



November 15-16
Las Vegas, Nevada

NOVEMBER 14, 2018 | Pre-Conference Learning Opportunity

Leader As Coach Workshop
8:30 am – 4:30 pm
Presented by: Bluepoint Leadership

The Leader As Coach Workshop is praised as one of the most effective coach training programs available today. Every year, thousands of leaders from organizations of all sizes and industries choose this powerful learning program to help them become catalysts for the high performance and career acceleration of their team members. The Leader As Coach course is an engaging, highly-experiential program designed for managers and leaders seeking to significantly increase their personal coaching effectiveness. The curriculum equips participants to become the kind of person from whom others genuinely want to receive coaching, to create relationships in which usually-avoided issues are confronted, and to engage in potent, performance-changing conversations.

Attendees of this one-day workshop will:

- Acquire a proven, immediately-applicable approach to coaching.
- Practice coaching in real-time conversations and receive direct feedback on their personal effectiveness.
- Deepen their understanding of the concepts of appreciation, constructive confrontation and accountability.
- Increase the potency of their conversations by engaging in values-based coaching.
- Learn how to initiate and guide high-quality coaching conversations using The Coaching Power Tools.
- Create an ambitious personal development plan that targets on becoming a distinctly coach-like leader.
- Take away valuable course materials, including a participant Guidebook, Leader as Coach Inventory™ multirater assessment, card deck exercises, and a copy of Gregg Thompson’s acclaimed book The Master Coach.

NOVEMBER 15, 2018

7:00 – 8:00 am	Registration/Breakfast
7:55 – 8:00 am	Welcome Remarks

8:00 – 9:00 am

Opening Keynote
The Time for a Culture Shift Is Now: How to Fix a Broken Culture and Inspire Teams to Achieve Greatness

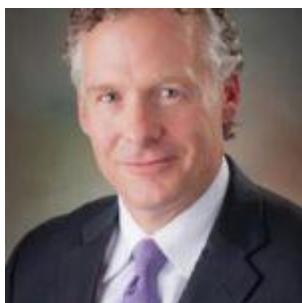


Presented by: Patty McCord, Workplace Innovator, Culture and Leadership Consultant and Former Chief Talent Officer, Netflix

As chief talent officer for Netflix, Patty McCord co-authored the Netflix Culture Deck. Since its creation, the deck has been viewed more than 15 million times, and Sheryl Sandberg calling it perhaps “the most important document ever to come out of Silicon Valley.” Ms. McCord may have moved on from Netflix, but she continues to leave a strong and thought-provoking mark as she coaches and advises companies around the world on culture and leadership. Her new book *Powerful: Building a Culture of Freedom and Responsibility*, which the *Washington Post* named one of the top 11 leadership books to read in 2018, reveals why most companies fail at hiring, motivating, and creating exceptional teams. Her kickoff keynote includes revealing insights that just might change the way you think about how your business should be run. She’ll give you actionable input into how to make the necessary cultural shifts to keep up with changing business needs and to continually motivate and inspire the workforce. And, in today’s #MeToo and #TimesUp era, she’ll touch on ways to identify and work toward fixing a broken culture that could be contributing to negative stereotypes or inequitable practices that can damage a company’s reputation and its people if not put in check.

9:10 – 10:20 am

L&D Hot Topic Power Talks



Workforce L&D’s “Hot Topic Power Talks” are designed to provide insightful and sophisticated commentary on some of the most interesting learning and development issues workplaces are facing for 2018 and beyond.

L&D Game Changers: VR, Microlearning & Other Learning Technologies Have Shaken Training to Its Core – Now What?

9:10 – 9:30 a.m.

Presented by: Terry Patterson, Deloitte Consulting LLP



Right now, there’s a demand to address the digital skills gap, to make the learner experience “consumer-grade,” and to address technical challenges ADDIE poses. What’s happening right now to move the L&D needle to improve the digital skills gap, scrap the one-size-fits-all approach to learning, and design and develop agile, robust L&D-based frameworks? Here’s a clue: It’s all about what we do next with the learning organization itself. This Hot Topic Power Talk will consider new organizational approaches designed to make



learning part of the culture and “disappear” – and yet be everywhere all at once.

Essential Training Audit: 10 Steps to Evaluate Needs, Allocate Investments, and Track ROI

9:35 a.m. – 9:55 a.m.

Presented by: Debbie Richards, Creative Interactive Ideas

Where should you invest your training dollars and why? The needs of each workplace are unique, so it’s important to evaluate your individual situation to discern what you really need and why. This *Hot Topic Power Talk* will teach you fundamental principles to consider when evaluating your training needs that can be applied to any workplace of any size in any industry.

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Strategic Soft Skills to Accelerate Employee Growth and Boost Your Bottom Line: The Overlooked Training That Could Save Your Company Thousands in Lost Productivity

Presented by: Thomas Toth, dWeb Studios, Inc.

10:00 a.m. – 10:20 a.m.

How can you make the case to the C-suite that you need capital investments into learning and development-based initiatives if you can’t give them cold, hard stats supporting your position? Well, you can’t! Senior leadership invariably will want to know what the anticipated, bottom line return on the investment will be before signing off and giving you the buy-in you need to proceed. So, how does one measure the ROI of L&D, especially for things like soft skills? *Hot Topic Power Talk* will discuss ways to measure to return on investment of soft skills in today’s workplace.

10:20 – 10:45 am

Refreshments, Networking & Exhibits Break

10:45 am – 12:00 pm

Stellar Performance Begins with Onboarding Training: How to Develop New Hire Curriculum Assessments



Presented by: Robyn A. Defelice, PhD, Dishing Design and Revolve Solutions LLC

Do your new hires really “get” what you’re teaching them? That’s a fundamental question to ask; otherwise, onboarding is just a “check the box”-type exercise. It’s also important to think about onboarding training in the context of what it can reveal about a new hire’s likely trajectory in terms of future performance. This hands-on workshop will cover how to draft curriculum assessment that help to demonstrate new hires’ comprehension of their job role, and while providing insight into their ability to take initiative to manage their job responsibilities.

12:00 – 1:00 pm

Lunch, Networking & Exhibits

1:00 – 2:15 pm

Empathy Mapping: The Best Approach to Understanding Your Trainee Personas to Customize Your Program Design

Presented by: Kathleen Horton, Navis Learning

An empathy map is a useful tool for evaluating what a targeted persona wants out of the user experience. This session will focus on ways to use empathy mapping to drill down to assess how your L&D-based activities align with the workforce’s needs.

2:15 – 2:40 pm

Refreshments, Networking & Exhibits Break

2:40 – 3:55 pm

Energize Your Mandatory Compliance Training Programs: Innovative Strategies to Motivate Your Employees and Make Your Message Stick

Presented by: Sally Hovis, Navis Learning

You’ve seen the look that employees give when you tell them they must complete a mandatory compliance-based training. But, that gazed-over look of boredom doesn’t have to be the norm. This session will provide real-life examples of how today’s most innovative businesses are making mandatory compliance-based training on harassment, safety, and other fundamental topics fun, engaging, and most importantly, memorable—so employees are well trained to do the right thing. You’ll walk away with many nuggets of useful information you can begin incorporating into your mandatory compliance training-based initiatives that are sure to help move the needle on your workforce’s perception about mandatory on-the-job learning.

4:00 – 5:00 pm

The Latest Strategies for Exceptional Gamification Project Management

Presented by: Debbie Richards, Creative Interactive Ideas, Mark Richards, O2E Brands, and Ankit Shah, Dopamine Agency



The challenges and the timelines you face with respect to your L&D projects and particularly those involving gamification—from serious games to simulations—aren’t necessarily the same. And, there are many variables at play that can significantly impact your outcomes. For instance, choosing the right gamification can be a huge asset to HR and training professionals, but the difficult part is implementing “proper design.” So, it’s very important that you’re prepared with a strategy useful techniques and approaches for managing gamification projects with as much ease as possible. This game show style experience will include an instructional designer, a project manager, and an end client who will discuss the benefits and shortcomings of a gamification project plan that’s revealed to the audience. Then, it’s game on! Each panelist will select from categories and be presented with some true-to-life project challenges. How will they respond? Do they see things the same way? Are there any important insights they each bring to the table that the others may not have yet considered?

This session is designed explore how to successfully manage the roadblocks that could derail L&D projects generally using a gamification example to drive home many key points.

The idea is that you’ll walk away from this discussion with some cool tips for managing:

- Unexpected complexities concerning subject matter complexities
- Conflicting SME priorities
- Seemingly endless feedback loops
- The ongoing challenges of going live amid functionality concerns
- And other variables that could hinder your L&D project development “game”

NOVEMBER 16, 2018

7:00 – 8:00 am

Breakfast & Exhibits

7:15 – 7:30 am

BLR Solution Demo: HR.BLR.com and Training Today

Join BLR’s sales team for a dynamic demonstration showcasing the power of BLR’s resources. You won’t want to miss this high-energy talk where we’ll announce the conference raffle winner. You must be present to win, so we hope you can join us!

7:55 – 8:00 am

Opening Announcements

**8:00 – 9:00
am**

**Sales Training: It's Not About How Much They
Learn But How Much They Use**



Presented by: Michael Leimbach, Ph.D., Wilson Learning Worldwide

Without high-performing sales teams, you don't have much. And, in today's highly competitive sales environment, you need to maximize the impact of your sales training. It is not about how much they *learn* but how much they *use*.

Unfortunately, as much as 85% of traditional sales training never gets applied in the field. We don't need more sales training—we need better sales training focused on getting salespeople to use new skills. This session will focus on how to ensure sales trainers, sales managers, and salespeople get the most from their salesforce development capabilities.

You'll learn:

- Why traditional sales training doesn't work and what to do about it
- A new approach to creating a learning system that results in behavior change on the job
- Best practices in sales coaching and management
- And more!

**9:10 – 10:25
am**

**Developing a Culture of Innovation: How to Build
Employees' Entrepreneurial Spirit so They Own and
Grow Their Skills—and Their Business Contributions**



Presented by Bree Langemo, J.D., The Entrepreneurial Learning Initiative

An entrepreneurial culture can mean the difference between an organization that flourishes and one that stagnates and falls behind. The key to transforming organizational culture and producing the workplace entrepreneurs who will drive innovation is an entrepreneurial mindset. With an entrepreneurial mindset, learning and development professionals can help lead employees to become the active problem solvers, opportunity finders, and adaptable individuals who are empowered to make a greater contribution to their organizations. When employees have an entrepreneurial mindset, their work matters and they are driven by purpose. They begin to take ownership and become self-directed. They see opportunities where others see none and find ways to create value by solving problems. And, they remain curious and seek the knowledge and skills needed to solve those problems.

In this session, you'll learn how to:

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- Redefine entrepreneurship in a way that can be embraced throughout the organization
 - Recognize the fundamental components of an entrepreneurial mindset
 - Cultivate entrepreneurial learning environments that encourage creative and critical thinking, collaboration, and effective problem solving
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**10:25 – 10:40
am**

Refreshments, Networking & Exhibits Break

10:40 – 11:55 am

Roundtable Discussions

Workforce L&D's roundtables are designed to give you the opportunity to engage in meaningful discussions with conference peers and our expert facilitators on some of today's most pressing learning and development-related challenges such as how to refine instructional learning modules, enabling gamification elements to work with your current LMS using badging, customized activities/assessments based on learning histories, developing a robust measurement and reporting strategy for L&D efforts, and capitalizing on smartphone cinema and mobile technology. Ahead of the event, we'll survey attendees on which topics they most want to discuss and then we'll craft an agenda that our expert facilitators will work through with the groups.

**11:55 am – 12:55
pm**

Lunch, Networking, & Exhibits

12:55 – 2:10 pm

Learning Hubs: How to Choose the Right Blended Learning/Modality Framework to Deliver Formalized Learning Opportunities *and* Support Personal Learning Paths



Presented by: Dan Kurber, Duluth Trading Company and Coaching Sherpa

Today's talent craves a combination of learning-based opportunities, and that's where blended learning design comes in. By providing the workforce with personalized training to support their preferred learning paths, in conjunction with formalized on-the-job training, you're better able to meet your end goal of making talent development, a key driver of employee engagement, a priority. This session will teach you how to craft a blended learning campaign that's chock full of learning hubs designed to support your workforce learners.

You'll learn:

The many silos of blended learning—and how to define the learning hub, a learning campaign, individual learning paths, and more

How a learning campaign can be used to address changing learning needs that fill a void that formalized training just can't deliver

Examples of lessons, activities, and resources to include in a blended learning campaign

Best practices for designing formalized learning opportunities with personalized learning paths

Strategies for creating a workplace culture of never-ending learning

**2:10 – 2:35
pm**

Refreshments, Networking & Exhibits Break

(Exhibits Close at 2:35 p.m.)

2:35 – 3:50 pm

The Neuroscience of Engagement: The Latest Science-Backed Strategies for Optimizing Your Training for Adult Learners



Presented by: Edward Hubbard, Ph.D. and Myra Hubbard, Ph.D., Hubbard & Hubbard, Inc. and Donna Volpitta, Ed.D., Center for Resilient Leadership

It's important to recognize key neurological differences that contribute to how adult learners in your workplace are able to receive and process important information you need them to know—and follow. What does the latest research into the adult mind tell us about the optimal conditions for learning?

This session has got you covered, with the latest research on:



- Why what you currently may be doing to teach adult learners is backfiring—and how to correct your mistakes
 - Examples of microlearning that adult learners seem most receptive to
 - How to build a resilient team that makes proactive rather than reactive decisions
 - How to make mindful, intentional leadership choices to encourage independence and accountability
 - And more!
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3:50 pm

Wrap-Up Announcements

[Conference Adjourns]
