

# **Content, Community, Global Perspectives**

ASTD 2014 International Conference and  
Exposition Review

# ATD Communities of Practice



**LEARNING**

**Learning and Development**  
A community that fosters performance improvement through training design and delivery.



**Career Development**  
A community for exploring global trends and best practices.



**Science of Learning**



**Learning Technologies**



**Management**



**Government**



**Human Capital**



**Sales Enablement**



**Senior Leaders and Executives**



**Global HRD**

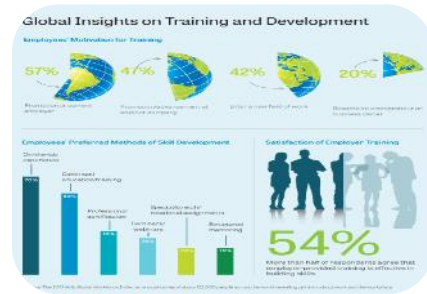
# Global HRD Community of Practice



Largest Global Training and Development Platform



Global Benchmarking



Regional Best Practices



Cross Culture Issues



Global Talent Development



Global Leadership Development

# Introduction



Neville Pritchard

2015 Program Advisory  
Committee Chair



Wei Wang

Director of International  
Relations at ATD



# Learning Objectives

Conference Fun Facts

Key Trends and Learning

Personal Reflections

# 69<sup>th</sup> Annual Conference



Largest  
Global Event  
in the Field:  
**10,500+**  
Attendees



**92** Countries  
Represented  
**60+** International  
Delegations





Top Rated **250+**  
Education Sessions



# Speakers From **28** Countries



Bob Pike



Elaine Biech



Etsuko Ogiso



Demir Aytac



Charles Jennings



David Rock



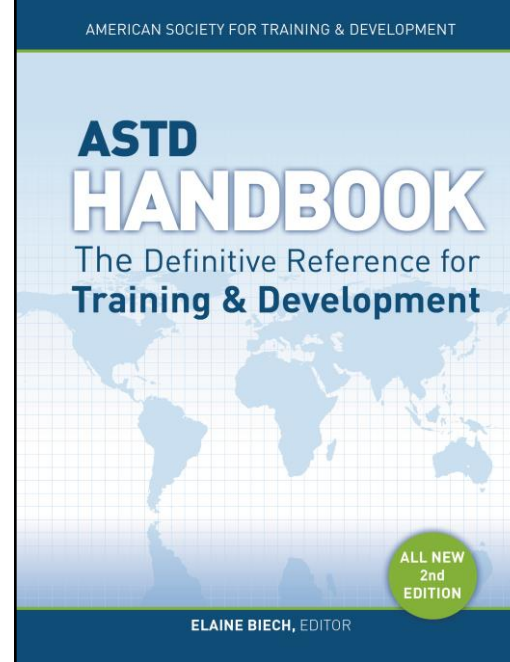
Jim Smith

World Class  
EXPO:  
**400+**  
Exhibitors

**SOLD OUT**



# 450+ Book Titles



# Recognition and Celebration





#ASTD2014



ASTD National  
ASTD International



- ASTD National
- ASTD International



**Countless...**  
Fun and  
Networking  
Opportunities



# Learning Objectives

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# Conference Theme

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



# Opening Keynote

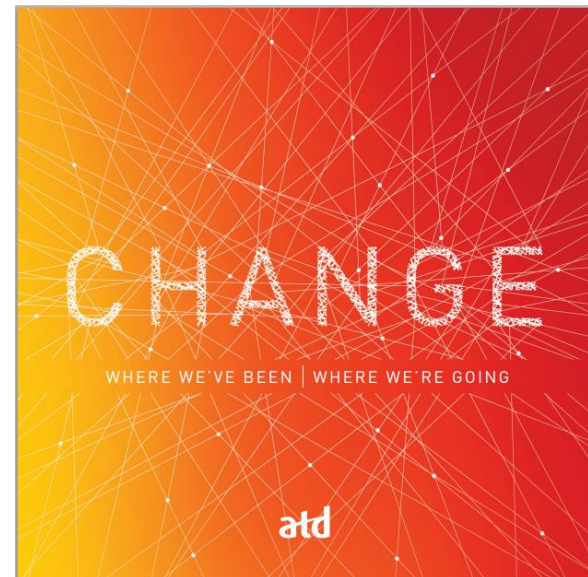
## President and CEO Tony Bingham: Change



- For businesses to succeed, clearly they must be effective at change.
- According to recent ASTD research, only 21% of companies say that the learning function is accountable for change management.
- Learning is at the heart of any successful change effort.
- Embrace change and manage it for yourself and others—start with yourself.



At the ASTD 2014 International Conference & Exposition, ASTD announced changing its name to the Association for Talent Development (ATD).





## Keynote Speech: Arianna Huffington



Arianna Huffington shared her personal story that led her to focus on her well-being and what she described as the third metric of success.

Based on her recent book, *Thrive*, she went into more detail about how we should disconnect from our electronic world and reconnect with ourselves to get more sleep, increase our focus, and ultimately lead to a more successful life—personally and professionally.

# Keynote Speech: General Stanley McChrystal



Retired four-star General Stanley McChrystal delivered Tuesday's keynote speech at ASTD 2014, and discussed the parallels he has drawn between military and business leadership.

General McChrystal focused on shared consciousness, organic adaptability, common purpose and trust, informed and empowered execution.

## Keynote Speech: Kevin Carroll



ASTD 2014 closed on a very high note with Kevin Carroll, founder of Kevin Carroll Katalyst LLC, and author of several books including *Rules of the Red Rubber Ball*.

Carroll encouraged attendees to embrace the spirit of play and creativity to maximize their human potential and sustain more meaningful business and personal growth. His vibrant talk focused on the role, value, and power of storytelling; the importance of delivering inspiring narratives that move others to take action; and how to deal with change as a constant.

# Conference Tracks

## Nine Content Tracks

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

## Three Industry Tracks

- Government
- Higher Education
- Sales Enablement



# ASTD Conference Tracks Changes

2011	2012	2013	2014
Designing & Facilitating Learning	Designing & Facilitating Learning	Designing & Facilitating Learning	Training Design & Delivery
Learning Technologies	Learning Technologies	Learning Technologies	Learning Technologies
Developing Effective Leaders	Leadership Development	Leadership Development	Leadership Development
Measurement, Evaluation, & ROI	Measurement, Evaluation, & ROI	Measurement, Evaluation, & ROI	Learning Measurement & Analytics

# ASTD Conference Tracks Changes

2011	2012	2013	2014
Designing & Facilitating Learning	Designing & Facilitating Learning	Designing & Facilitating Learning	Training Design & Delivery
Learning Technologies	Learning Technologies	Learning Technologies	Learning Technologies
Developing Effective Leaders	Leadership Development	Leadership Development	Leadership Development
Measurement, Evaluation, & ROI	Measurement, Evaluation, & ROI	Measurement, Evaluation, & ROI	Learning Measurement & Analytics
Performance Improvement	Human Capital	Human Capital	Human Capital
Talent Management	Career Development	Career Development	Career Development
Organizational Effectiveness	Global HRD	Global HRD	Global HRD

# Training Design & Delivery: Popular Sessions



1. Use the dynamic of a group
2. Divide and Conquer
3. People don't argue with their own data
4. Revisit not review
5. Learning is directly proportional to the amount of fun you have
6. ...

- Sweet Caroline! A Super Set List for Sensational Learning Sessions
- Convert Learning Content Into Stories That People Remember
- The Secrets of Virtual Facilitation

# Training Design & Delivery: Hot Topics



- Facilitation
- Engagement
- Training that delivers results
- Managing SME's (subject matter experts)
- Incorporating technology into training design and delivery

# Human Capital: Popular Sessions



Session SU108  
Selected Slides

## The Best Training is No Training

Marc J. Rosenberg, Ph.D.

ASTD International Conference and EXPO  
Washington DC, May 4, 2014

marc rosenberg  
www.marccrosenberg.com

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- The Role of Learning & Development in Talent Management
- Little BIGS: Small Changes That Ignite Power Behavior Change
- It Is All in the Mind: Change the Way You Think About Change

“Performance matters most”.

“Training is the last alternative, not the first.”

“ Ultimately, if you’re going to do it, it better be great.

# Human Capital: Hot Topics



- Organizational learning and change
- Developing flat organizations
- Dynamic leadership
- Innovation
- Talent management/analytics
- Coaching and mentoring
- Diversity and inclusion

# Learning Technology: Popular Sessions



- Performance Support: Are We Missing a Huge Opportunity?
- Three Mysterious Keys to Interactive Learning: Game Thinking, Game Elements, and Gamification
- Five Advantages of SAM over ADDIE

# Learning Technology: Hot Topics



- Video
- Content strategy
- Gamification and game design
- Big data
- Mobile and social



# Global HRD: Popular Sessions



- Disney's Approach to Selection, Training, and Engagement
- Creating Highly Functional Virtual Teams
- Engaging Gen. Y in the Global Workplace
- Leadership Development for Sustainable Growth – Case Study From Deniz Bank, Turkey

# Global HRD: Hot Topics



- Creating highly functional virtual teams
- Drives Leadership Performance in a VUCA World
- Global mindset
- Intercultural communication
- Cultural intelligence

## New Track: Science of Learning: Popular Sessions



- Coaching With the Brain in Mind
- Transform Performance Management Through Neuroscience
- Games, Learning Styles, and Engagement

## New Track: Science of Learning: Hot Topics



- Neuroscience
- Brain fitness
- Making learning stick

# Continue the Learning After ASTD 2014

**ASTD 2014**  
INTERNATIONAL  
CONFERENCE &  
EXPOSITION  
WASHINGTON, DC, USA  
MAY 4 - 7, 2014  
[www.astdconference.org](http://www.astdconference.org)

**CONTENT  
COMMUNITY  
GLOBAL PERSPECTIVES**  
The Premier Conference for Training  
and Development Professionals

WELCOME REGISTER EDUCATION PROGRAMS EXPO HOTELS AND HOUSING FOR EXHIBITORS

ABOUT THE CONFERENCE  
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CONFERENCE BROCHURE  
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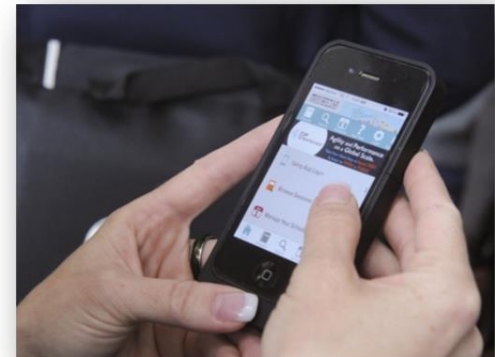
**Get the App**  
Conference On-the-Go

**Session Recordings**  
FAQs and Updates

**Session Materials**  
Handouts and Worksheets



[www.astdconference.org](http://www.astdconference.org)



# Learning Objectives

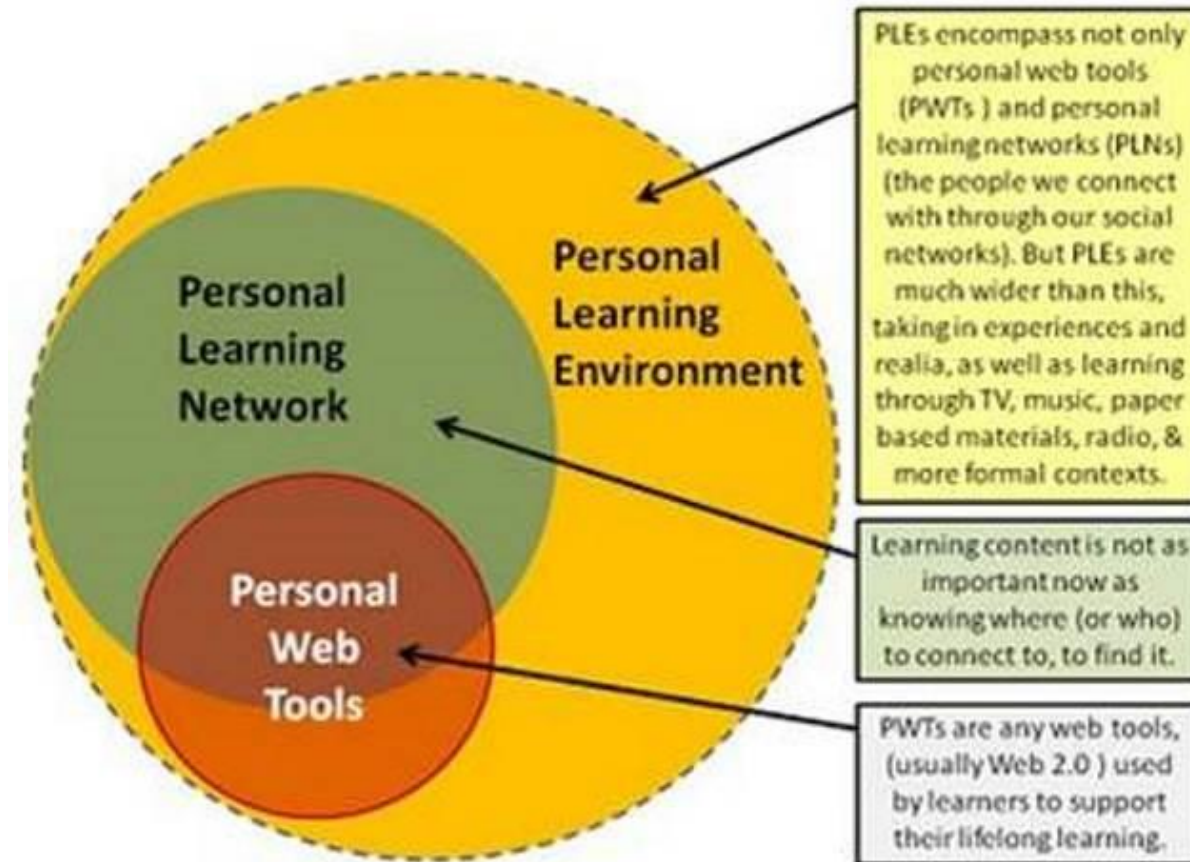
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# Personal Learning Environments



**A summary of a multitude of input**

Source: Anatomy of a PLE by Steve Wheeler



# Global Learning



# Time to Dance!



*Looking Forward to 2015*

# ATD 2015 International Conference & Exposition

May 17–20, 2015  
Orlando, Florida



**atd 2015**

INTERNATIONAL  
CONFERENCE &  
EXPOSITION

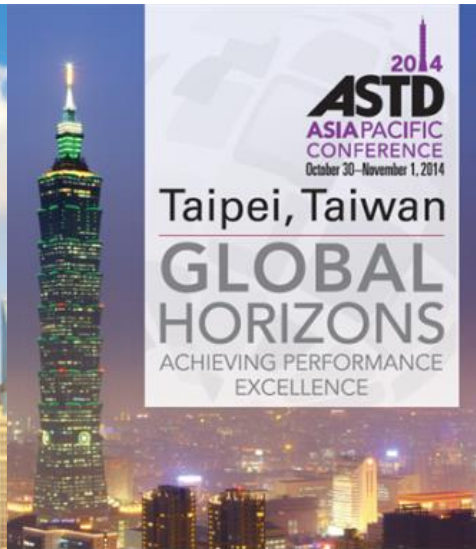
ORLANDO, FL, USA  
MAY 17 - 20, 2015

# Speaking Opportunities

Are you interested in submitting a speaking proposal for 2015? Request for Proposals will be released

**July 7 and close August 11, 2014.** Email [speakers@astd.org](mailto:speakers@astd.org) to receive the notification.

# Upcoming International Events



**atd 2015**

**INTERNATIONAL  
CONFERENCE &  
EXPOSITION**

**ORLANDO, FL, USA  
MAY 17 - 20, 2015**

See you there!



**[www.astdconference.org](http://www.astdconference.org)**