



May 21-24 | Atlanta, GA

**atd2017**

INTERNATIONAL CONFERENCE & EXPOSITION

# Today's Trends: Expect the Unexpected

*Highlights from  
2017 ATD*

*International Conference & Exposition  
(ICE)*

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# 2017 ATD ICE The Numbers

- 12,000+ Attendees
- 4 Full Days
- 400+ Speakers
- 300+ Sessions



# 2017 ATD ICE: Key Notes

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## *To Infinity and Beyond* - Captains Mark and Scott Kelly

Decorated NASA Astronauts and Retired U.S. Navy Captains

- Importance of teamwork and leadership
- Facing and overcome adversity
- Strategies for adapting to change

## *Stress Can Be a Good Thing* - Dr. Kelly McGonigal

Health Psychologist and Lecturer at Stanford University

- Stress can make us smarter, stronger, and more resilient
- Stress can even help connect with what you care about most and strengthen close relationships

## *LIVING LIFE TO THE FULLEST* - Ronan Tynan

Irish Tenor, Paralympic Champion, and MD

- Focus on what you can do
- Laugh and enjoy life no matter what you are dealt
- Take Risks and live life to the fullest

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# 2017 ATD ICE: Content and Tracks

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## 10 CONTENT TRACKS

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

## 4 INDUSTRY TRACKS

- Government
- Healthcare
- Higher Education
- Sales Enablement

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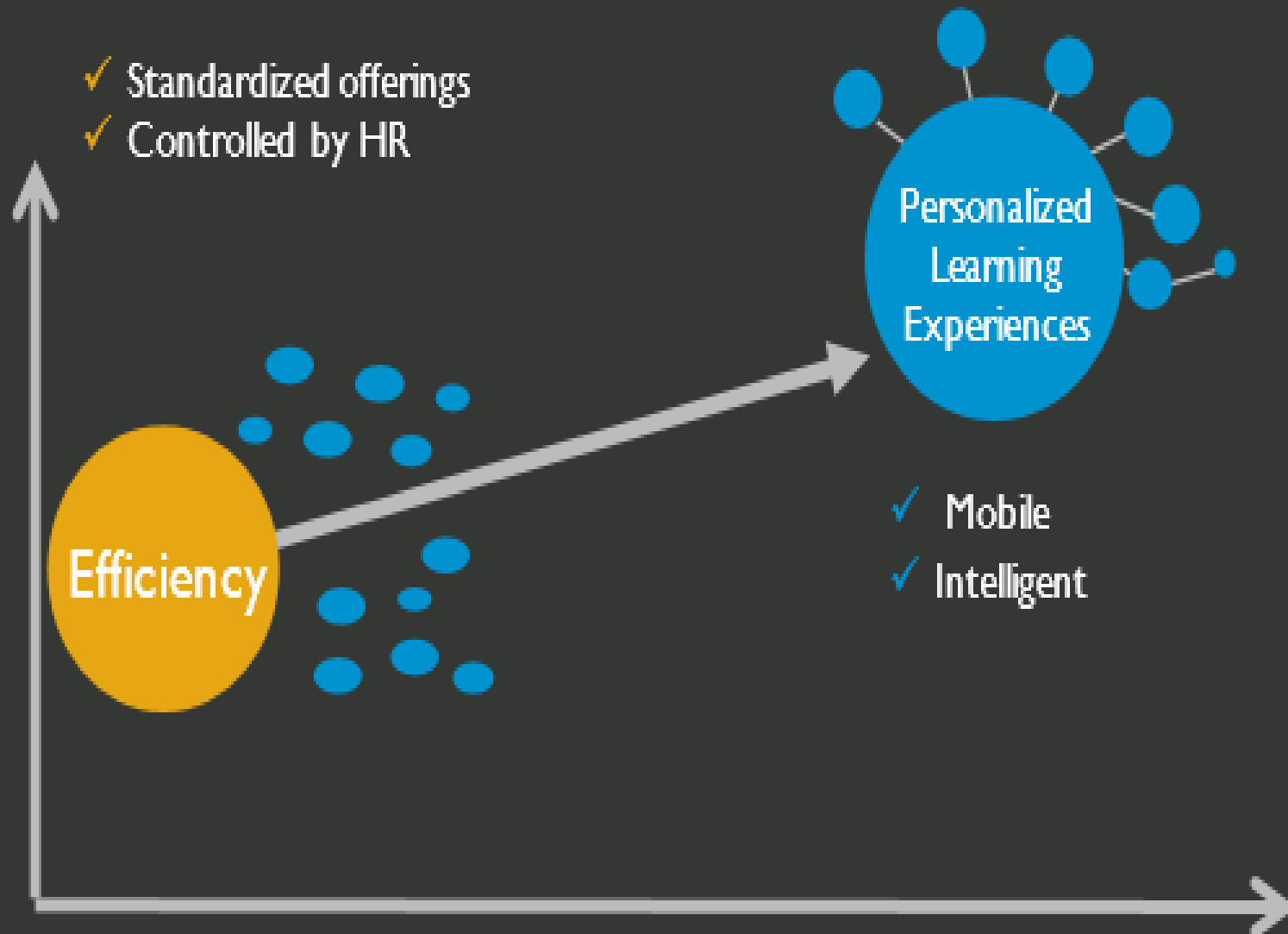
# HOW IS CORPORATE LEARNING EVOLVING?



@KevinMulcahy #ATD #FWPX

FROM: EFFICIENCY

TO: PERSONALIZED EXPERIENCES



# Expected New Skills for Learning Professionals?

## Strategic Skills

- Business Acumen
- Executive Presence
- Design Thinking

## Core Skills

- Data Analytics
- Curation
- Digital
- Change Management & Branding

## Enabling Skills

- App development
- Video Production
- Infographic creation

# Today's Trends: Expect New Job Titles

- Learning Experience Creator
- Learning Product Manager
- Design Thinking Facilitator
- Learning Agile Scrum Master
- Curator





# Today's Trends: Learning Disrupted

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- **The Expected...**

- Investment in Human Capital is on CEO Agenda
- Investment in learning continues to increase
- Technology enables a and disrupts how work gets done
- Digital disruption will continue to impact learning

- **The Unexpected...**

- A Bot may be your next Learning team member
- The human touch becomes more important as learning goes digital
- Ecosystem of learning includes employees and customers
- Some corporate universities spun off as independent learning providers

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# Today's Trends: Key Take Aways

- Micro Learning, self-directed learning
- Adaptive Learning - learning at the moment of need
- Big data, learning analytics
- Cloud technology
- New/industry transferable skill sets
- Evolution of experiences vs. courses
- Content creators to content curators
- Controlled programs vs enabling experiences



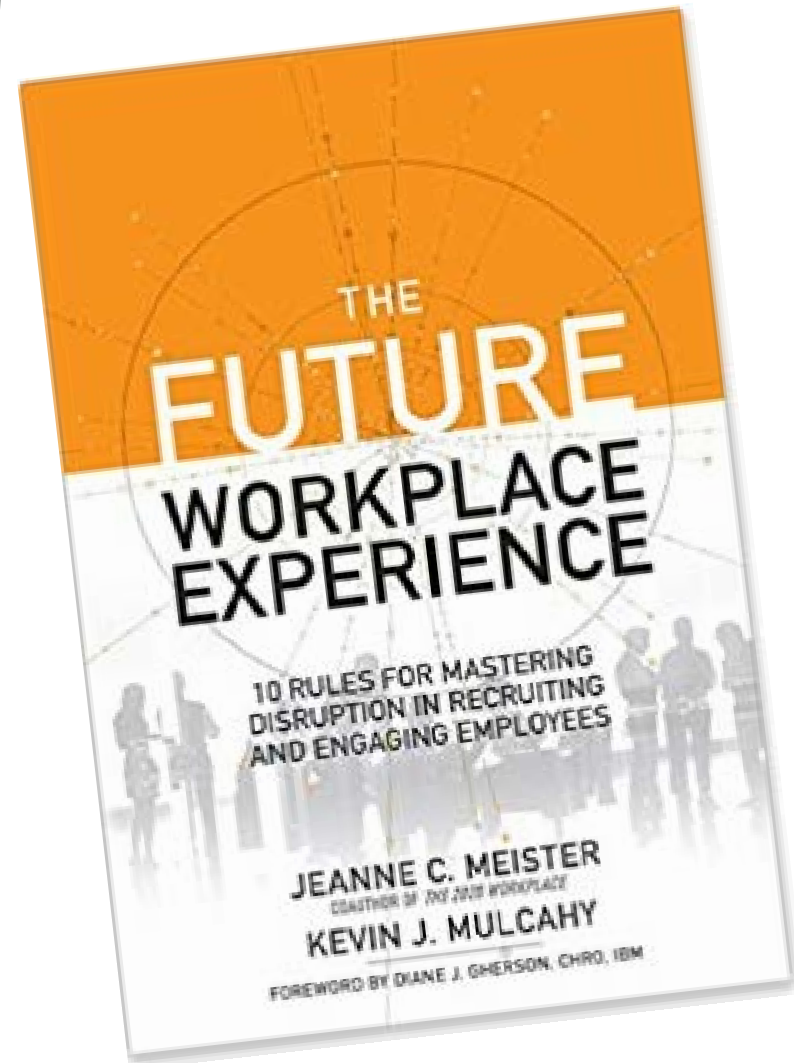
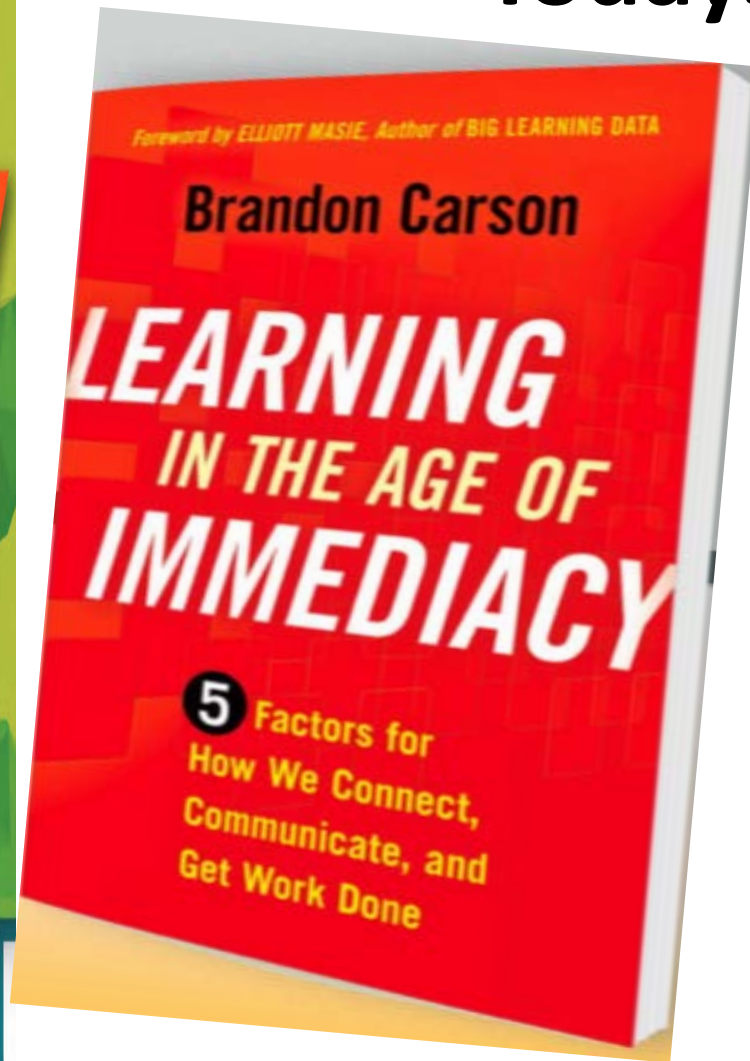
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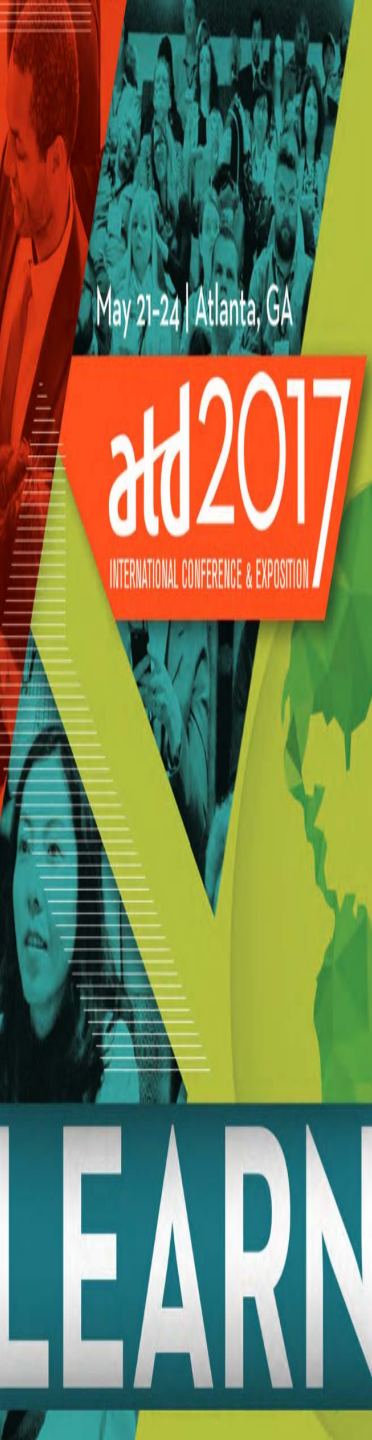
# Today's Trends:

A DRAMATIC change in learning strategies...

“WHEN FACED WITH DIFFICULT QUESTIONS, WHEN PEOPLE EXPECT TO HAVE FUTURE ACCESS TO INFORMATION, THEY HAVE LOWER RATES OF RECALL OF THE INFORMATION ITSELF AND *ENHANCED RECALL INSTEAD FOR WHERE TO ACCESS IT.*”

When learners become proficient with these references – they have a greater capacity for critical thinking skills, creativity & innovation!

-Betsy Sparrow, Columbia University Google Effects on Memory: Cognitive Consequences of Having Information at Our Fingertips





# Today's Trends:

What are potential effects on...

- Leadership
- Career Development
- Learning Technologies
- Learning Measurements and Analytics