



# Insights and Observations from ATD 2016

**atd2016**

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

CONTENT

COMMUNITY

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PERSPECTIVES



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# 71 Years of History



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## Learning Objectives





**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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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



- **1,800+** International attendees from **83** countries
- Speakers from **22** countries
- **70+** international delegations
- Simultaneous interpretation was offered in **Chinese, Korean** and **Japanese**



# 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.





Nigeria



Brazil



Hong Kong



Ukraine



Peru



Spain



Netherlands



Portugal



Russia



Saudi Arabia



Thailand

**70+ international delegations**



Taiwan



Australia & New Zealand



Japan



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

## International Orientation



## General Session



## Certificate Programs



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 8:00-9:30 a.m.	General Session Brene Brown 8:00-9:30 a.m.	Concurrent Sessions 8:15-9:30 a.m.
8:30 a.m.						
9:00 a.m.						
9:30 a.m.						
10:00 a.m.			ATD 2016 Preview International Orientation 10-11 a.m.		Concurrent Sessions 75 minutes 10:00-11:15 a.m.	OPEN EXPO 9:30 a.m.-1:30 p.m. Concurrent Sessions 60 minutes 10:00-11:00 a.m.
10:30 a.m.						
11:00 a.m.						
11:30 a.m.						
12:00 p.m.	Certificate Programs 8:30 a.m.-4:30 p.m.	Certificate Programs 8:30 a.m.-4:30 p.m.	Concurrent Sessions 75 minutes 11:45 a.m.-1:00 p.m.	OPEN EXPO 9:30 a.m.-3:00 p.m. Expo Lunch 11:30 a.m.-12:45 p.m.		
12:30 p.m.		Full-Day Preconference Workshops 9:00 a.m.-5:00 p.m.				
1:00 p.m.			Concurrent Sessions 60 minutes 1:30-2:30 p.m.	Concurrent Sessions 75 minutes 1:00-2:15 p.m.	Concurrent Sessions 60 minutes 1:00-2:00 p.m.	Concurrent Sessions 60 minutes 1:30-2:30 p.m.
1:30 p.m.						
2:00 p.m.					Ice Cream Break 2:00-3:00 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.	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.	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.

### 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.

# Tremendous Learning Opportunities



# International Events

- **700+** attendees enjoyed additional networking opportunities and met ATD President & CEO, Tony Bingham.
- 
- Strategic Partners, Member Networks, International Delegations, and Supporters were recognized for their effort, hard work, and excellent support of ATD and the talent development community.
- 
- **Global Village** is the place to network, relax, enjoy complimentary refreshments, plan your conference meetings and activities, post messages to connect with other attendees, and meet ATD International staff.



**International Reception**



**International Recognition**



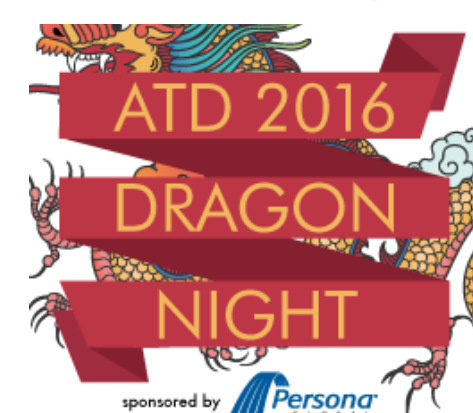
# International Networking Events



**108** European attendees enjoyed networking at Wynkoop Company



**89** Iberoamerican attendees enjoyed networking at Wynkoop Company



**100** attendees from the Greater China region gathered to network



# ATD Excellence in Practice Awards



Emirates NBD (UAE)



Tencent (China)



Vestel Ticaret (Turkey)



Repsol (Spain)

**ATD recognizes and celebrates best practices in organizations across the globe**

# ATD Networking Night





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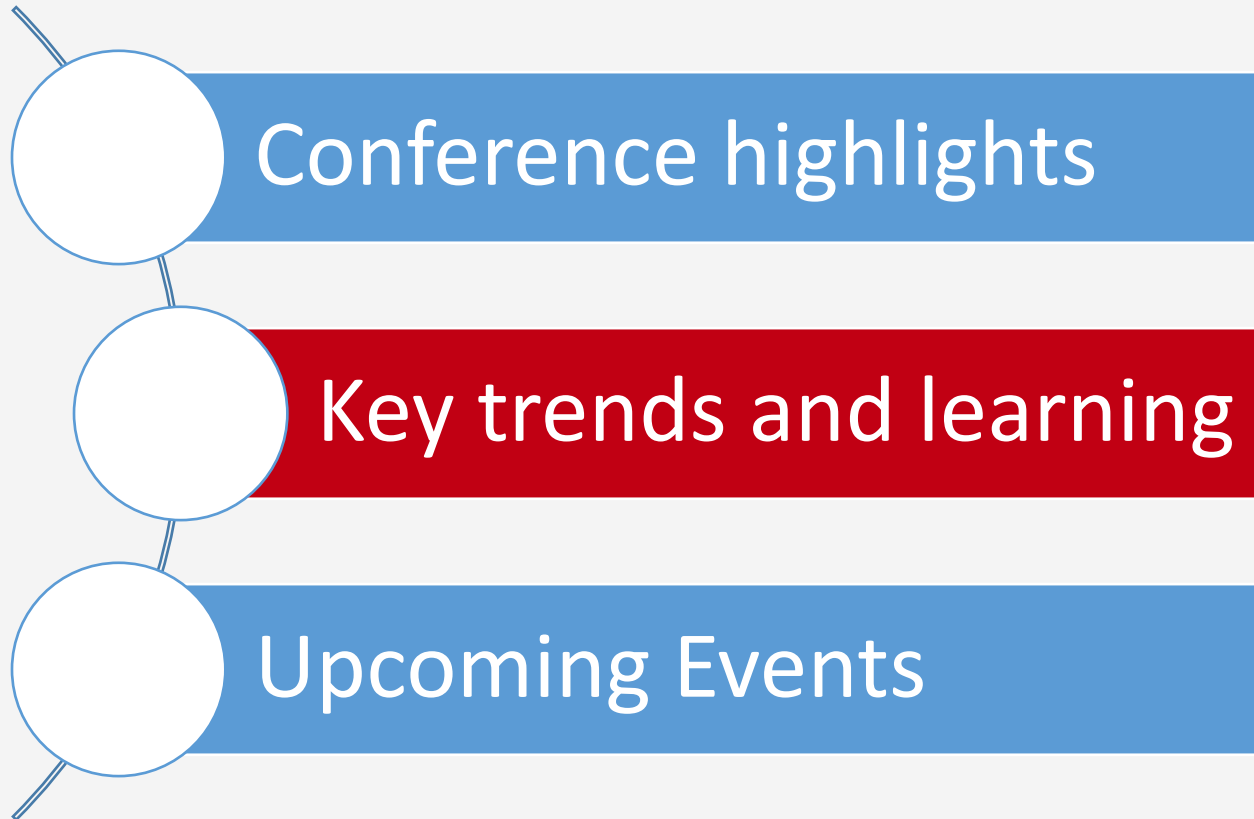
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## Learning Objectives



Conference Theme



Learn & Explore

- Expert content on trends and solutions
- Networking opportunities with a community of practitioners
- Diverse global perspectives

**Disruptive Ideas. Thought Leaders.**

NEW  
IDEAS  
INSIDE

atd  
PRESS

TOOLS  
FOR  
SUCCESS

atd  
PRESS



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# 300+ Educational Sessions





# Opening by ATD President and CEO Tony Bingham



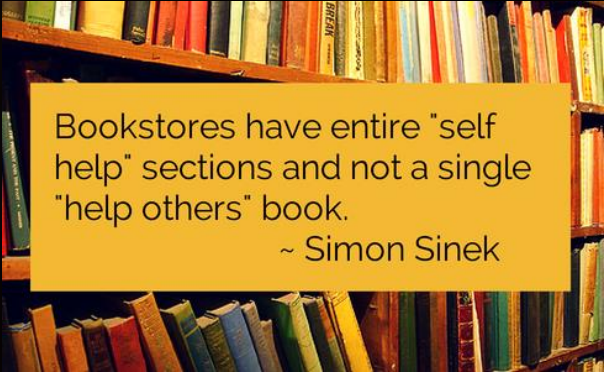
Recommended bundle and resources:

- ***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:

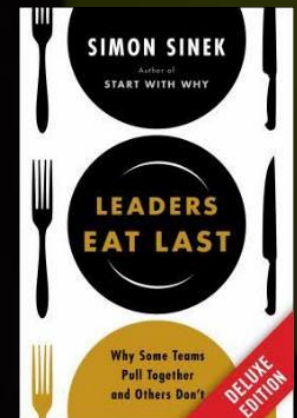
# Simon Sinek



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.

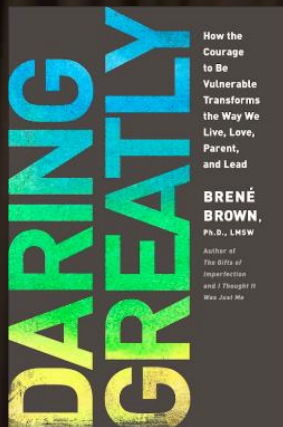
### **O – Oxytocin**

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.”**







“Without failure there is no innovation”

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

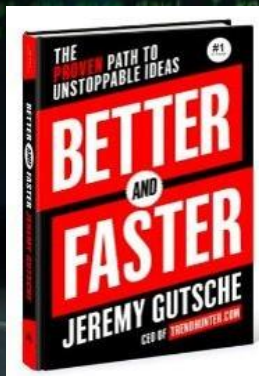
## Dr. Brené Brown: **Vulnerability and Courage** (the invisible army)

- 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?”







“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
  - cyclical- 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**



**Sebastian Bailey**

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



**Jack Phillips**

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



**Sivasailam Thiagarajan**  
**"Thiagi"**

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



**Elaine Biech**

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



**Bob Pike**

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



**Jim Smith**

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



**Sardek Love**

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



# ATD Conference Tracks Progression

2012	2013	2014	2015	2016
Design & Facilitating Learning	Designing & Facilitating Learning	Training Design & Delivery	Instructional Design	Instructional Design
			Training Delivery	Training Delivery
		Science of Learning	Science of Learning	Science of Learning
Learning Technologies	Learning Technologies	Learning Technologies	Learning Technologies	Learning Technologies
Leadership Development	Leadership Development	Leadership Development	Leadership Development	Leadership Development
Career Development	Career Development	Career Development	Career Development	Career Development
Trend	Workforce Development	Workforce Development (Management)	Management	Management
Global HRD	Global HRD	Global HRD	Global HRD	Global HRD
Measurement, Evaluation, & ROI	Measurement, Evaluation, & ROI	Learning Measurement & Analytics	Learning Measurement & Analytics	Learning Measurement & Analytics
Human Capital	Human Capital	Human Capital	Human Capital	Human Capital

# 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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## 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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## 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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## 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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## 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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## 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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## 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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## 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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## 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 Mamlok 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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## Continue the Learning



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- Follow us on Twitter (@ATD) and LinkedIn (ATD National, ATD International)
- [Back Channel](#) content
- 115 conference session recordings available for attendees (90 days access )

ATD Events App





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## ATD Video Library



VIDEO

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KATHERINE XU | Enterprise

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**Donna Steffey, CPLP**  
President  
Vital Signs Training

### ATD Highlights

## Differentiate Yourself. Become a CPLP.

Speaker: Matt Elwell, CPLP, Donna Steffey, CPLP, Kristopher J. Newbauer, CPLP

In this video, Certified Professionals in Learning and Performance (CPLP) describe how earning the credential has benefited them in their careers and in their lives. They discuss the power they've realized since earning the credential.



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ATD 2016 conference recordings will be available for ATD members starting from October.

Visit:

[www.videos.td.org](http://www.videos.td.org)

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## Speaking Opportunities



Interested in submitting a speaking proposal for 2017?

**Request for Proposals will be released July 11 and close August 16, 2016.**

Please email [speakers@td.org](mailto:speakers@td.org) to receive the notification.



# Insights and Observations from ATD 2016

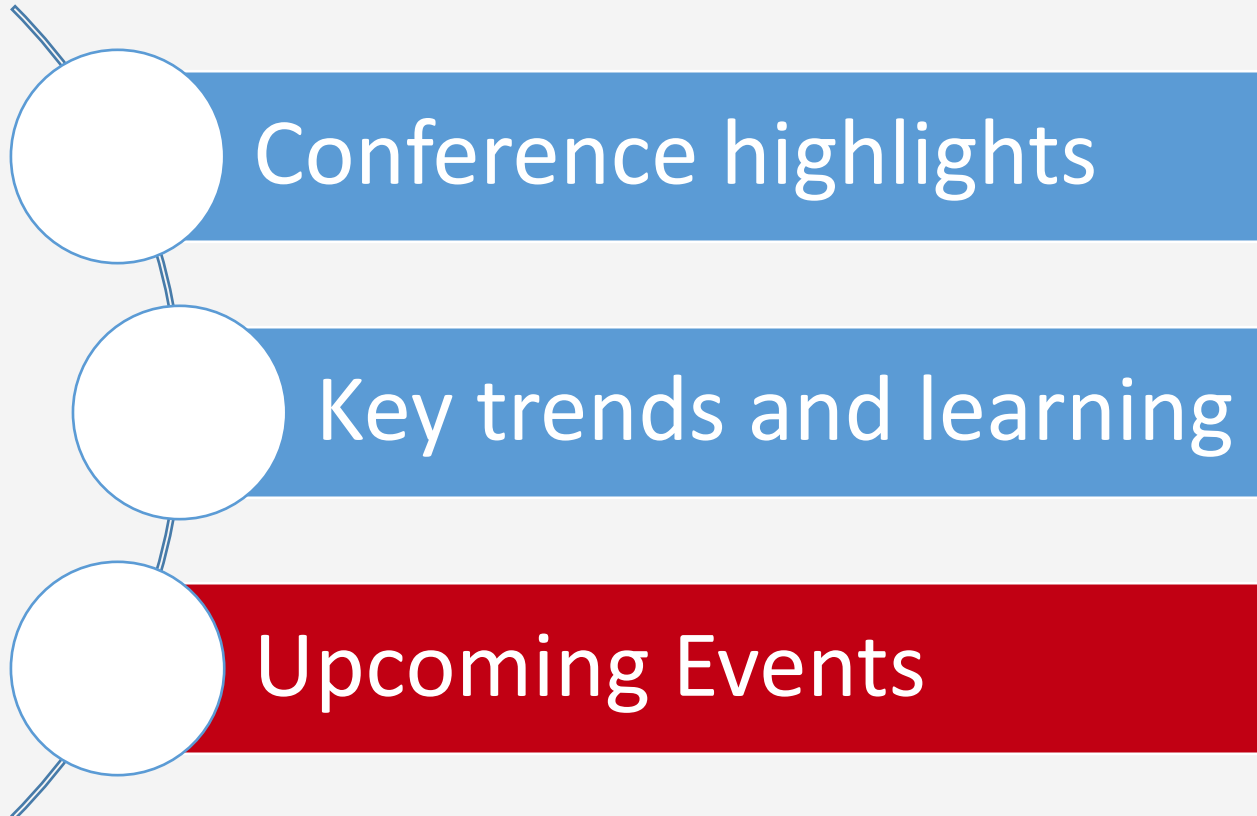
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## Learning Objectives



# Upcoming International Events





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# Thank You

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