

*The Largest Conference in the World Dedicated to Talent
Development and Training Professionals*

CONTENT
COMMUNITY
GLOBAL PERSPECTIVES

atd 2017
INTERNATIONAL CONFERENCE & EXPOSITION

May 21-24 | Atlanta, GA

**Insights & Observations
from the ATD 2017**

atd 2017

INTERNATIONAL CONFERENCE & EXPOSITION

MAY 21-24 | ATLANTA, GA
CONTENT • COMMUNITY • GLOBAL PERSPECTIVES



About the Conference

The **Industry-defining** Global Event in the Field

- **72** Years History
- **300+** Educational Sessions
- **400+** Exhibitors
- **10,000** Total Attendees

The Largest Global Event for Talent Development Professionals



- **1,800+** International Attendees from 78 Countries
- Speakers from **23** Countries
- **60** International Delegations

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400+ Exhibitors

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

ATD 2017 Networking Night

2,000 conference attendees enjoyed ATD Networking Night held at Georgia Aquarium



Upcoming International Events



October 4-5, 2017
Mexico City, Mexico



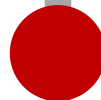
October 26-27, 2017
Shanghai, China



November 8-10, 2017
Taipei, Taiwan



December 7, 2017
Tokyo, Japan



December 13, 2017
Amsterdam, the Netherlands



Contact International@td.org for more information

atd 2018

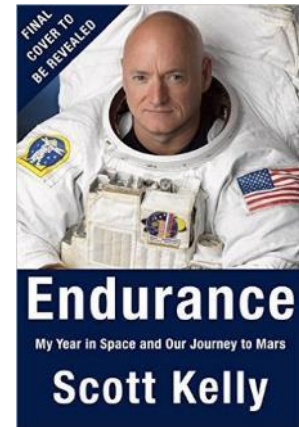
International Conference & Exposition
May 6-9, San Diego, California, USA



Captains Mark and Scott Kelly

- Reflect on the experiences and lessons that shaped their view on team work and leadership
- How to learn to face and overcome adversity
- Personal strategies for adopting to change
- How to deal with tragedy

Mark spent more than 50 days in space and commanded the space shuttle *Endeavour* and *Discovery*



Scott stayed in the space from March 2015-March 2016 and captivated the world with live interviews and never-seen before photos from the International Space Station.

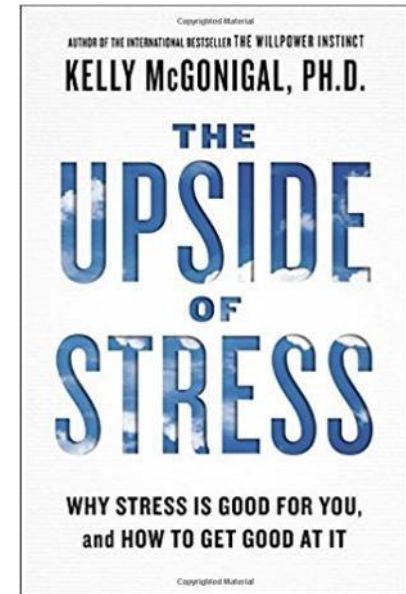
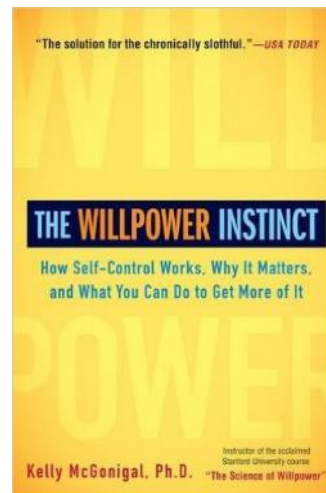
U.S. Navy fighter and test pilots
NASA astronauts
American heroes
Identical twin brothers

Dr. Kelly McGonigal

- Stress can make us smarter, stronger, and more resilient.
- Stress can help you connect with what you care about most and strengthen close relationships.
- How to cultivate a mindset that helps you thrive under stress.
- Simple strategies for transforming the biology of your stress response to improve health and well-being.

Stanford psychologist
Award-winning author

Stress isn't bad.

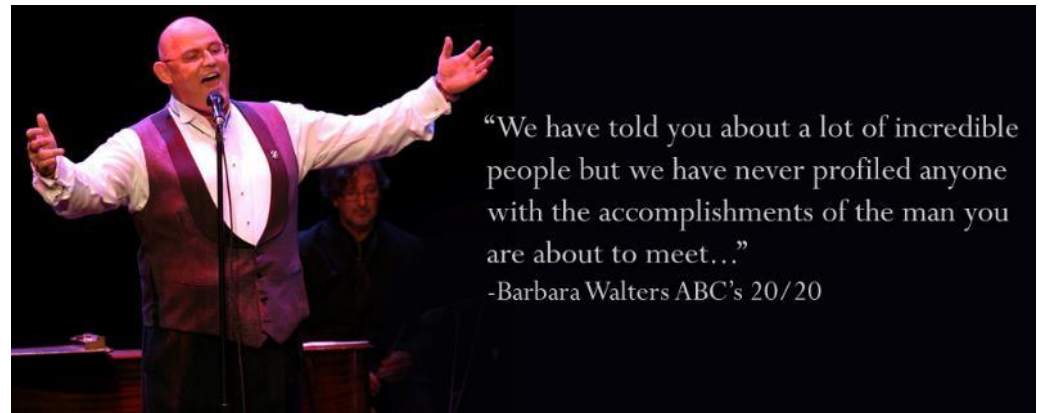


Ronan Tynan



Medical Doctor
Paralympic gold medalist
Professional recording artist

- Overcome his disability to become a gold medalist
- Find the courage to follow his true passion of singing in his 30s
- **Take risks and achieve peak performance**
- Live life to the fullest
- **Reach new heights both professionally and personally**



“We have told you about a lot of incredible people but we have never profiled anyone with the accomplishments of the man you are about to meet...”

-Barbara Walters ABC's 20/20

Leaders of Profession



Britt Andreatta
The science of learning
The Neuroscience of Teams



Elaine Biech
Instructional Design
101 Quick Ideas to Expand Learning Beyond Your Classroom



Sebastian Bailey
Science of Learning
Activators: How to Make Learning Stick



Bob Pike
Training Delivery
Creative Learning Strategies: 17 Ways to Get More Into and Out of Your Training



Jack Phillips
Learning Measurement & Analytics
How to Keep (and Increase) Your Learning and Talent Development Budget



Jim Smith
Training Delivery
They're Changing, How About You? Tools for the New School!



Elliott Masie
Learning Technologies
Learning Trends, Hype, Disrupters, and Shifts in 2017



Sardek Love
Training Delivery
Facilitating With Impact!

ATD 2017 Trending Topics

Career Development

- ✓ Resilience
- ✓ **Competency Models**
- ✓ Influence
- ✓ Improving Communication
- ✓ Improving the Employee Experience

Government

- ✓ Change Management in Government
- ✓ Managing Training Budgets and Developing Programs that Address Actual Agency Needs
- ✓ Long-Term Leadership Planning/Planning for a Knowledge Crisis
- ✓ **Finding Innovative Solutions to Problems Within a Rigid Management Environment**

ATD 2017 Trending Topics

Healthcare

- ✓ In-Context Healthcare Training
- ✓ Alignment between Patient Experience Content and leadership development
- ✓ **Pillars for Training Excellence and ROI**
- ✓ Cultural Change
- ✓ Soft Skills – The Practice of Empathy
- ✓ Employee Engagement
- ✓ Leveraging leaders to Scale healthcare Training

Human Capital

- ✓ Employee Engagement
- ✓ **Creating a Strong Organizational Culture**
- ✓ Performance Management
- ✓ Coaching
- ✓ Leadership Development

ATD 2017 Trending Topics

Learning & Development

- ✓ **Microlearning/Innovation in ISD**
- ✓ Learning Transfer
- ✓ Gamification and Game Design
- ✓ Strategies for Engaging Learners

Learning Technologies

- ✓ Microlearning
- ✓ Game Design and Gamification
- ✓ Infographics
- ✓ **Augmented and Virtual Reality**
- ✓ Artificial Intelligence and Chatbots

ATD 2017 Trending Topics

Management

- ✓ From Technical Expert to Strategic Leader
- ✓ Coaching
- ✓ Mindfulness
- ✓ Building Trust
- ✓ Retention

Sales Enablement

- ✓ In-Context Sales Training
- ✓ **Alignment between Sales Enablement Content and the Buyer's Journey**
- ✓ Onboarding a Millennial Sales Force
- ✓ Leveraging Sales Managers to Scale Sales Training

ATD 2017 Trending Topics

Science of Learning

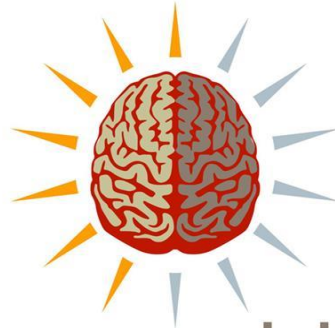
- ✓ Learning Transfer and Retention
- ✓ Neuroscience
- ✓ Engagement

Senior Leaders & Executives

- ✓ Change Management
- ✓ Succession Planning
- ✓ Leadership Development
- ✓ **Business Acumen**
- ✓ Inclusion



Leadership Lessons From Nelson Mandela -Dr. André Vermeulen



neuro-link

**WE SPECIALIZE IN THE NEUROSCIENCE
OF WORKPLACE LEARNING**



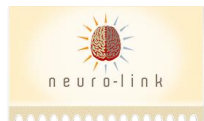


A WORLD CLASS BLUEPRINT FOR OPTIMIZING YOUR BUSINESS POTENTIAL THROUGH LEADERS



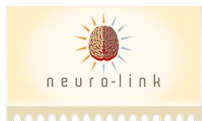
SERVANT LEADERS

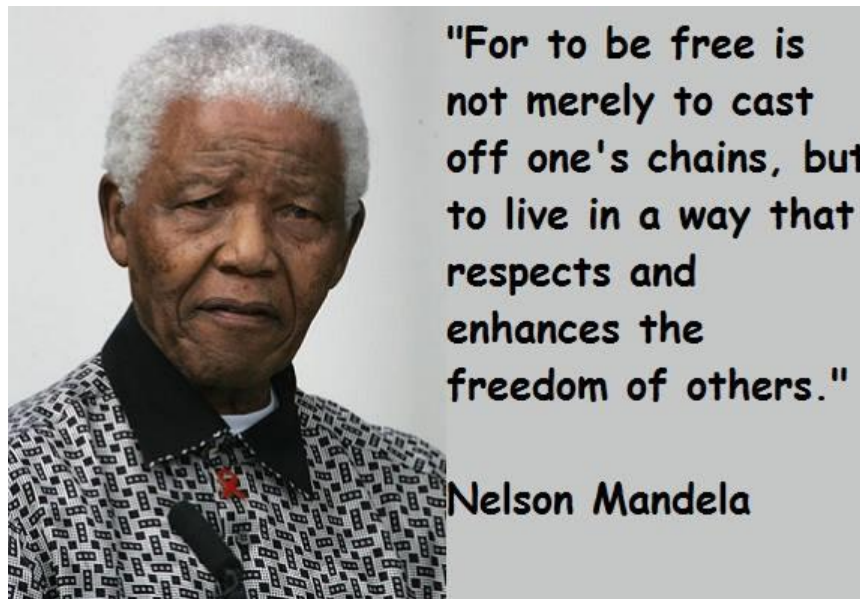
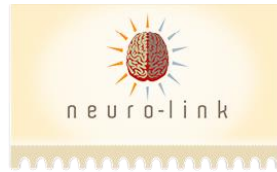
- **Influence** others to look in the same direction and achieve goals
- **Inspire** others through the example they set and become the change they want to see
- **Serve** others by anticipating, recognizing and meeting their needs



VALUES-DRIVEN LEADERS

- **Embody** the values they stand for
- **Inspire** others by setting an example of being the change they want to see





Intrapersonal Competence :

This competence is about yourself, how you feel and what you want out of life It means to have personal strength.



Interpersonal Competence :

This competence is about perceiving and understanding other people's moods, desires and willingness to interact with you. It means to have good social skills.





IMPLEMENTING THIS LEADERSHIP DEVELOPMENT MODEL

- 9 modules – one module per month
- Neuroscience approach to each module
- Blended approach – assessment, live training, online modules & coaching
 - LRP™ Advanced+ brain profile assessment & debriefing: Drivers & Neurodesign
 - 12 Emotional Intelligence Competencies Profile™ assessment & debriefing
 - Blended learning
 - Coaching



RESULTS OF THIS LEADERSHIP DEVELOPMENT MODEL



An **O**rganizational **C**limate **A**ssessment was done at Zincor after Neuro-Link's High Achiever Program. Zincor required a **3%** improvement to prove a proper return on their investment. **An 8% result was achieved!**

RESULTS OF THIS LEADERSHIP DEVELOPMENT MODEL

- OCA – **8%**
- Kirkmax **86%** - Commendable Performance
- **87%** of participants **promoted** within 9 months
- Behavior changes and positive mindset **improved company culture** positively
- **20%** Improvement in brain fitness
- EI assessment shows **15%** improvement in Intrapersonal competencies
- EI assessment shows **18%** improvement in interpersonal competencies



FOR MORE INFORMATION REGARDING OUR BRAIN FITNESS BOOK, BRAIN PROFILES, SUPPLEMENTS, TRAINING AND PRACTITIONER TRAINING CONTACT US:

Website:

www.neurolink.comany

NEUROHEADOFFICE

Find Andre Vermeulen & Neuro-Link on Facebook

<http://www.linkedin.com/company/neuro-link>

