



Association for Talent Development

(Washington, D.C.), May 8, 2014 – The American Society for Training & Development (ASTD), the world’s largest association dedicated to the training and development profession, is changing its name and becoming the Association for Talent Development.

This change recognizes the dynamic growth and influence the broader training and development profession has today and will in the future. The scope and global impact of the field has grown dramatically since the association’s founding and now embraces the breadth and depth of what it means to develop the knowledge, skills, and abilities of others worldwide.

President and CEO Tony Bingham and the Board of Directors made the announcement on May 6, 2014, at a special session during the ASTD 2014 International Conference & Exposition, held at the Walter E. Washington Convention Center.

In his presentation, Bingham spoke about the evolution of the training profession and described the tremendous impact the field has on individual growth and development and organizational performance.

ASTD was founded in 1943 as the American Society of Training Directors. Its purpose has always been to support the education and development of those responsible for training others. Bingham noted that the field of training and development has grown and changed significantly over the past seven decades.

“You know better than most, your work is so much broader than training alone,” Bingham told the crowd. “Those outside of the profession see it too.” He cited the growing references in business to the term “talent development” that describes the breadth of work done by professionals who develop the talent in organizations: their knowledge, skills, and capabilities.

Speaking to the attendees, Bingham noted, “You take the talents and capabilities of others and develop them to their full potential. As a result, organizations can prosper, and the world does indeed work better.

“It is critical to remember that training and development is absolutely at the core of our work. It’s the foundation of the profession. Now is the time for ASTD to align with where the profession has been and where it is going. Your passion for your work paved the way for this journey.”

The transition from ASTD to ATD will take about a year. Association members and customers will see initial changes to the ASTD website which will be co-branded for several months. Bingham said that materials and resources for more than 100 ASTD chapters and international groups are available to help with their own rebranding efforts. He emphasized that the organization is committed to supporting members, customers, and the entire ASTD community through the transition.

“It is a privilege to represent the work of this profession, and we will continue to work with and support you as the impact of this field multiplies,” Bingham said.

A website – www.astdnews.org – has been launched that features a recording of the new brand announcement, as well as other materials that explain the change.

For more information, please email Kristen Fyfe-Mills, kfyfe@astd.org.