

# DIGITAL TRANSFORMATION GUIDE

**START**

## **A CULTURE OF LOVE**

LEARNING  
OWNERSHIP  
VALUE-ADD  
EXCELLENCE

## **MEMBERSHIP EXPERIENCE**

WHAT HAPPENS TO  
AND FOR THE  
MEMBER AT EVERY  
POINT OF CONTACT  
WITH THE CHAPTER?

## **FUN + LEARNING**

FOCUS ON EVENTS  
THAT ARE JUST NOT  
LEARNING DRIVEN,  
BUT ALSO FUN  
INFUSED.

## **DIGITAL CHAPTER**

ATD STORE  
WEBSITE  
WEBINARS  
SOCIAL MEDIA  
VIRTUAL WORKSHOPS  
VLOG/PODCAST

**END**

**#ATDCFL**