Design Document

Business Purpose	The Association for Talent Development (ATD) is an organization that supports Talent Development professionals in building and strengthening their expertise across all domains of talent development. Their vision is "create a world that works better" with their mission to "empower professionals to develop talent in the workplace."
	The organization uses a framework to help its members identify areas that they need to "know and do to develop themselves, others, and their organizations." **ATD's Capability Model is** broken down into Personal Capability, Professional Capability, and Organizational Creativity.
	The organization has commissioned several talent development professionals to create learning that will be available to its members for the furtherment of their professional skills specifically in the realm of Professional Capability.
	This training aims to introduce learners to the concept of coaching in the field of talent development and facilitation and the ways coaching can enhance their career development. Participants will gain an understanding of coaching principles as well as strategies for finding a coach to support their professional growth in training development and facilitation.
Target Audience	Talent development professionals in various entry level positions, or positions that they are transitioning into.
Training Time	30 minutes
Training Recommendation	This training will be an eLearning module to allow working ATD members across the greater Atlanta area access to the learning at a time and place that fits into their professional work-life schedule.
Deliverables	• Storyboard with script for narration/VO • eLearning module developed in Articulate Storyline • Job Aid highlighting key points in course
Learning Objectives	1. Define coaching specific to the role of talent development and facilitation. 2. Explain the benefits of coaching for personal and professional advancement. 3. Determine the 4 key qualities to look for in an effective coach. 4. Identify the 4 methods for finding a coach
Training Outline	❖ Welcome ❖ Introduction: ATD Capability Model ➢ Overview ➢ Developing Professional Capability element ➢ (Focus on) Coaching

	❖ Coaching for Training Development and Facilitation
	   ➢ What is coaching: definition of coaching in the context of Instructional Design.
	   ➢ Difference between coaching, mentoring, and training.
	   ➢ Principles of coaching as a professional practice
	   ➢ Knowledge check
	❖ Benefits of coaching:
	   ➢ Career growth and advancement
	   ➢ Self-awareness, confidence, and performance enhancement
	   ➢ Increase in job satisfaction.
	   ➢ Knowledge check
	❖ What to look for in a coach:
	   ➢ Relevant expertise
	   ➢ Effective Communication Skills
	   ➢ Coaching experience
	   ➢ Goal-oriented approach
	   ➢ Knowledge check
	❖ Methods for finding a coach:
	   ➢ Professional networks
	   ➢ Online coaching platforms
	   ➢ Industry associations
	   ➢ Referrals from mentors or colleagues
	   ➢ Knowledge check
	❖ Final Quiz
	❖ Conclusion

Assessment Plan	❖ Interactive and/or scenario-based Knowledge Checks after each section; feedback given for correct and incorrect answers. No score. ❖ Final Quiz; 10 questions with feedback given after all questions have been submitted. Multiple attempts as needed.