

# ISA Membership: Growth. Information. Connections.



 **ISA** The Association of  
Learning Providers  
*Bold Thinking. Smart Growth.*



**"The ISA community is an absolute treasure trove of wisdom, experience, and support. I can honestly say that The Roundtable has flourished as a direct result of the learning and guidance I've gained from this wise and generous group."**

Glain Roberts-McCabe,  
Founder & President,  
The Roundtable

# Industry Leaders Together



ISA is a distinguished group of companies that leads the industry across the learning and development spectrum. All with a common commitment to achieve and exceed business goals. ISA members come together to learn from each other and find out what working and what's not so that clients can reap the benefits. As a participant member of ISA, you're getting access to an unequalled collection of industry-specific experience.

*"Participation in ISA allows me the unique opportunity to benchmark against other leading companies and generate a professional network that spans disciplines, geographies, and business models."*

Tony Jace, CEO, Crisis Prevention Institute

# ISA Helps You Grow

Throughout the year, ISA creates a space for executives to discuss, connect, and learn from their colleagues and experts within the learning industry. Both in person and online, ISA members ask questions, share their knowledge, and engage in rich discussion of growing a business.

Our members form a trustworthy network, inspired by bold thinking and connected by a shared ambition. Success isn't just about the bottom line; it's also about making a powerful contribution to their clients' success.

That's why we value our opportunities to gather together and grow—personally as well as professionally.



***“In ISA, we have learned how to serve our clients better through the wisdom and generosity of peer organizations. Some might call ISA members ‘competition’. I call ISA members ‘my community.’”***

**-Henry Evans, Dynamic Results, LLC**

# Get Inspired to Think Bolder and Grow Smarter

## Business & Personal Growth

ISA offers many ways for members to grow their businesses and people as well as themselves. The Annual Business Retreat and C-Level Forums are top must-attend events with other events offered throughout the year.

## Exclusive Industry Data

ISA is the only place you can get comparative data about business performance in the learning industry. Comprising three core components—financial performance analysis, best practices in business processes, and trends and market responses—the reports are exclusive to ISA member participants.

## Life-Long Connections

ISA is an open community of kindred spirits in the learning and development industry. Not only will you learn from other members, but you will also build meaningful and lasting friendships, which will give you encouragement and support. With ISA you don't have to go it alone!

*"ISA C-Level Forums are invaluable. I find the sessions a unique opportunity for constructive dialog about the types of issues facing our respective organizations. It's a safe, collegial atmosphere. I always take away great insights and build new relationships."*

Howard Farfel, CEO, Talent Smart



# Member Services

## For Growth

ISA is here to help you lead a more profitable business. We do it by delivering business and personal, growth, providing industry data, and making life-long connections.

### **Annual Business Retreat**

This 3-day retreat brings members together for provocative discussions and learning sessions focused on running a business, along with formal and informal opportunities for exchanging ideas.

### **C-Level Forums**

At least 3x a year, ISA members come together in a full-day session to dig deep into self-selected business challenges. Led by experienced group facilitators, small groups exchange insights and potential solutions about their individual issues.

### **ISA CEOs/Presidents/ Owners Meeting**

Each year, just before the Annual Business Retreat, this invitation-only session for business owners, presidents, and CEOs explores challenges and opportunities from the top-level perspective.

### **ISA Like-Size Connections**

One of the most popular sessions from ISA's Annual Business Retreat is now held summer and fall virtually. Share and compare with members that have companies with similar annual revenue. These "idea exchanges" will challenge your perspective about growing your company and help you identify members experiencing a similar situation in real time.

### **ISA Learning Series & Webinars**

ISA webinars keep the learning going all year long. These webinars of the training and talent development industry provide opportunities for timely discussions and remote mini-workshops on specific business needs as they arise. ISA webinars are ideal for other employees in your organization to learn.



# Member Services

## For Industry Data and Connections

ISA is here to help you lead a more profitable business, and we do it by delivering business and personal, growth, providing industry data, and making life-long connections.

### **Research/Benchmarking Best Practices**

ISA commissions an industry-specific Financial Benchmarking Study annually. This member exclusive study is the only one of its kind comparing business performance metrics. A second study is conducted based on member need. "Snapshot" surveys are also conducted throughout the year to track market and industry trends.

### **ISA Newsletters & NewsFlash**

Our periodic e-updates come from the unique point of view of the training and talent development industry and include market information, trend updates, and member news

### **Facilitated Connection**

We make a point of contacting our members on a regular basis, not only to keep abreast of needs and field questions but also to make member-to-member connections to help with specific issues.

### **ISA Membership Directory**

Continually updated, ISA maintains a searchable online membership directory that is accessible to all members.

### **ISA Awards**

Each year, ISA honors leaders who have significantly influenced work in the field of training, learning, and performance consulting. The ISA Awards allow members to celebrate and benefit from the innovative experiences, best practices, and achievements that are making a mark on our industry and contributing to the health and collective expertise of the association.



# ISA-The Association of Learning Providers Value



## Your BUSINESS Will Be Better

- › Timely industry knowledge and practices
- › Insights from thought leaders and seasoned practitioners
- › Crowdsourced and research-backed strategies for greater impact
- › Challenging conversations that drive positive change
- › Proprietary benchmarking and research
- › Collaborative environment to learn from competitors and partners
- › Practices for profitable and sustainable growth

## YOU Will Be Better

- › Vibrant community of kindred spirits, sharing challenges and experiences
- › Trusted mentorship for personal growth
- › Intellectual stimulation to expand knowledge
- › Tailored professional development for business leaders
- › Broadened perspective beyond your everyday bubble
- › Meaningful and lasting friendships
- › Confidence and support in knowing you aren't alone

*Your ISA membership includes a variety of participation options for your top strategic leadership team*



# About ISA

ISA—The Association of Learning Providers, was founded in 1978 by some of the most prestigious CEOs and leaders in the training, learning, and performance industry. ISA remains the only industry association dedicated to the issues and needs of training and performance consulting firms.

Our membership includes more than 60 companies that are contributing to the success of clients around the world. Members learn key business insights, share their collective wisdom, expand their resources, and enhance their results. By creating a safe place for disclosure, the association focuses on developing the business acumen of its members to ensure their continued success for their businesses and their clients.

## Quick Facts

- › Member firms range in size from \$1 million to more than \$200 million in annual revenues.
- › ISA members are typically privately held firms.
- › ISA member firms serve corporations from all industries, including health services, finance/banking, high tech, insurance, transportation, utilities, business services, and the public sector/government.
- › Two-thirds of ISA member firms conduct a portion of their business outside of North America.



# ISA-The Association of Learning Providers

## Board of Directors

ISA is governed by members, for members.



**Jeff Hayes**  
The Myers-  
Briggs Co.  
ISA President



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**Deborah Molique**  
ISA Managing  
Director

**"I have spent years seeking information that would help me lead and grow my business. All that stopped when I joined ISA. I have found more inspiring and practical insights than I ever expected. Every minute I invest in ISA is time well spent."**

Tricia Naddaff,  
President/CEO,  
MRG



**Start Your Journey to  
Increased Business  
Growth with Life-Long  
Connections Today!**

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