

Workforce **L&D**

A L&D Daily Advisor Event

Captivate , Motivate , Educate

November 15-16, 2018 | Las Vegas, NV

REGISTER TODAY

Agenda

Pre-Conference Workforce L&D 2018 — November 14, 2018

Leader as Coach: *Becoming a Catalyst for High Performance and Accelerated Talent Development*

Increasingly organizations are recognizing that coaching and talent development is a mission-critical competency that should not be limited to a select group of leaders but rather shared across the organization. This is your opportunity to become a catalyst for high performance and career acceleration for your team members and throughout your organization!

This engaging, highly experiential course is designed for managers, leaders, and influencers who understand the necessity of superior coaching in today's business ecosystem where leadership development has become everyone's responsibility. The curriculum equips participants with immediately-usable skills they can use to cultivate collaborative talent development partnerships; engage in potent, performance-enhancing conversations; and create extraordinary engagement, alignment, productivity and innovation in their teams.

When you attend this action-packed workshop, you will:

- Be introduced to a proven, very practical coaching model that can be effectively used throughout your teams and organization.
- Learn how to initiate and guide high-quality coaching conversations using Bluepoint's Coaching Power Tools.
- Participate in real-life exercises that will allow you to hone your conversational coaching skills and receive direct feedback on your personal effectiveness.
- Understand how to apply the concepts of appreciation, constructive confrontation and accountability to your own leadership practices.
- Create your own professional development plan that will map out your leadership trajectory and set ambitious but achievable goals.
- Take away valuable course materials, tools, and a copy of Gregg Thompson's popular book, *The Master Coach*.

This training will help you achieve the following organizational outcomes:

- Increase managerial capability to lead and drive change through coaching.

- Encourage greater levels of engagement and personal accountability.
- Build a consistent approach to coaching and improve performance throughout the organization.

Day 1 — November 15, 2018

Registration/Breakfast

7:00 a.m. – 8:00 a.m.

Welcome Remarks

7:55 a.m. – 8:00 a.m.

Opening Keynote

The Future of Work Today—Insights from the New World of Work

8:00 a.m. – 9:00 a.m.

Presented by: Seth Mattison, Luminate Labs

We are entering the greatest period of business transformation the world has ever known. The constant state of disruption we are experiencing mandates a bold new approach to leadership. We're kicking things off with an inspiring talk designed to help leaders prepare to navigate a new business landscape where the pace of change is elevating and collaboration is the key ingredient to unleashing the innovation required to compete and win. Supported by cutting-edge research and category leading case studies Luminate Labs' Co-Founder and Chief Movement Officer Seth Mattison will prepare you with what's going to be required to compete and thrive in tomorrow's business world.

You'll gain:

- Deep insights into what's coming next in the new world of work for leaders at all levels
- Unique perspectives on the macro drivers of change and a deep understanding of how employees' attitudes and behaviors are evolving
- A new framework to see beyond the fads and more clearly understand the trends certain to impact the business landscape over the coming decade within learning and development and beyond
- And much more!

L&D Hot Topic Power Talks

9:10 a.m. – 10:20 a.m.

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 a.m. – 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.

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

10:00 a.m. – 10:20 a.m.

Presented by: Thomas Toth, dWeb Studios, Inc.

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.

Refreshments, Networking & Exhibits Break

10:20 a.m. – 10:45 a.m. (*Exhibits open at 10:20 a.m.*)

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

10:45 a.m. – 12:00 p.m.

Presented by: Francis J. Powers, MBA, MSIT

This hands-on session will walk you through how to develop an appropriate assessment plan for your organizations new hire training (onboarding) curriculum. You'll learn winning strategies through shared best practices for how to lay the groundwork, step by step.

Lunch, Networking & Exhibits

12:00 p.m. – 1:00 p.m.

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

1:00 p.m. - 2:15 p.m.

Presented by: Kathleen Horton, Navis Learning, a BLR® Brand

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.

Refreshments, Networking & Exhibits Break

2:15 p.m. – 2:40 p.m.

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

2:40 p.m. – 3:55 p.m.

Presented by: Sally Hovis, Simplify Compliance

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 to make 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.

The Latest Strategies for Exceptional Gamification Project Management

4:00 p.m. – 5:00 p.m.

Presented by: Debbie Richards, Creative Interactive Ideas 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 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 among instructional designers, project managers, and end users
- 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”

Networking Reception

5:00 p.m.

Exhibits Close for Day 1

6:00 p.m.

Day 2 — November 16, 2018

Breakfast & Exhibits

7:00 a.m. – 8:00 a.m.

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

7:15 a.m. – 7:30 a.m.

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!

Opening Announcements

7:55 a.m. – 8:00 a.m.

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

8:00 a.m. – 9:00 a.m.

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!

Making the Shift: Developing the Leader of the Future, Today!

9:10 a.m. – 11:55 a.m. (Refreshments, Networking & Exhibits Break from 10:25 a.m. - 10:40 a.m.)

Presented by: Gregg Thompson, Bluepoint Leadership Development, a Simplify Compliance Company

Are your learning and development programs mired in the past or designed to equip your organization's leaders to effectively deal the challenges and opportunities they will face tomorrow? When it comes time for those destined for senior leadership to assume their roles, will they be ready? Will your best and brightest join your biggest competitor because they are known for their exceptional leadership development programs? During this insightful and highly interactive session, you'll examine your most closely held beliefs and assumptions about leadership development, be introduced to the key parameters involved in designing extraordinary leadership development programs and be introduced to the critical competencies needed by the next generation of organization leaders. Additionally, as you plan to prepare your leaders for the future, you'll learn:

- How the concepts of passion and purpose form the foundation for all leadership learning

- Practical exercises and techniques to help future leaders strengthen their ability to readily connect with others and engage in coach-like conversations
- How designers can incorporate, into their learning programs, the creativity and innovation expected of participants

Lunch

11:55 a.m. – 12:55 p.m.

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

12:55 p.m. – 2:10 p.m.

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

Refreshments, Networking & Exhibits Break

2:10 p.m. – 2:35 p.m. (*Exhibits Close at 2:35 p.m.*)

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

2:35 p.m. – 3:50 p.m.

Presented by: Edward Hubbard, Ph.D. and Myra Hubbard, Ph.D., Hubbard & Hubbard, Inc.

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
- Challenges L&D professionals should be prepared to address

- Applying neuroscience research and strategies to maximize adult mobile learning initiatives
- Examples of microlearning-based training that adult learners seem most receptive to
- Designing training to impact diversity in learning styles
- How to develop learning and development programs that resonate with multiple generations of your workforce
- Applying neuroscience research and strategies to maximize adult mobile learning initiatives
- And more!

Wrap-Up Announcements

3:50 p.m.