
OVERVIEW:

In today’s fast-paced workplace—where schedules are packed, and attention spans are short—it’s imperative that organizations—regardless of size—develop training programs that will align with shifting workforce dynamics and leverage the latest science-backed tactics. But budget and bandwidth can be barriers to implementation. Consider that 84 percent of companies create training materials in house, according to BLR’s 2018 Learning & Development Trends Report. And many organizations lack the resources to have a dedicated team of instructional designers and learning specialists on hand to optimize training efforts. So, what can you do to position your learning and development program—and, in turn, your company—for success?

At Workforce L&D 2019, you’ll learn from the nation’s top learning and development professionals on how to build superior training and professional development programs that support business growth, innovation, and workforce retention. The 2019 agenda features cutting-edge strategies for creating, implementing and managing your L&D initiatives so you are sure to see a more productive and attrition-proof workforce, fewer costly incidents caused by inadequate training, and a healthier bottom line.

When you attend this leading event, you will learn how to:

- Develop a world-class onboarding process that increases new hires’ likelihood of success throughout the first year of employment
- Identify and apply the latest digital and mobile technologies to your eLearning solutions
- Evaluate learning style inventories and apply scenario-based learning so you can discern how to present and deliver training to your workforce of adult learners
- Train supervisors and managers to resolve day-to-day conflicts, potentially violent outbursts, and otherwise damaging and negative behaviors in a constructive and proactive way that doesn’t spark legal liability for your organization
- Use L&D initiatives to foster organizational agility and to break down pesky silos that stand in the way of true collaboration, innovation, and better business results
- Employ empathy, ideation, and personalization to develop trainings rich in human-centered design
- Measure the success of established mentoring frameworks
- And much, much more!

Who Should Attend?

- Learning specialists
• HR managers/directors
• Trainer managers
• Learning and development managers
• Training directors

Pre-Conference Workshop (includes two 15-minute and one 1-hour lunch break)

Continental Breakfast/Preconference Registration
7:30-8:30 a.m.

(Full day) **Leader as Coach: Leadership Development Training**
8:30 a.m. – 4:30 p.m. (**lunch on your own from Noon–1:00 p.m.**)
*Presented by: Gregg Thompson, Bluepoint Leadership Development*

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*

**Day 1 Main Conference, 11/14/19**

Registration & Breakfast
7:00 a.m. to 7:55 a.m.

Welcome Remarks
7:55 a.m. to 8:00 a.m.

**What if Everything You Know about Personality Styles Training Is Wrong?**
8:00 a.m. to 9:00 a.m.
*Presented by Merrick Rosenberg, CEO & Cofounder, Take Flight Learning*

The DISC profile is one the most commonly used assessment tools in corporations around the world. And yet, while people find it interesting, if there is one thing that people like to learn about, it is themselves – awareness does not often translate into sustained behavioral change. It’s time to rethink how we teach the styles in the workplace, and this highly interactive and engaging kickoff session will reveal how to:
• Seize the opportunity to introduce or reintroduce DISC training to your organization
• Turn classroom-based DISC training into a fun and engaging experience
• Transform DISC training into a process not an event by reinforcing the learning throughout the year
• Refocus DISC training from awareness to results
• Repackage the styles to shift from empty letters to metaphoric symbols
• Revitalize training to involve the participants
• Reallocate time from profiles and graphs to skills and application
• Rebrand the message to shift from learning about letters to learning skills and applying principles

Learning Trends Talks
9:05 a.m. – 10:25 a.m.

LXP vs. LMS: Are You Ready to Evolve Your eLearning?
9:05 a.m. – 9:25 a.m.
Presented by: Bryan Naas, Lessonly

Learning experience platforms (LXPs) are gaining popularity in the corporate learning space. But, in what ways are they poised to enhance or replace today’s learning management systems (LMSs)? Our Workforce L&D Trends Talks segment kicks off by examining the benefits and optimal use cases for LXPs to compliment or, in some cases, replace LMS.

Cyber Security Training Schedules and Delivery Methods
9:30 a.m. – 9:45 a.m.
Presented by: Daniel Nelson, Esq., C|EH, CIPP/US, Armstrong Teasdale LLP

How often should you train the workforce on what they can do to mitigate or altogether prevent cybersecurity risks? Does your workplace culture foster or hinder your efforts to keep sensitive and confidential data safe and secure—and how can you tell? What are the most effective training methods for thwart cybersecurity risks right now? And, what “bad behaviors” is your workforce engaging in that could be putting your company at grave risk for a cybersecurity attack? This talk will answer these questions and more.

‘Selling’ Training as an Employee Benefit to Boost Recruiting and Retention
9:50 a.m. – 10:05 a.m.
Presented by: Jennifer Martinez, Consult HR Partners, LLC

Professional development opportunities position employees to contribute to your underlying mission in more meaningful ways, and they can be a tremendous asset in fostering a healthy recruiting and retention strategy. This talk will reveal how to develop and communicate a strong message through which current and potential employees will better understand and truly appreciate the overall benefit your training-related programs can provide for them.

5 Real-Life Examples of How L&D Can Be Used to Support Organizational Agility
10:10 am. – 10:25 a.m.
Presented by: Chelsea Brookes, Simplify Training, a Simplify Compliance brand

The organizational structures of yesteryear focused on who does what. That is, each team had a mission and it was up to L&D to determine which functions employees needed to be trained on and then to build training to assist them in meeting those goals. But, nowadays, it’s a different story: Organizational charts are, in some cases, going way, and business priorities are shifting,
often a few times a year. Also, with the rise of gig and contingent employment, real-time developments in talent and performance management require real-time L&D responsiveness. But, how can you ensure that your L&D efforts provide the necessary resources to develop skills when they’re needed? And, how can you use your L&D to help measure performance? This Trends Talk will provide real-life success stories of L&D agility to demonstrate how training can appropriately support talent management in today’s everchanging business world.

**Networking, Refreshments & Exhibit Break**
10:25 a.m. – 10:45 a.m.

**Onboarding: Building an Employee Experience Designed to Train, Engage, and Retain Straight Out of the Hiring Gate**
10:45 a.m. – 12:00 p.m.
*Presented by: Tess Fyalka, O’Shea Builders*

A quarter of new hires leave within the first 90 days of employment. That’s a hard fact to accept since the cost to recruit, hire, and train that a new hire’s replacement can cost as much as nine months of that workers’ salary. Onboarding is one of the most important touchpoints in your training arsenal because it presents immense opportunities not only to train new talent on policies and procedures, integrate them into your workplace culture, help them build key relationships, and establish a foundation for them to grow as a productive and valued member of your talent team straight out of the hiring gate. To nail employee engagement and achieve healthy retention rates (not to mention customer retention)—it’s critical to invest in your onboarding experience, and this session will show you how to:

- Foster learning from day 1 and provide newly hired workers with a customized onboarding experience that will integrate them into your culture and ensure they are living your brand
- Determine which training programs will set the new team member up for success and create pathways to proficiency
- Strengthen new hires’ productivity, collaboration, job satisfaction, and overall performance and engagement well beyond their probationary period

**Networking Lunch (Provided) & Exhibits**
12:00 p.m. – 1:00 p.m.

**Management Training to Foster Civility and Respect—and Banish Cultural Negativity**
1:00 p.m. – 2:15 p.m.

This session will provide a framework for training your supervisors and managers to address negatively, incivility, and disrespect in a way that reaps favorable cultural results. You’ll learn what frontline managers should do to manage their teams, so they can resolve day-to-day conflicts, potentially violent outbursts, and otherwise damaging and negative behaviors in a constructive and proactive way. You’ll gain a comprehensive roadmap for delivering preventative training so managers are well poised to address conflicts and incivility before they snowball out of control. And, you’ll learn how to train supervisors and managers on what to be on the lookout for in cases where employees arguments, rants, violent outbursts, or otherwise disruptive behaviors should be escalated to HR, so you can avoid claims stemming from alleged harassment, bullying, or workplace violence.

**Networking, Refreshments & Exhibit Break**
2:15 p.m. – 2:30 p.m.
Learning Style Inventories: A Leading Strategy to Discern Your Adult Learners’ Preferences
2:30 – 3:45 p.m.
Presented by: Edward Hubbard, Ph.D., Myra Hubbard, Ph.D., Hubbard & Hubbard, Inc.

Learning style inventories are designed to help figure out the type of learning style to which a particular learner best responds. Once you crack the learning-style code, you'll be in a far better position to design instruction based on that given learning style, which, in turn, will enhance the corporate learning process in general. This session will explore various types of learning style inventories (LSIs), including Kolb’s LSI and other relevant LSIs, to provide you with a roadmap so you can develop learning frameworks best suited for your workforce’s learning preferences.

How to Create Innovative Learning Journeys that Stick
4:00 p.m. – 5:00 p.m.
Presented by: Sharon Lucas, CDT3 Training

One-time events for training and off-the-shelf approaches are not working! Discover how to create a customized learning journey that addresses real-world situations and increases retention of knowledge and skill sets and learn how to use different methodologies for engagement during this session that will teach you how to:

- Use the provided learning journey process with your own internal or external clients
- Explore methodologies to convert a learning event into a learning journey to gain real-world application
- Uncover ways to involve managers of participants, the actual participants, and colleagues as part of the learning process
- Apply the critical components of a successful learning journey
- Strategically involve participants and managers to maximize results
- Establish a solid learning journey process that you can replicate across talent development-based initiatives
- Transform your learning events into continual and engaging learning journeys

Networking Reception
5:00 p.m. – 6:00 p.m.

Day 2 Main Conference, 11/15/19

Breakfast
7:00 a.m. – 8:00 a.m.

Breakfast and Learn
7:30 a.m. – 7:45 a.m.
Learn how HRHero.com can help you achieve training success!

Opening Keynote
The Transformative Role of the 21st Century Learning Professional—and What New Priorities Will Mean for Your Organization
8:00 a.m. – 9:00 a.m.
Presented by: Connie Malamed, Connie Malamed Consulting
Learning needs are changing. Now is the time for training and HR professionals to adapt and thrive in the new learning ecosystem. Day 2 kicks off with an insightful look at how new technologies, transformed cultures, and new approaches to design impact learning and performance. You’ll learn:

- How your changing professional role can support today’s workforce and meet new learning and development needs
- How workplace culture impacts the learning and performance ecosystem
- Top strategies for your workforce to reap immediate benefits from new technologies
- How human-centered design (HCD) will set you on a path toward success
- How your organization and careers can stay ahead of the curve

**Measuring Mentorship Program Success: How to Ensure That Your Program Aligns with Business and Leadership Development Goals**

9:15 a.m. – 10:30 a.m.

*Presented by: Guy Lambert, Mentorloop*

Organizations that utilize mentors position their workforce for more success. For instance, mentees are better positioned to receive critical professional development training that translates into improved engagement and retention in many cases, especially for high-potential employees. And, for the mentors, they’re bolstering their leadership skills. But, having a mentoring program in place is only part of the L&D pie. Organizations must be able to objectively measure whether their mentoring program helps them achieve their business and learning goals. This session will examine how companies can evaluate the ways in which their mentoring program(s) could be improved to ensure that learning goals are really being reached.

**Networking, Refreshment & Exhibit Break**

10:30 a.m. – 10:45 a.m.

**Digital and Mobile Content: Today’s Frontier for Delivering Cost-effective, Convenient e-Learning Solutions**

10:45 a.m. – 12:00 p.m.

*Presented by: Sarah Mercier, meLearning Solutions*

What are the latest trends at the intersection of learning and technology? And which tools and products are proving to be the most effective for addressing the workplace of today’s top e-learning challenges? This session will take a deep dive into how some of the newest and most popular technologies, such as microlearning, blended learning, and extended reality, can be used to improve e-Learning and engagement.

**Networking Lunch (Provided) & Exhibits**

11:45 p.m. – 12:45 p.m.

**Making Virtual Classroom Learning Relevant: How to Effectively Use Scenario-Based Learning to Boost Engagement and Message Retention**

12:45 p.m. – 1:45 p.m.

*Presented by: Bryan Naas Lessonly*

Adult learning principles state that adults learn best when content is relevant. So, why do most virtual classroom lessons rely on lectures and slides? One of the most effective ways to ensure learning sticks is by getting learners involved—and scenario-based learning design does just that! And, this session will show you how. You’ll learn how to:
• Design 3 types of scenario-based activities in the virtual classroom: problem-based learning, predictive learning, and play-based learning
• Discover ideas for producing appropriate scenarios that resonate with your learners in the virtual classroom
• Appreciate the role scenario-based learning plays in today’s modern workplace learning
• Use scenario-based learning to support adult learning theory
• Implement 3 types of scenario-based learning in the virtual classroom
• Construct scenario-based learning in 7 steps (and you’ll get to see the scenarios in action)

**Networking, Refreshments & Exhibit Break**
1:45 p.m. – 2:00 p.m.

**Performance Management and Learning in the ‘Flow of Work’**
2:00 p.m. – 3:00 p.m.
*Presented by: Joan Goodwin, MSOD, and Matt Stevens, MBA, Deloitte Consulting LLP*

As we think about the future of work organizations and their employees are facing shifts in technology, career longevity, work practices, and business models. As a result, rapid skill and capability development has become more critical than ever before. Organizations today are recognizing the opportunity and the need to deliver targeted performance, coaching, and learning experiences to people in a more dynamic, frequent and personal way “in the flow” of work. Employees at all levels are benefitting from these new practices and approaches to learning and performance management “in the flow” of work as organizations prioritize “consumer-grade” experiences and new technologies to enable more cohesive employee experiences. This session, which will feature a case study of an organization that’s moved to a more dynamic “in the flow” of work approach to performance and learning, will teach you how to:

• Design performance, development and learning into the “flow of work”
• Leverage performance management and learning programs to skill and reskill the workforce to help maintain your competitive edge
• Redesign performance and learning “in the flow” of work to meet changing business needs by following several critical steps
• Apply next-gen performance management and learning technologies that support “in the flow” of work processes

*Wrap-up Announcements and Conference adjourns 3:00 p.m.*

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*Agenda subject to change.*