Tinto

Telling Ain't Training, 2nd edition

Updated, Expanded, Enhanced

By Harold D. Stolovitch and Erica J. Keeps

The must-have book for any trainer's toolbox.

Telling Ain't Training is an essential book for all learning and development professionals. When the first edition of *Telling Ain't Training* was published in 2002, its practical, learner-focused approach quickly became a favorite with learning and development professionals, as well as school teachers, parents, professors, and anyone else who trains, educates, or instructs. Chock-full of myth-busting research and ready-to-use tools delivered in a light-hearted and entertaining style, *Telling Ain't Training* set new standards for the training industry.

That's a tough act to follow, but the new edition of *Telling Ain't Training* does not disappoint. While it has been updated, expanded, and enhanced to reflect almost a decade of progress, fans of the original *Telling Ain't Training* will be relieved to find that its lively, user-friendly tone has been carefully preserved. In fact, this is a book that faithfully practices what it preaches, engaging the reader from page one and immediately involving them in the first of many try-it-yourself exercises that teach trainers how to avoid telling in favor of more interactive training.

The new edition covers everything you must know to be a better trainer, plus:

- Extensive new chapters covering technology and e-learning
- More methods for creating terrific learner-centered training sessions
- Expanded evidence and research to support its approach to adult learning
- Ways to retrofit your existing training programs and materials
- Even more in-depth explanations of how the basic principles of adult learning apply
- An extensive index to make the book more referenceable
- Additional tools, charts, exercises, illustrations, quizzes, and activities to involve learners.

ISBN: 9781562867010 | (June 2011) 7" x 10", 312 pages

Audience: Trainers, training managers | Price: \$38.95

Languages sold: Arabic, Bulgarian, Chinese (simplified), Portuguese, Romanian, Turkish



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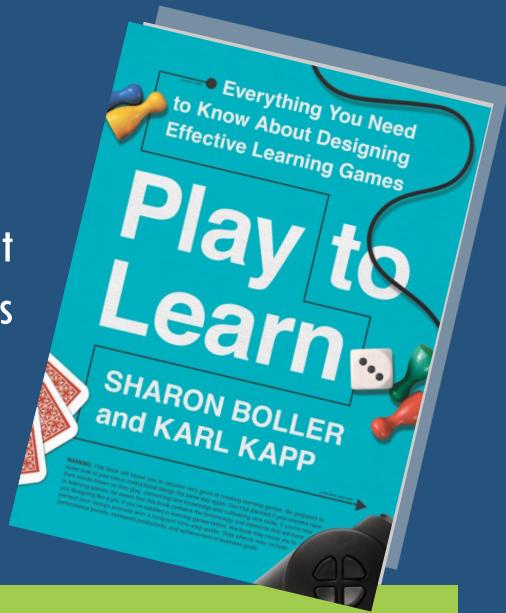
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Play to Learn

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Everything You Need to Know About
Designing Effective Learning Games

Sharon Boller
Karl Kapp



Experience and research have shown that games are more effective than lectures at holding learners' interest and helping them explore new skills and experience different points of view. This book bridges the gap between instructional design and game design to grow designers' game literacy and strengthen crucial game design skills. Includes real examples of in-person and online games for readers to try as they read.

ISBN: 9781562865771 | (March 2017) 7" x 10", 160 pages

Audience: Instructional designers, trainers, L&D professionals | Price: \$45.95

When trainers use games, learners win big.



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