

Learn St. Louis 2017

Learning & Development Olympics

Session Descriptions

Keynote Presentation

Zach Schaefer, Spark the Discussion™



Talent Development is a Marathon Relay, Not a Sprint

In the T&D field, everyone wants to develop talent, contribute to their companies, and be a member of a winning team. The challenge is that we all approach talent development from our individual strengths, knowledge, and experiences and have difficulty thinking through talent problems from a more collaborative perspective. We treat talent development like a sprint rather than a marathon. That's a good first step the most useful perspective is to view talent development as a marathon relay race. This keynote will discuss why talent development is

a team sport and its success depends on the combined strengths of a variety of talent disciplines and professionals. Dr. Z will highlight three reasons why companies drop the talent baton and what talent magnets (successful companies) use to anchor their "marathon relay teams."

Dr. Zach Schaefer works with companies to build high performing teams by providing Data Driven Talent™ solutions and helping leaders connect human strategy to business strategy. As a thought leader in workplace communication, Dr. Z's commentary has been featured in the Harvard Business Review, CNBC, and Fast Company. He works only with the best and brightest, including Fortune 500 companies like Edward Jones, Ameren, Express Scripts, and Centene, as well as mission driven organizations like the St. Louis Police Department, The Apartment Community at the Lady of our Snows Shrine, and the Auxiliary Coast Guard.

He is author of the book American Creativity, as well as articles published in a variety of academic and professional outlets. He developed a mobile app called the ClashCoach™, earned a Ph.D. from Texas A&M University, is a Certified Mediator, and is a Certified Partner with the Predictive Index® global workforce assessment company.

Dr. Z is a (nearly) tenured Assistant Professor at Southern Illinois University Edwardsville in the department of Applied Communication Studies. He's the Vice President of People (Human Resources) for The Post Sportsbar & Grill in St. Louis, which currently has 2 locations. Dr. Z is co-founder of Distilled Expertise, LLC, a one-of-a-kind professional development company providing corporate training events called "Whisky & Wisdom Tastings." He is a co-founder of the 501(c)(3) Stop The Divide, a non-profit organization dedicated to ending cancer through communication. He's a former board member for the Association of Missouri Mediators and the U.S. Army St. Louis Community Advisory Board. He is also a big brother in the Big Brother Big Sister program for just shy of a decade. Dr. Z is a father to two wonderful kids, husband to a beautiful, patient, and brilliant wife. He's addicted to high adrenaline activities, loves strong conversations and coffee, and hates sleep.

Morning Breakout Sessions



How to Deliver Excellent Keynote or Training through Connecting with Your Message, Your Audience and, Yourself

Presenter: J.D. Frailey, Speaker and Consultant, FranklinCovey

Learn and practice key preparation, design, and delivery skills to grab and keep your audience's attention for greater energy, retention, and application.

Speaker and Consultant J. D. Frailey works effectively with clients from the front line to the CEO, helping them focus and execute on their highest priorities. He is passionate about sharing life-changing principles and practices that produce long-term results. His background includes nearly 20 years as a sales and marketing innovator for AT&T. In addition he served as Director of their Accelerated Leadership Development Program in Oklahoma. J.D.'s client base includes manufacturing, retail, sales and marketing, transportation, technology, legal, energy, and professional services firms. He has also been successful in working with government at the federal, state, and local levels as well as many branches of the military.

J.D. holds a B.A. in Economics from Oklahoma State University and has completed graduate work in both creative writing and organizational development. He is the co-author of the book, *In the Spirit of Service*, and has completed a 26.2 miles marathon in all 50 states. **Words to live by:** "I slept, and dreamt that life was joy. I woke and saw that life was duty. I acted, and behold: duty was joy!" Rabindranath Tagore



Engaging eLearners

Presenter: Diana Myers, Senior Instructional Designer and eLearning Developer at RGA

There's a big, white elephant in the room, and it goes by several different names: Content Dump, Just Tell Them Everything, It's ALL Important, etc. No matter what you call it, one-size-fits-all eLearning that disregards the learners' experience isn't interesting to take, and it isn't fun to make. While learners may never leap for joy when they receive an email that a new course has been assigned to them, it doesn't

take a huge budget, a generous development timeline or a large team of senior designers to make eLearning that's engaging and interesting.

In this session we'll discuss a variety of practical techniques you can use to make courses more engaging, even if you only have the time, tools and resources to develop a straightforward, click-through course. For those designers and developers with the resources to create interactive eLearning, we'll also discuss several ways to make those interactions meaningful to learners.

Diana Myers is a Senior Instructional Designer and eLearning Developer at RGA Reinsurance Group of America, Inc. After a brief stint in merchandising, she found her true calling in training and instructional design, and for more than 20 years Diana has developed course on everything from software to soft

skills. As an eLearning designer, she focuses on adult learning principles as she strives to create courses that respect the learners' experience.

Diana is the co-chair of the St. Louis Articulate Storyline Special Interest Group (SIG) and a frequent contributor on Articulate's e-Learning Heroes community. She is a Wisconsin native and a graduate of the University of Wisconsin. When she's not moonlighting as her family's CEO, you'll find her pursuing her love of photography or watching her beloved Badgers and Packers.

CPLP & ATD Master Certificates - What are they and why do I need them?

**Panel: Featuring - Sharon Wingron CPLP, Master Trainer for ATD Certificate Programs
ATDSTL CPLP Board Members: Danielle Buscher, Brent Clark, Anthony Palazzolo**

Do you need to accentuate your career? This interactive panel discussion will help you navigate through the ATD Certificate program's costs, timeline, and testing requirements. The panel will share their personal experiences and answer questions.



Sharon Wingron



Danielle Buscher



Brent Clark



Anthony Palazzolo

Sharon Wingron is a Power Member and a Past President of the St. Louis Chapter. Sharon was one of the first 250 professionals to earn the CPLP. She is a Master Trainer for ATD certificate programs, a past member of the ATD International Board of Directors and a Past Chair of the National Advisors to Chapters (NAC). Sharon is President, Leadership Consultant at Develop PEOPLE (dba Wings of Success LLC). Sharon holds an MBA from Southern Illinois University – Edwardsville and a B.S. in Engineering Management, with a Psychology minor, from the University of Missouri – Rolla. She is an adjunct professor for Washington University in St. Louis and a contributing author to *Rising to the Top: A Guide for Success*.

Danielle Buscher is a CPLP, Power Member and Vice President of Communications for ATD St. Louis Chapter. Danielle is a learning and development professional in the credit union industry with 8 years of experience. As the learning and development manager for West Community Credit Union, Danielle is responsible for designing and delivering a variety of learning programs. She is a certified professional of learning and performance and holds a MS in Human Resources and Organizational Development from the University of Louisville.

Brent Clark is a CPLP, Power Member and Vice President of Finance for ATD St. Louis Chapter. Brent is the Sr. Training Manager at Bullhorn. Previously, he was National Training Manager at First Guarantee Mortgage Corporation (FGMC), where he provided chief oversight for retail training, including building and implementing new hire, sales, customer service, and product training. In 2015, FGMC recognized him as the Retail Division MVP. Prior to his time at FGMC, Brent served in a variety of capacities at JPMorgan Chase & Co. for 11 years, most recently as Illinois/Wisconsin Area Training Manager. He is a Certified Professional in Learning Performance (CPLP) and a Project Management Professional (PMP). Brent has a Bachelor of Arts in Political Science with minors in Business and Economics from Valparaiso University.

Anthony Palazzolo is a CPLP, Power Member and Vice President of Community Engagement for ATD St. Louis Chapter. Anthony is a Business Process and Training Analyst with Moneta Group. Anthony is responsible for new employee, business process and system training at Moneta Group.

Afternoon Breakout Sessions



Using the Kirkpatrick Model to Evaluate Training

Presenter: Hannah Brenner, Client Success Consultant at BizLibrary

As training professionals, one of the key components of our job is to evaluate the training that takes place. Evaluation should, at all times, be top of mind; it allows for us to constantly improve programs and prove, with data, the value we bring to our organizations. So how do you do this effectively?

In this session, we are going to discuss the levels of evaluation using the book [Kirkpatrick's Four Levels of Training Evaluation](#) as our guide. This session will cover: aligning training to company strategy, identifying critical behaviors and milestones to track progress, developing tools to measure results, and finally, reporting to stakeholders. By the end of the session, you will have the knowledge and tools necessary to develop and implement a simple, yet robust evaluation and accountability package.

Hannah Brenner is a Client Success Consultant at BizLibrary. In her role, she discusses training strategies and works with clients to constantly improve their training program, seeing a positive return on investment. Prior to BizLibrary, Hannah was a classroom teacher for four years before transitioning to work in curriculum development, human resources, and L&D. She holds a BA in Media and Communication from Butler University and a MA in Executive Leadership from Gardner-Webb University.



Breakthrough Organizational Development Techniques Using the Latest Technology

Presenter: Doug Devitre CSP, Senior Vice President of Marketing for VoiceXP

Times have changed in that technology is pushing trainers, facilitators, and coaches to adapt their existing skill in order to accelerate the rate from learning into action. In this session we will tear apart the organizational development function and rebuild it with the latest tools, skill transfer techniques, and tips for how to better align with other departments to keep up with the rapid speed of change. We will closely examine key performance indicators that measure the impact of strategic objectives, tactical operations, and the quality of relationship that fuel day to day activities. At the end, our goal is to have your entire organization smarter, faster, and as precise as Amazon Alexa.

*Organizations bring in **Doug Devitre** when they want to dramatically improve marketing, productivity, and sales performance with the latest technology. He is changing the way consultants consult, coaches coach, and trainers train professionals with his creative approach to using technology focused on business outcomes. The University of Missouri-Columbia Business School Entrepreneur of the Year, National Association of Realtors Business Specialties Hall of Fame Educator, and Certified Speaking Professional of the National Speakers Association brings a power-packed, innovative punch to managing organizational change outlined in his latest book *Screen to Screen Selling: How to Increase Sales, Productivity, and the Customer Experience With the Latest Technology* published by McGraw Hill October 2015, now translated in Japanese. *Kampai!**



Coaching + Feedback + Mentoring = an Ideal Partnership to Drive Results

Presenter: Katie Lane, VP of Training Delivery at Dale Carnegie St. Louis

Providing support and advice to help an individual recognize ways in which they can improve their effectiveness and performance is truly our responsibility as a leader. Coaching has traditionally been employed to help a poor or struggling performer improve. Now it is recognized as a solid methodology for encouraging strong performers to grow and improve even faster. Adding feedback can solidify how effective leaders use coaching to provide direction, instruction, and training to help their team members grow skills and achieve objectives. Once coaching and feedback have cultivated an environment of trust, credibility and respect, we can then look at how mentoring allows us to create a partnership to excel the performance of an organization.

*Using strong communication and leadership skills, **Katie Lane** develops high performers. Katie started at Dale Carnegie in 2008 helping businesses develop strong leadership cultures. She quickly became a certified trainer and expanded her skillset. Now heading the St. Louis delivery team, she is responsible for ensuring high quality training experiences for clients. Her ability to balance rigor, fun, and efficiency are what creates a growing and engaged delivery team in St. Louis.*

Katie started her career with Dale Carnegie. After spending some time in physician recruiting, she was pulled back to Dale Carnegie by her passion for helping others develop themselves. Her passion guides her, and is what drives her success.

ATD St. Louis L&D Olympics Finale



How to Build a Marathon Relay Team that Doesn't Drop the Baton

Keynote Presenter, Dr. Zach Schaefer, Spark the Discussion™

Let's face it, developing people's talent can be challenging, especially if your talent development team isn't practicing their "handoffs." This session will extend the keynote metaphor and give you concrete strategies and tools to begin to build more collaborative talent development teams. You will learn the "handoff checklist" and why this is such a simple and crucial tool. The goal of this breakout session is to give you tangible tools that help you spark opportunities for useful collaboration across talent development disciplines.