

ISA-The Association of Learning Providers

THE WHO WE ARE, WHY, HOW AND WHAT

WHO ARE WE?

Founded in 1978, we are the exclusive association supporting executives in growing their businesses in the talent development industry. Our members, the best in their field, include pioneers and innovators driving industry transformation. With a shared passion for learning, new ideas, and business success, we thrive in the industry we love.

WHY DO WE EXIST?

As ISA-ALP members and their businesses flourish, our influence on customers and society amplifies.

We contribute to the creation of workplaces that prioritize human well-being, equity, diversity, productivity, and vitality.

ISA-ALP serves as an invaluable asset for strategic growth, expertise, innovative ideas, and best practices in the talent development industry. Our members, involved in training, coaching, learning, consulting, and related technologies, rely on ISA-ALP for a competitive edge. *Ultimately, our customers and the global work landscape benefit greatly from the positive impact of ISA-ALP.*

ISA-ALP VALUE PROPOSITIONS:

— Your Business Will Be Better

- Timely industry knowledge and best 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

- Interactive community sharing challenges and experiences.
- Trusted mentorship for personal growth.
- Intellectual stimulation to expand knowledge.
- Tailored professional development for your entire strategic leadership team.
- Broadened perspective beyond your everyday bubble.
- Meaningful and lasting friendships.
- Confidence and support in knowing you're not alone.

— Your Customers and Our World at Work Will Be Better

OUR VALUES

Build on Success

Keep members ahead on crucial issues affecting business health and growth.

Foster Connected Community

Foster a connected community leveraging ISA-ALP's trustworthy network and expertise.

Ignite Innovative Thinking

Encourage diverse perspectives to shape multiple dimensions and ignite industry innovation.

Live Inclusion

Foster an association that allows all people to be seen, heard, understood, respected, and feel part of what we do.

OUR ARTICLES OF ASSOCIATION

ISA-ALP member companies collaborate to grow their businesses and the talent development industry, encompassing training, learning, consulting, and supporting technologies. Our adherence to the following Articles of Association includes:

- Regular participation of company Designate and strategic leadership team in association activities.
- Upholding the good faith of the association by refraining from directly recruiting individuals from member firms.*
- Respecting the copyrights and intellectual property of fellow member firms.
- Avoiding proactive marketing of services to other ISA-ALP members' clients.
- Agreeing to comply with Antitrust Guidelines and Articles of Association as a membership requirement.

* This provision restricts formal recruiting by senior or HR employees of an organization from directly reaching out to individuals at other ISA-ALP member firms with explicit recruitment intentions. It does not apply to accepting applications or outreach resulting from recruitment advertisements, recommendations from non-senior/non-HR employees, or recommendations from vendors or business associates.





ISA- The Association of Learning Providers is the only association devoted exclusively to helping executives in the training, learning, and performance consulting industries grow their businesses.

- Membership in ISA-ALP is open to any organization engaged in the business of training, performance, or talent development.
- A minimum of \$500K, and no maximum, in annual revenues is required of membership applicants.
- All information on this form will be treated confidentially by ISA-ALP.
- All questions must be answered completely for this application to be accepted.
- Completed application and payment must be received to activate membership.
- The application will be reviewed by ISA-ALP. If there are any questions about the information provided, you will be contacted
- By signing the application, your firm is agreeing to follow the current anti-trust policy, bylaws, and other governing documents of ISA-ALP.

Part I - Information About Your Organization

A. Formal Name of Organization and any dba Names: _____

Address: _____

Phone: _____ Secondary # : _____

Website Address: _____ Email: _____

B. Name of individual completing this application: _____

Title: _____ Cell: _____ Email: _____

What is your role/title at the firm? _____

Who is your company's Designate Member? *The Designate Member is the voting member. Please refer to our bylaws for Designate requirements ([Download Bylaws Here](#)).* _____

Supply your assistant contact information that should be included on your communications: Name: _____

Phone: _____ Cell: _____ Email: _____

C. Please list a minimum of two clients who have used your program(s) or service(s):

We will not contact clients without contacting you first.

Client Business	% of business revenue for past year	Contact Name & Title

D. Date (month/year) firm was established: _____

E. If you were a member of ISA-ALP previously under another name, what name did your firm go by?: _____

F. Date (month/year) your firm became an ISA-ALP member (if applicable): _____

G. Business ownership status: ☐ Privately Owned ☐ Publicly Owned ☐ Private Equity Owned

H. Number of Employees: _____

I. Annual Revenue for past year: \$ _____

(This number is important to determine your membership dues and participation in similar sized company member programming and discussions.)

J. ISA-ALP's greatest resource is networking and shared experience.

By completing this section of the application, ISA-ALP can help connect you with other firms that are similarly focused.

Check up to the top five subjects about which your firm primarily builds its services and/or products.

<input type="checkbox"/> Career Development	<input type="checkbox"/> Employee Recruitment/ Selection/Staffing	<input type="checkbox"/> Presentation Skills
<input type="checkbox"/> Executive Development	<input type="checkbox"/> Problem Solving	<input type="checkbox"/> Process Mapping
<input type="checkbox"/> Change Management	<input type="checkbox"/> Facilitation Skills	<input type="checkbox"/> Project Management
<input type="checkbox"/> Coaching	<input type="checkbox"/> Instructional Systems Design	<input type="checkbox"/> Sales Training
<input type="checkbox"/> Communication Skills	<input type="checkbox"/> Leadership	<input type="checkbox"/> Supervisory Training
<input type="checkbox"/> Computer Literacy/ Basic Computer Skills	<input type="checkbox"/> Management Skills/ Development	<input type="checkbox"/> Teams/Team Building
<input type="checkbox"/> Conflict Management	<input type="checkbox"/> Negotiation Skills	<input type="checkbox"/> Technical Skills Training
<input type="checkbox"/> Creativity	<input type="checkbox"/> New Methods/Procedures	<input type="checkbox"/> Time Management
<input type="checkbox"/> Customer Service/ Client Relations	<input type="checkbox"/> Organizational Change	<input type="checkbox"/> Total Quality Management
<input type="checkbox"/> DE&I	<input type="checkbox"/> Personal Development/Growth	<input type="checkbox"/> E-learning/Technology Platforms
<input type="checkbox"/> Other_____	<input type="checkbox"/> Other_____	<input type="checkbox"/> Other_____

K. ISA-ALP offers programs and services specifically for the senior level staff within an ISA-ALP firm.

To ensure that your staff receive appropriate communications, please list all **executive/strategic/leadership team members** within your firm. *Your highest level team member, usually the Owner/President/CEO, is considered the Designate.*

Your Title	Name	Direct Phone	E-mail	Cell

Part II - Responsibilities of ISA-ALP Member Firms

In order for ISA-ALP to comply with Federal Guidelines, by completing and signing this form you are permitting ISA-ALP to contact the firm and all individuals indicated within the firm about upcoming programs and communications via e-mail, fax, text and phone.

- ☐ Yes, I agree that ISA-ALP can communicate via e-mail, fax, text and phone to the firm's staff regarding ISA-ALP membership, benefits, and programs.
- ☐ I agree that our organization executive strategic team leaders will create ISA-ALP website logins, member profile listings, and sign up for member services (such as member forums) upon membership acceptance.

Media Expectance Clause: Media Release: By participating in or registering for ISA—The Association of Learning Providers (ISA-ALP) programs or activities, I acknowledge and agree that ISA-ALP may videotape, photograph, film, record, quote, or otherwise capture my image, voice, and likeness during such events. I grant ISA-ALP and its sublicensees a perpetual, worldwide, royalty-free license to copyright, edit, publish, broadcast, and otherwise use or disseminate such media, including any portion thereof, for educational, research, marketing, or promotional purposes, in any medium now known or later developed. I understand that I will not receive any compensation or royalties for this use. I release ISA-ALP from all claims related to the use of such media, including but not limited to claims of compensation, libel, false light, invasion of privacy, moral rights, and rights of publicity.

☐ I agree with the above Media Expectance Clause

Personal Data Use Clause: I understand that ISA-ALP may collect and process my personal data for purposes reasonably necessary to administer membership, deliver member benefits, manage events, provide organizational updates, and fulfill other operational or contractual obligations. These uses are considered "legitimate interest" under applicable privacy laws and do not require separate consent.

☐ I agree with the above Personal Data Use Clause

Third-Party Communications Clause: I understand that ISA-ALP will not share my personal data with exhibitors, sponsors, or other third parties for their independent marketing or outreach without my explicit opt-in consent. Any opportunity to receive such communications will be presented separately and is entirely voluntary.

☐ I agree with the above Third-Party Communications Clause

Please include a mission statement for your organization.

1. Annual Financial Benchmarking Survey - ISA-ALP values sharing among member firms. Our Financial Survey is a core business sharing aspect of ISA-ALP membership. All information is handled anonymously and confidentially by a third party research firm. This is the only survey of its kind in the industry. It is understood that membership includes study access but that participation is required to access the results and related programming.

☐ We will make every effort to participate in the annual ISA-ALP Financial Survey.

Who is the main financial strategic leader from your firm? _____

2. Annual Business Retreat -ISA-ALP's Annual Business Retreat (ABR) gives senior leaders a chance to focus on the business rather than working in it! Over the course of three days, educational sessions are offered on such issues as financial performance, product development, customer loyalty, employee hiring and retention, copyright issues and more. Facilitated and intentional networking sessions allow small groups of owners and senior executives to work together, sharing perspectives and solving problems unique to the industry. It is understood that membership includes (one) Designate ABR registration. Additional member attendance require registrations and payments.

Attendance by your firm's Designate and CEO is important.

Who will be attending the Annual Business Retreat (ABR) as your firm's voting Member Designate? _____

Will other strategic leadership members attend the ABR for an additional registration? If yes; who? _____

Part II - Responsibilities of ISA-ALP Member Firms

- 3. C-Level Forums** - ISA-ALP members convene to “dig deep” on self-selected business issues at C-Level Forums. Led by experienced CEO group facilitators, small groups of C-suite leaders explore insights and potential solutions/options about their individual issues. Commitment of time and pre-work is required to participate.

Who will be attending C-Level Forums? _____

4. ISA-ALP Membership Criteria

ISA-ALP Members:

- intend to develop and improve their businesses and are committed to growth;
- have owners/founders/CEOs (or their equivalent) who commit to active involvement in the association;
- create and distribute proprietary products and/or services as a critical strategic factor;
- have a minimum sales income level of \$500,000 in the calendar year prior to the year they apply for ISA-ALP membership;
- provide the majority of their products & services to clients external to their organizations;
- use learning/training/development technologies as a primary intervention.
- participate in ISA-ALP to learn, contribute and add value but not to actively sell to or buy from other ISA-ALP members or their clients.

Have you read the membership criteria and believe your firm meets these criteria?

☐ Yes ☐ No ☐ I would like to discuss the criteria with someone

5. Review the ISA-ALP Bylaws and Anti-Trust Guidelines

ISA-ALP Bylaws

As a condition of membership, all member firms agree to comply with the ISA-ALP Bylaws. Please review the current bylaws prior to submitting this application.

Do you attest that your company will abide by the ISA-ALP bylaws?

☐ Yes ☐ No

Anti-Trust Guidelines

Antitrust laws are intended to preserve competition by, among other things, prohibiting agreements, combinations and conspiracies in restraint of trade. As groups of competitors working together, trade associations are subject to particular antitrust scrutiny. ISA-ALP has a policy of strict compliance with federal and state antitrust laws. ISA-ALP members should avoid discussing certain subjects when they are together – both at formal ISA-ALP meetings and in informal contacts with other industry members – and should otherwise adhere strictly to the guidelines that follow.

ISA-ALP members should always avoid conduct which would violate the antitrust laws in the ordinary course of business, such as:

- *Price-Fixing, Bid-Rigging and Resale Price Maintenance*, which are *per se* illegal;
- *Group Boycotts*, which also are generally *per se* illegal;
- *Tying and Reciprocity*, or the sale of one service or commodity on the condition that the customer also must buy some other service or commodity from the seller, which may be illegal under certain circumstances;
- *Exclusive Dealing Agreements*, which provide that a buyer will purchase its full requirements from a single seller or that a seller will commit its output to a single buyer, also may be illegal under certain circumstances;
- *Price Discrimination*, which is often illegal under the Robinson-Patman Act;
- *Monopolization and Attempts to Monopolize*; and
- *Unfair Methods of Competition*.

Have you read the Anti-Trust Guidelines and believe your firm will honor these criteria?

☐ Yes ☐ No

7. 2026 MEMBERSHIP FEE DUES:

The 12-month membership is for the company and includes your strategic leadership team's participation in member benefits at no additional charge. Your annual dues include (1) Designate registration fee to our Annual Business Retreat (registration required; all other attending team members must submit separate registrations and pay an additional registration fee). *No mid-year dues or ABR non-attendance refunds and/or cancellations. Your past year revenue totals determine your membership due rate and member benefits participation groupings.*

2026 Revenue Tiers	2026 Rates
\$500k—\$1.999M	\$6,295
\$2M—\$4.999M	\$9,450
\$5M—9.999M	\$9,925
\$10M—\$49.999M	\$10,250
\$50.0M+	\$11,250

What revenue tier applies to your firm? Please select only one option:

☐ \$6,295 ☐ \$9,450 ☐ \$9,925 ☐ \$10,250 ☐ \$11,250

Membership dues are a cash paid price and are payable via check, credit card, or ACH. For international members only: we accept wire transfers. A late fee of 1.5% of the outstanding invoice balance will apply to any unpaid balance 15 days after the due date. Please reach out to Hillary Stephens, ISA-ALP Office Manager, for more information, at hillary@isaconnection.org.

☐ I have read and understand ISA-ALP's late payment policy ([Read ISA-ALP late policy here](#)).

What is your preferred payment method?

☐ MasterCard ☐ Visa ☐ American Express ☐ ACH/E-Check/Wire ☐ Mailed Company Check

What is your preferred payment option? Please select only one option:

☐ Our firm chooses to pay in full via the payment method selected above. We understand any applicable merchant processing fees will be added to our invoice for payments made via credit card or ACH.

☐ Our firm chooses to pay via the courtesy 3 installment option via the payment method selected above. We understand an installment fee of \$100, plus any applicable merchant processing fees, will be added to each invoice and that installments are billed as follows: 50% of dues at application approval, 25% of dues at 90 days, 25% of dues at 180 days.

Who is your lead accounting contact for processing communications and invoicing besides the Designate?

Contact Name: _____ Email: _____ Phone: _____

By signing below, you authorize all required annual payments based on supplied choices above and agree to support and uphold the Vision, Mission, Imperatives, Values and Articles of Association expressed throughout this application.

Designate's Name: _____ Title: _____

Designate's Signature: _____

Date: _____

**Please email this completed application to hillary@isaconnection.org.
You can mail company check payments, separately, to our corporate address:**



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