



Training magazine's 37th Annual

training 2014 conference & expo

Certificate Programs.....Jan. 31–Feb. 2

ConferenceFebruary 3–5

Expo.....February 3–4

San Diego Convention Center, California

*An event designed for learning,
training and performance professionals*

Show Guide

Maps

Schedule

Session Locator

Turn to pages 8–16

SEE WHAT YOU'VE
BEEN MISSING!

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Ken Blanchard
*The One Minute
Manager*



Shawn Achor
Before Happiness



Jill Bolte Taylor
My Stroke of Insight



BJ Fogg
*Stanford's Persuasive
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*See you at the San
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FROM THE EDITOR

Happy Days

Chocolate — dark chocolate in particular — makes me happy. And that’s a scientifically proven fact: Chocolate releases serotonin, also known as the “happy hormone.” Another fact proven by recent research conducted by positive psychologist and Training 2014 Conference & Expo keynoter Shawn Achor and *Training* magazine: Happiness can be a choice. “If we link mindset and behavioral change created by small positive habits,” Achor found, “we can create long-term, quantifiable positive change at any level and at any age. This is good news for those of us who believed our happiness at work remains solely under the tyranny of our genes and our external environment.” (It’s also a good excuse for me to take a break at 4:30 every afternoon and indulge in two pieces of Godiva dark chocolate — my productivity positively soars afterward; hopefully my waistline doesn’t follow suit!)



We all know the C-suite craves evidence-based research when it comes to Learning & Development. Training 2014 delivers all that and more with a cadre of top-notch keynoters, presenters, Training Top 125 winners, and Training Top 10 Hall of Famers. And we balance science with the softer side — the powerful stories and emotions that shape your learners’ behavior and relationships — to help you design and deliver the most engaging training possible.

Of course, one of the best ways to learn is from each other, a lesson Training 2014 wholeheartedly embraces. Chief Social Officer John Chen will connect you with your fellow conference-goers, both on and off the show floor and in and out of sessions. And you’ll know where to find me every afternoon...camped out in *Training* magazine’s booth #417 with the best complimentary chocolate. See you there!

Lorri Freifeld
Editor-in-Chief *Training* magazine

training 2014 conference & expo

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SPONSORS

GOLD



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APP

Download the conference app from GooglePlay or iTunes.



BADGES

Badges must be worn for admittance to conference sessions and exhibits.

BOOKSTORES

Stop by the bookstores for signings and to pick up the latest training resources.

Monday	7:30 am-4:45 pm	Satellite Bookstore outside East Terrace Foyer
	11:30 am-5:30 pm	Expo Booth #401
Tuesday	7:45 am-5:00 pm	Satellite Bookstore outside East Terrace Foyer
	11:30 am-5:00 pm	Expo Booth #401
Wednesday	8:00 am-12:15 pm	Satellite Bookstore outside East Terrace Foyer

BOOSTERING YOUR CONFERENCE LEARNING

Research shows we forget 70% of what we learn within an hour. Learn how to overcome the forgetting curve by providing boosters in the days after training—brief events that can triple recall and transfer. For each keynote, *Training* will send you booster emails which will dramatically reinforce your memory. By answering the booster questions, you may also win free admission to Training 2015 Conference & Expo! Learn how boosting works and how it can be applied in your organization.

BORN TO TRAIN 5K NETWALKING EVENT

Wednesday: 3:45 pm-5:00 pm

After days of serious learning, this is your chance to step out of the convention center for fresh air, and reflect and share with other conference participants. 'Born to Train' t-shirts will be distributed beginning at 3:30 pm outside of room 33C. Please note: this is not a race. This event is free to 3-Day Conference attendees, pre-registration is required.



COAT/BAGGAGE CHECK

Lower Level under escalator by Hall D, cost is \$2 per item.

Monday	7:00 am-11:00 pm
Tuesday	6:45 am-5:30 pm
Wednesday	7:00 am-5:30 pm

CHIEF SOCIAL OFFICER (CSO)

Some of your best learning experiences will happen outside of session rooms in serendipitous encounters. Training 2014 won't leave all of those meetings to chance. John Chen, CEO of Geoteaming, and your Chief Social Officer, will connect you with fellow conference-goers. He'll facilitate face-to-face idea exchanges throughout the conference to help you connect and engage in the art of conversation. Stop by the Making Connections Lounge outside the meeting rooms to say hello and visit.

CONFERENCE HASHTAG

Use #trg14 [follow @TrainingMagUS].

DIGITAL CREDENTIALS

Digital Credentials will be issued to all Training 2014 attendees. Use these shareable badges to document your accomplishments in resumes, performance reviews, on professional web sites, and in social media contexts. Watch your email for instructions on how to accept and share your "Credit." Visit the Credly Booth #611 for more information.



DON'T DINE ALONE MIXER

Monday: 6:00 pm

Expand your connection opportunities on Monday evening with dedicated dining options at San Diego restaurants that meet your budget (look for \$ guides)! Facilitated by industry veterans, you'll choose from several dining locations and experts for a fun dinner. Meet your fellow participants and maybe meet that one key person at the Don't Dine Alone Mixer. Note this is a pay-on-your-own event. Sign up at <http://DontDineAlone.Eventbrite.com>. Meet at your selected restaurant at 6 pm. Please cancel if you can't attend so those on standby list can be notified.

TRAINING 2014 CONFERENCE PROGRAM COMMITTEE

- Christine Marciano, Training & Development Specialist, Nationwide & Allied Insurance
- Rachel Gober-Klemens, Manager, Training & Development, CHG Healthcare Services
- David Rubenstein, Senior Learning Director, Reaology Holdings Corporation
- Julia Mayer, Associate Director, Learning Services, PPD
- Elizabeth Hannon, IT Training, Accretive Health, Inc.
- Marita Jones, Project Manager, Training & Development Center, Paychex
- Matthew Valencius, Manager, Instructional Design & Development, IBM Center for Advanced Learning
- Amy Alexy, Learning and Talent Development, Goodyear
- Jacob Pantoja, Instructional Designer, Vanguard University
- Charles L.C. Ho, Manager, Quality & Staff Wellness Training, MTR Corporation Limited
- Kara Lachance, Director of Learning, Wequassett Resort and Golf Club
- Lindsay Donaire, Associate Director, Learning & Development, Coca-Cola Enterprises, Inc.
- Grant Velie, Learning and Development Manager, Farmers Insurance
- Mark Wilson, Senior Manager - Human Resource Development, Cincinnati Bell Telephone
- Lorri Freifeld Editor-in-Chief, *Training* magazine
- Joe Ganci, President, eLearning Joe
- Jane Bozarth, eLearning Coordinator, State of North Carolina
- Ray Jimenez, CEO, Vignettes Learning

EMERGING TRAINING LEADERS

Tuesday: 1:00 pm–1:30 pm, Expo Stage

Training recognizes 25 training professionals who have been in the industry for 2 to 10 years and have demonstrated exceptional leadership skills, business savvy, and training instincts. Attend and applaud these “Emerging Training Leaders” award winners. Here’s your chance to mingle with rising training stars on the fast track to success.



EXPO HAPPENINGS

A treasure trove of products and services await you on the Expo floor. You never know what you might find to lessen your workload, save you time, and make your training more engaging and effective.

Monday	11:30 am–5:30 pm	Visit with Exhibitors
	11:30 am–5:30 pm	Bookstore Booth #401
	11:30 am–2:00 pm	Lunch
	3:15 pm–3:45 pm	Top 125 Special Awards, Expo Stage
	12:00 pm–1:00 pm	Teambuilding with Purpose, Expo Stage
	4:30 pm–5:30 pm	Reception
Tuesday	11:00 am–5:00 pm	Visit with Exhibitors
	11:30 am–5:00 pm	Bookstore Booth #401
	11:30 am–2:00 pm	Lunch
	1:00 pm–1:30 pm	Emerging Training Leaders, Expo Stage
	4:00 pm–5:00 pm	Popcorn, Ice Cream Reception
	4:00 pm–5:00 pm	San Diego Zoo Reception Ticket Exchange

FEEDBACK IS APPRECIATED

Your comments are important to us! Please complete the evaluations you receive in each session and the online evaluation you receive post-conference.

HELP TRAINING MAGAZINE RECOGNIZE YOUR ACHIEVEMENTS!

Don’t miss out on your chance to be recognized by Training magazine.

The **Training Top 125** is a ranking of organizations that excel at human capital development, as determined by Training magazine. The 2014 application will be available on www.TrainingMag.com on April 14, 2014 and will be due September 22, 2014. Winners will be feted at a black-tie gala at Training 2015.

The **Emerging Training Leaders** awards program recognizes training professionals who are relatively new to the training/learning and development industry (minimum of two years and maximum of 10 years in the field) and who have demonstrated exceptional leadership skills, business savvy, and training instincts.

For information, contact Editor-in-Chief Lorri Freifeld at lorri@trainingmag.com, or visit www.TrainingMag.com.

HANDOUTS

Stop by the Cyber Café in the East Terrace Foyer to print handouts. Handouts for many sessions are also available in session rooms and online at www.TrainingConference.com [see Schedule & Session Details dropdown under ‘Conference’ tab].

HANDS-ON CLINICS

Wednesday: 12:15 pm–3:15 pm

Grab some lunch and learn by doing. There is no charge for conference attendees, but pre-registration is requested. To add or change a clinic, please stop by the registration counters by Tuesday, February 4.

LOST AND FOUND

Do not leave valuables unattended at any time. If you do lose an item, please check with the Training 2014 registration desk.

LUNCH & SNACKS

Pre-conference program participants will be admitted to lunch by showing a coded name badge. 3-Day Conference attendees will receive meal vouchers [attached to name badge] for Monday and Tuesday lunches in the Expo Hall from 11:30 am–2:00 pm, and Wednesday Clinic lunches if pre-registered. Exhibitors and expo-only participants may use cash at the expo concession stands. Tickets cannot be used at Starbucks or Mrs. Fields Cookie/Auntie Anne’s Pretzel Carts. Lunch tickets have no cash value. See room locator for coffee/soda breaks, reception times and locations. You’ll also find these food carts with options available for purchase:

Mrs. Fields Food Cart (East Terrace Foyer)

Friday	8:00 am–3:00 pm
Saturday	8:00 am–3:00 pm
Sunday	7:30 am–3:00 pm
Monday	7:30 am–3:00 pm
Tuesday	7:30 am–3:00 pm
Wednesday	7:30 am–1:00 pm

Auntie Anne’s Pretzel Cart (East Terrace Foyer)

Friday	10:00 am–3:00 pm
Saturday	10:00 am–3:00 pm
Sunday	10:00 am–3:00 pm
Monday	10:00 am–3:00 pm
Tuesday	10:00 am–3:00 pm
Wednesday	10:00 am–1:00 pm

Starbucks (Lower Level near Hall E)

Monday	7:00 am–5:00 pm
Tuesday	7:00 am–4:00 pm
Wednesday	7:00 am–12:00 pm

MAKING CONNECTIONS MOBILE GAME

Play Training 2014's "Making Connections" mobile game (download at GooseChase.com) to network with other attendees and win cool prizes—including a complimentary registration to Training 2015! Questions? Stop by the Geoteaming Booth #817 or the Making Connections Lounge.



MORE SESSIONS ADDED!

Don't miss two new tracks of sessions added since the brochure was printed. See Sponsored Sessions on Monday 12:45 pm–1:45 pm and Tuesday 3:30 pm–4:30 pm.

POST-CONFERENCE TOURS

Space is limited; additional fee; for pre-registered attendees only. Buses will board by the waterfall in front of the Marriott Marquis & Marina.

Naval Education and Training Command Tour

(Thursday: 8:30 am–12:30 pm, buses board at 8:00 am)

Hyper-Realistic Training: A Movie Studio Tour

(Thursday: 9:00 am–12:00 pm, buses board at 8:30 am)

San Diego Zoo Academy and Behind-the-Scenes Tour

(Thursday: 9:00 am–12:00 pm, buses board at 8:30 am)

PRE-CONFERENCE CERTIFICATE PROGRAMS

Jumpstart your career and enhance your professional know-how in these pre-conference Certificate Programs. Additional fee. Pre-registration required.

PROGRAM UPDATES

This Show Guide includes program changes and additions since the original brochure was printed. Follow @TrainingMagUS for on-site updates.

SPECIAL NEEDS

Training 2014 only uses facilities that are in compliance with the Americans with Disabilities Act. If you are disabled or require special assistance while attending, please notify a staff person at the Registration Desk.

SUNRISE SESSIONS

Don't Miss these two Eye Opener Sunrise Sessions.

Tuesday 7:15 am–8:00 am

Learn from management guru Ken Blanchard, co-author of more than 30 best-selling books, including *The One-Minute Manager*.

Wednesday 7:30 am–8:15 am

Learn from David Maxfield, researcher and author of *Influencer: The Power to Change Anything*.

SUPER BOWL PARTY

Sunday: 3:30 pm–7:30 pm

Everyone is welcome. Enjoy food and drinks while you watch the game. Not a sports fan? Attend for fun networking, prizes or to watch and laugh at the ads!

TEAMBUILDING WITH PURPOSE

Monday: 12:00 pm–1:00 pm, Expo Stage

Join with other participants in a meaningful teambuilding event. Meet at the Expo Stage for a fun competition which will help the homeless.

TOP 125 SPECIAL AWARDS PROGRAM

Monday: 3:15 pm–3:45 pm, Expo Stage

Congratulate the winners of the special 2014 **Training** Top 125 "Best Practice and Outstanding Initiative" Awards. Have plenty of business cards handy—you'll definitely want to network with these folks. *Note: This session is a special awards program. The Top 125 Black-Tie Gala takes place Monday evening at 6 pm. Attendance at the Gala is by invitation only.*



TRAINING MAGAZINE NETWORK

Training Magazine Network is a social learning platform that provides an exchange of ideas and resources among global learning professionals. Join to download white papers, attend free Webinars, or to view recordings of hundreds of previously recorded Webinars. Membership is free. For details visit www.TrainingMagNetwork.com.

VIRTUAL PHOTO BOOTH

The *Training* staff will be roaming the conference with iPads looking for fun photos and comments to post directly to Facebook and Twitter. Sponsored by American Public University, this is a great way to share your participation and make your coworkers back at the office jealous!

WiFi

Free WiFi is available near the Expo Stage*, inside Upper Level meeting rooms and the adjacent East Terrace Foyer. To access, connect to the wireless network labeled 'train14'. If you are downloading large files, handouts or streaming video, please use the Cyber Café in the East Terrace Foyer.

*Free WiFi near the Expo Stage is only compatible with 5.0 GHz spectrum devices. Adapters allowing WiFi use in the Expo Stage area by 2.4 GHz devices are available for \$75 at the Smart City Service desk (Hall D.) Wireless hotspots outside the Expo Hall are dual spectrum—2.4 and 5.0 GHz.

ZOO RECEPTION TICKET EXCHANGE

Tuesday: 4:00 pm–5:00 pm, Expo Floor

Exchange the Zoo ticket you received with your badge for your official San Diego Zoo Reception ticket on Tuesday between 4:00–5:00 pm on the Expo Floor. Look for people in *Training* magazine staff shirts at the end of each of the Expo aisles. Buses will start boarding at 5:00 pm just outside the expo on Harbor Drive and return you to the pickup point at 7:30 pm. *Reception will include* light hors d'oeuvres, you'll be back in time to enjoy a nice dinner

in San Diego. Sorry, no early tickets will be distributed.

This event is free to full-conference participants, pre-registration required. To add this event, stop by Registration Desk no later than Tuesday 1:00 pm.



Do You Wonder Why Your *Trained* Leaders Don't Lead?

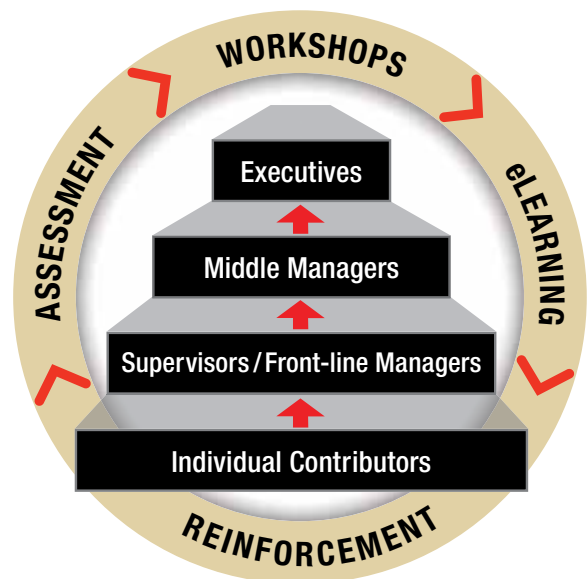
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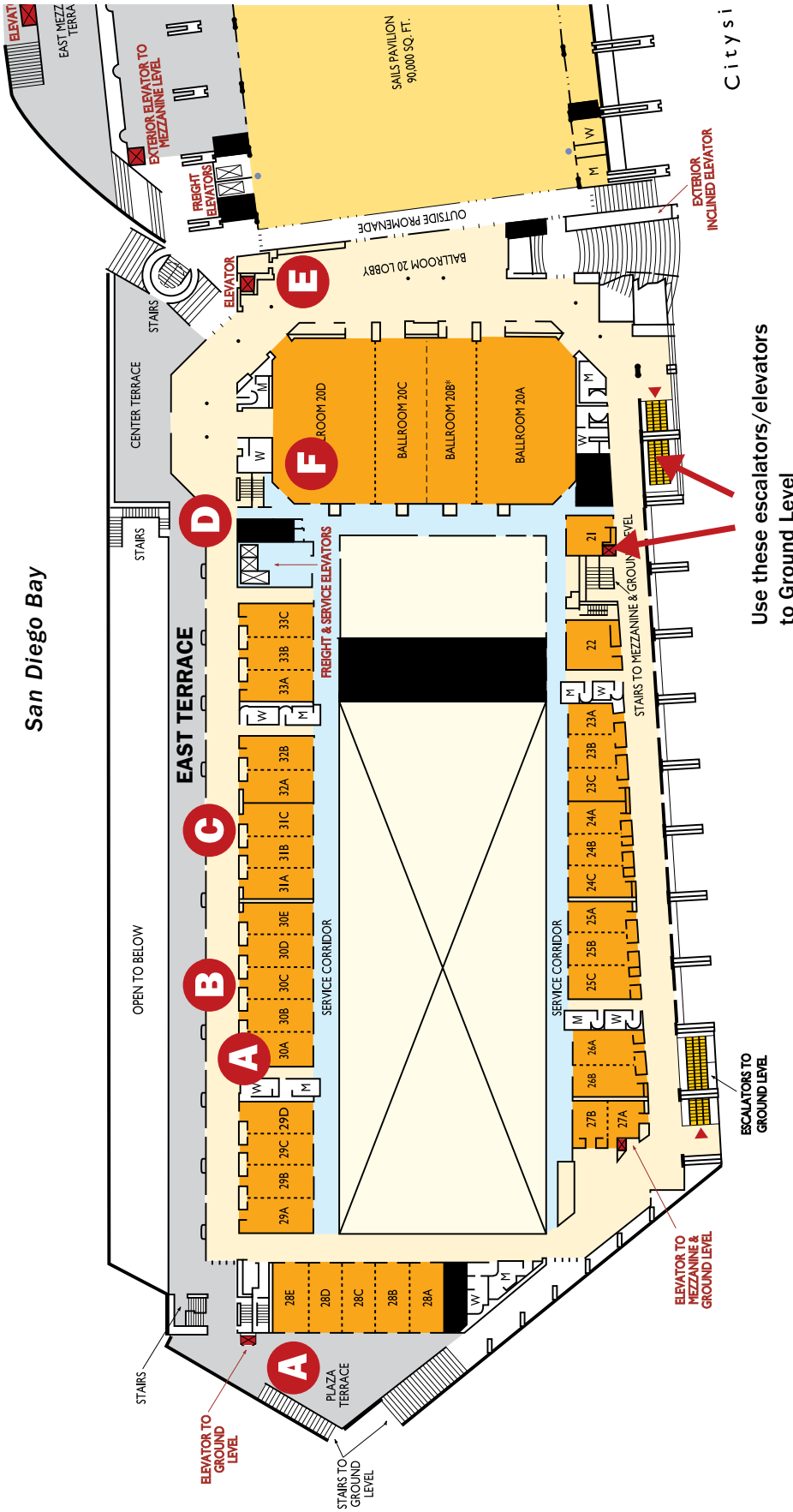
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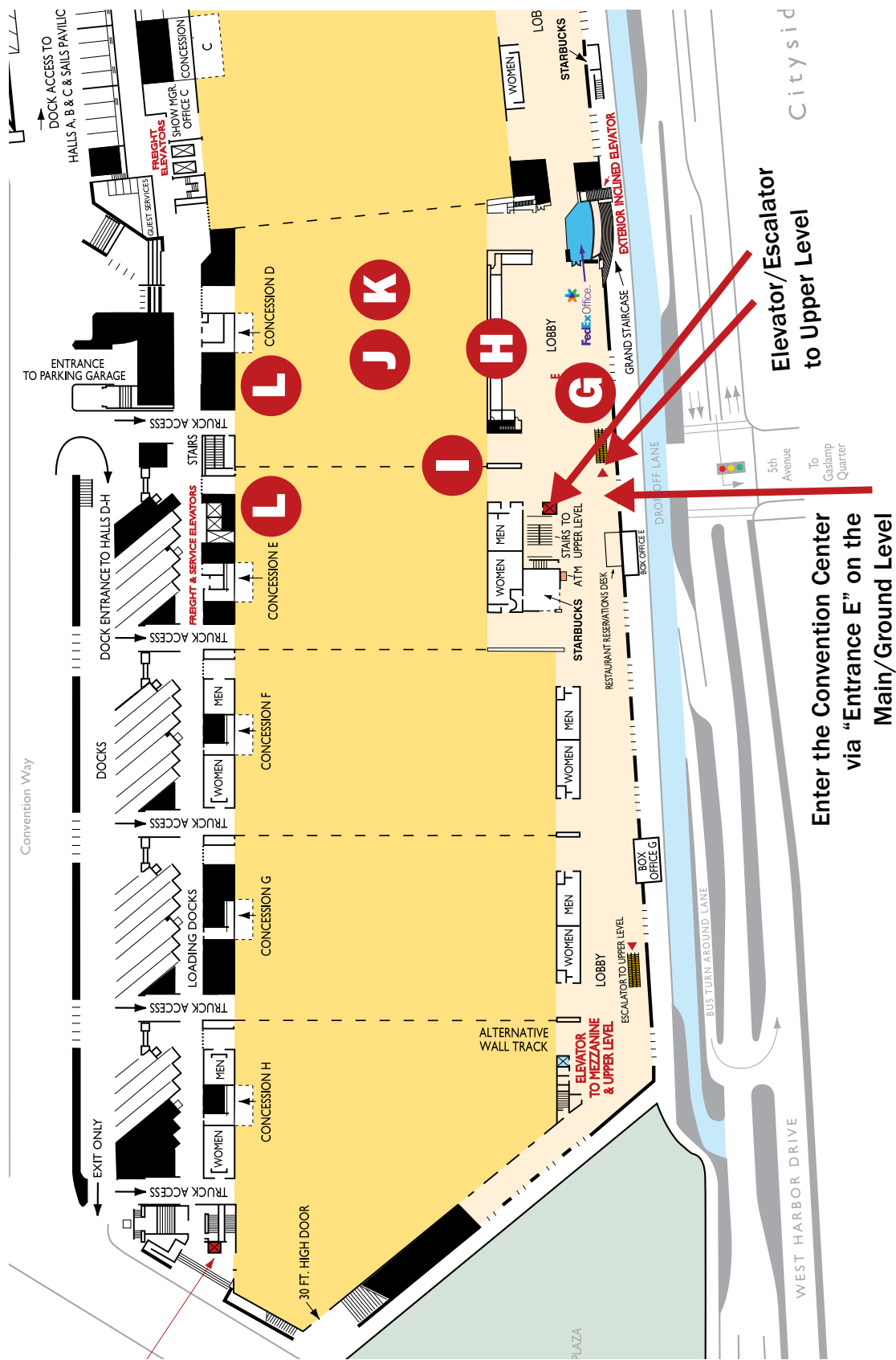

The Performance **Results** Company

Upper Level Meeting Rooms



- A** Session Rooms
- B** Bookstore (Satellite)
- C** Cyber Cafe
- D** Mrs. Fields Cookie Cart
- E** Interview Area
- F** Keynotes

Ground Level Exhibit Hall D/E



Enter the Convention Center
via "Entrance E" on the
Main/Ground Level

Elevator/Escalator
to Upper Level

- G** Coat Check/Baggage Check
- H** Registration
- I** Bookstore (Main)
- J** Educational Stage
- K** Exhibitor Services Center
- L** Lunch Concession Stands

10 Schedule, Session Locator

Time	Session #	Title	Speaker(s)	Room
FRIDAY, JANUARY 31				
8:00 am - 4:00 pm		Registration Open		Expo Hall D/E Foyer (Ground Level)
8:30 am - 9:00 am		Coffee/Soda Break for Pre-Conference Certificate Program Participants		East Terrace Foyer
Pre-conference certificate programs require an additional fee.				
9:00 am - 4:00 pm	PRE-CONFERENCE CERTIFICATE PROGRAMS			
	P01	Designing and Delivering Instructor-Led Training Certificate Program	Pike, Bowman, Thiagarajan	31A/B/C
	P02	Instructional Design Fundamentals Certificate Program	Dawe	32A
	P03	Managing the Training Function Certificate Program	Chilcote, Barbazette	33B
	P04	Building Interactive eLearning with Adobe Captivate 7 Certificate Program	Ganci, Jaisingh	33A
10:15 am - 10:30 am		Coffee/Soda Break for Pre-Conference Certificate Program Participants		East Terrace Foyer
12:00 pm - 1:00 pm		Lunch for Pre-Conference Certificate Participants		28D/E
2:30 pm - 2:45 pm		Coffee/Soda Break for Pre-Conference Certificate Program Participants		East Terrace Foyer
SATURDAY, FEBRUARY 1				
8:00 am - 4:00 pm		Registration Open		Expo Hall D/E Foyer (Ground Level)
8:30 am - 9:00 am		Coffee/Soda Break for Pre-Conference Certificate Program Participants		East Terrace Foyer
9:00 am - 4:00 pm	PRE-CONFERENCE CERTIFICATE PROGRAMS			
	P01	Designing and Delivering Instructor-Led Training Certificate Program	Pike, Bowman, Thiagarajan	31A/B/C
	P02	Instructional Design Fundamentals Certificate Program	Dawe	32A
	P03	Managing the Training Function Certificate Program	Chilcote, Barbazette	33B
	P04	Building Interactive eLearning with Adobe Captivate 7 Certificate Program	Ganci, Jaisingh	33A
	P05	Designing, Facilitating, and Managing the Virtual Classroom Certificate Program	Hofmann	29D
	P06	Managing Iterations—Using PM and SAM to Produce Powerful eLearning Experiences Certificate Program	Sites, Russell	32B
	P07	The Missing Performance Link: Using Coaching as a Learning Strategy Certificate Program	Hagen	30A
	P08	Video Production for eLearning Certificate Program	Kohn, Marbut	30E
	P09	Creating Mobile Learning Solutions Certificate Program	Bickle, Floro	30D
	P10	Intermediate to Advanced Articulate Storyline Techniques Certificate Program	Thorn	30C
10:15 am - 10:30 am		Coffee/Soda Break for Pre-Conference Certificate Program Participants		East Terrace Foyer
12:00 pm - 1:00 pm		Lunch for Pre-Conference Certificate Participants		28A-E
2:30 pm - 2:45 pm		Coffee/Soda Break for Pre-Conference Certificate Program Participants		East Terrace Foyer
SUNDAY, FEBRUARY 2				
7:30 am - 5:00 pm		Registration Open		Expo Hall D/E Foyer (Ground Level)
7:45 am - 8:15 am		Coffee/Soda Break for Pre-Conference Certificate Program Participants		East Terrace Foyer
8:15 am - 3:15 pm	PRE-CONFERENCE CERTIFICATE PROGRAMS			
	P01	Designing and Delivering Instructor-Led Training Certificate Program	Pike, Bowman, Thiagarajan	31A/B/C
	P02	Instructional Design Fundamentals Certificate Program	Dawe	32A
	P03	Managing the Training Function Certificate Program	Chilcote, Barbazette	33B
	P04	Building Interactive eLearning with Adobe Captivate 7 Certificate Program	Ganci, Jaisingh	33A
	P05	Designing, Facilitating, and Managing the Virtual Classroom Certificate Program	Hofmann	29D
	P06	Managing Iterations—Using PM and SAM to Produce Powerful eLearning Experiences Certificate Program	Sites, Russell	32B
	P07	The Missing Performance Link: Using Coaching as a Learning Strategy Certificate Program	Hagen	30A

Time	Session #	Title	Speaker(s)	Room
SUNDAY, FEBRUARY 2				
8:15 am - 3:15 pm	P08	Video Production for eLearning Certificate Program	Kohn, Marbut	30E
	P09	Creating Mobile Learning Solutions Certificate Program	Bickle, Floro	30D
	P10	Intermediate to Advanced Articulate Storyline Techniques Certificate Program	Thorn	30C
	P11	Kirkpatrick Four Levels Evaluation Certificate Program	Kirkpatrick, Kirkpatrick	30B
	P12	Advanced Instructional Design Certificate Program	Quinn, Clark	29C
9:30 am - 9:45 am	Coffee/Soda Break for Pre-Conference Certificate Program Participants			East Terrace Foyer
12:00 pm - 1:00 pm	Lunch for Pre-Conference Certificate Participants			28A-E
2:15 pm - 2:30 pm	Coffee/Soda Break for Pre-Conference Certificate Program Participants			East Terrace Foyer
3:30 pm - 7:30 pm	SUPER BOWL PARTY: Fair Weather Fans Encouraged to Attend			Ballroom 20D
MONDAY, FEBRUARY 3				
7:00 am - 5:30 pm	Registration Open			Expo Hall D/E Foyer (Ground Level)
7:30 am - 8:00 am	Coffee/Soda Break			East Terrace Foyer
7:30 am - 4:45 pm	Satellite Bookstore			East Terrace Foyer
8:00 am - 9:00 am	BREAKOUT SESSIONS			
	101	Eliminate Waste—Educate Clients While Forecasting Performance and ROI	Stone	28A
	102	The Search for Brilliance: Developing Conscious Leaders Through Authenticity, EI & Mindfulness	Maldonado	29C
	103	The Coolest Adobe Captivate Tips on the Planet	Ganci	33A
	104	Map It! Using the 4Cs to Design and Deliver Great Training	Bowman	31A/B/C
	105	Designing Mobile Virtual Learning	Hofmann	29D
	106	It's Time for Standards!	Neal	29B
	107	3 Ways to Increase Manager Involvement and Improve Learning Transfer	Eidson	28C
	108	Building L&D Credibility	Oreck, Hughes	28B
	109	Cloud and Mobile: The New Way Forward for Learning	Croft	30E
	110	Ten Strategies for Effectively Collaborating with SMEs for Rapid Development	Lee	32B
	111	Done Isn't Done: Creating Transition Plans for Training Projects	Russell	33B
	112	Performance Improvement by the Numbers	Snow	30D
	113	The Lexicon of Games	Bell, Rhoades	30C
	114	Busting Learning Myths: What the Research Says	Quinn	30A
	115	Equipping New Managers for Success	Fine	30B
	116	Speak Like a Mouse: Eight Strategies that will Pixie-Dust Your Presentations	Millbower	29A
	117	"Oh Yeah...Make Me!" Techniques for Handling Resistant Learners	Arellano	28D/E
118	Why Organizations Must Coach	Hagen	32A	
9:00 am - 9:15 am	Coffee/Soda Break			East Terrace Foyer
9:15 am - 10:30 am	KEYNOTE SESSION: Before Happiness		Achor	Ballroom 20D
10:45 am - 11:45 am	BREAKOUT SESSIONS			
	201	Creating a Performance Support Strategy for Success	Rosenberg	33A
	202	How to Grow Leaders to Grow Others: Career Development Employees Want	Kaye, Winkle Giulioni	32B
	203	Dealing with Difficult Participants: Strategies to Avoid, Eliminate, and Minimize Difficult Behaviors	Pluth	31A/B/C
	204	Performance Centered Design—Analysis and Evaluation 2.0	Schatz	30E
	205	So No One Told You You're a Marketer	Chilcote, Smith	33B
	206	Engagement and Discovery: Captivating Your Learners in the Virtual Classroom	Clay	28C
	207	The Best from the Best	Bruce, Hughes, Gonzalez, Hooker, Freifeld	28D/E

Time	Session #	Title	Speaker(s)	Room
MONDAY, FEBRUARY 3				
10:45 am - 11:45 am	BREAKOUT SESSIONS (continued)			
	208	Actions Speak Louder than Words: 6 Steps to Improved eLearning Activities	Edwards	29A
	209	Secrets of Simulation Design	Mesch	32A
	210	How to Capture Elusive Level 3 Data: The Secrets of Survey Design	Phillips	28A
	211	Creating Leaders Your Employees Will Want to Follow	Roth	30C
	212	Making Training Stick: 17 Techniques to Increase Training Transfer	Carnes	29D
	213	Truths, Myths and Proven Practices for Enterprise mLearning	McCormick	28B
	214	Motion Graphics—Increasing the Effectiveness of Training Through Storytelling	Plummer, Haacke	29B
	215	The Gaps Map: Identifying Business, Performance and Skill Gaps	Handshaw	30B
	216	Designing & Developing Learning Using HTML5	Floro	30D
	217	A 21st Century Strategy: An Object-Oriented Information Architecture	Regnell	29C
	218	Rethinking Learning Systems with the Tin Can API	Rustici	30A
11:30 am - 2:00 pm	Lunch in the Expo Hall			Expo Hall D/E (Ground Level)
11:30 am - 5:30 pm	MONDAY EXPO HOURS Main Bookstore			Expo Hall D/E Booth 401 (Ground Level)
12:00 pm - 1:00 pm	GeoClean—Teambuilding With Purpose and Meaning		Chen	Expo Hall D/E Educational Stage (Ground Level)
12:45 pm - 1:45 pm	SPONSORED SESSIONS			
	SS01	Six Key Leadership Skills to Enhance Retention	Mueller	32B
	SS02	The Value of Certification	Batten	33B
	SS03	Unlock the Secret to Powerful Communication and Maximize Your Influence with Stakeholders	Kirby	33A
	SS04	Win More, Rank Higher: When, Why, and Which Learning Awards to Apply For	Arnold	29D
	SS05	Create the "World's Best Bosses": Invest in your Managers and Build a High Performing Organization	Kinor, Lazenby	29C
	SS06	Influence EVERYBODY! The Secret Communication Techniques Used by Global Leaders	Lewis	31A/B/C
	SS07	How to Transform Sales Performance with Effective Learning Systems	Kunkle	30D
	SS08	The End of Drama: Using Contrast to Accelerate Learning	Sheppard	30C
	SS09	Why Your Training Isn't "Sticking" and What to Do About It	Brereton	30B
	SS10	Brief is Beautiful—The Unstoppable Drive Toward Short-Form eLearning	Eckard, Meyer	30A
	SS11	Why Coaching Will Explode Your Career	Hagen	30E
	SS12	The Power of Story: Uses and Implementations for Training	Machalek	28B
	SS13	FROM THE CLASSROOM TO THE FIELD: Ensuring Classroom Sales Training Thrives in the Field	Muhamedcani	28A
	SS14	Key Training Trends for 2014: A Shift to Business-Centric Learning	Harward	29B
	SS15	Measuring Managerial Competencies using Simulation-Based Assessment	Dierdorff	28C
	SS34	Boosting Learner Engagement: 10 Keys to Success	Person	29A
	SS35	Moving from Simulation to the Real World	Bean	32A
	SS36	Meaningful Metrics for Supervisory & Management Training	Snow	28D/E
2:00 pm - 3:00 pm	BREAKOUT SESSIONS			
	301	Real-World Training Evaluation: Part 1	Kirkpatrick, Kirkpatrick	30B
	302	Preventing Death by PowerPoint!	Bowman	31A/B/C
	303	Ten Steps To Creating & Sustaining A Successful Multi-University Alliance	Brzozowski, Woodward	30A
	304	How Big Data is Transforming Learning and Talent Development	Berk	29A

Time	Session #	Title	Speaker(s)	Room
MONDAY, FEBRUARY 3				
2:00 pm – 3:00 pm	305	Coaching for Talent Development and Employee Engagement	Traut	28C
	306	The State of Authoring Tools in 2014	Ganci	33A
	307	The Creative Blend: Using New Tools to Engage Learners	Torrance	28B
	308	Unmasking the Real Training Requirements to Deliver Results	Lee	32B
	309	Lightbulbs: How to Make Things Easy to Understand	Teteak	29B
	310	The Many Faces of ROI: Analyzing Training's True Value to the Business	Stone	28A
	311	Jazz Up! How Jazz Can Inform Communication & Engagement Between Team Members	Richter, Thiagarajan, Stowell	28D/E
	312	Leadership Development from Scratch	Vaughn, Kutlik	29C
	313	The Secrets to Facilitating Virtual Training	Smith	30C
	314	Getting the First Things Right: Good Front-End Analysis	Prester	29D
	315	Project Management 3.0: Influencing Project Stakeholders	Russell	33B
	316	ISD: Faster, Better, Easier	Sink, Sink	32A
	317	Free, Open, Collaborative Learning—The New Social Bliss	Winningham	30E
	318	Designing for Mobile Devices	Floro	30D
3:15 pm – 3:45 pm		Meet the Learning Leaders: Top 125 “Best Practice and Outstanding Initiative Awards”	Freifeld	Expo Hall D/E Educational Stage (Ground Level)
3:15 pm – 4:15 pm	MASTERS SESSIONS			
	M01	Building eLearning That People Will (Really) Want to Use	Rosenberg	33A
	M02	How to Retain and Engage Talent: Getting Good People to Stay	Kaye	32B
	M03	Learner Motivation and Learning Preferences	Pike	31A/B/C
	M04	Mobile Learning Trends & Realities	Elkeles	32A
	M05	Leaving ADDIE for SAM	Allen	30D
	M06	A Street-Level Introduction to Cognitive Neuroscience	Albrecht	30E
	M08	Service That Rocks: Revolutionizing Your Guest Service Approach	Knight	28D/E
4:30 pm – 5:30 pm		Expo Reception		Expo Hall D/E (Ground Level)
6:00 pm – 10:00 pm		Top 125 Gala (By Invitation Only)		Ballroom 20D
TUESDAY, FEBRUARY 4				
7:15 am – 8:00 am		EYE-OPENER SUNRISE SESSION: Trust Works	Blanchard	Ballroom 20D
7:30 am – 5:00 pm		Registration Open		Expo Hall D/E Foyer (Ground Level)
7:45 am – 5:00 pm		Satellite Bookstore		East Terrace Foyer
8:00 am – 8:30 am		Coffee/Soda Break		East Terrace Foyer
8:15 am – 9:15 am	BREAKOUT SESSIONS			
	401	Real-World Training Evaluation: Part 2	Kirkpatrick, Kirkpatrick	30B
	402	Professionalizing and Elevating Practice Through an Instructional Design Center of Competence	LePage, Rossett	32A
	403	Making Technical and Compliance eLearning Engaging	Jimenez	30E
	404	SMART as Hell: Writing Objectives That Will Transform Your Training	Hughes	29C
	405	Should Your Learning Strategy Move to MOOCs?	Ripin	28A
	406	Create Professional Videos in Three Simple Steps	Jaisingh, Ayyapan	33A
	407	Training Magazine Research 2014: A Study of Tuition Reimbursement Programs	Carliner	29D
	408	How to Get Started with Agile Project Management Methods for eLearning	Torrance	28B

14 Schedule, Session Locator

Time	Session #	Title	Speaker(s)	Room
TUESDAY, FEBRUARY 4				
8:15 am - 9:15 am	BREAKOUT SESSIONS (continued)			
	409	How Costco Uses Conversation Training to Foster Inclusivity and Collaboration	Paine, Bock	33B
	410	Think Social Learning is Just Social Media? Think Virtual Training!	LaBorie, Stone	30C
	411	The 7 Habits of Highly Effective People: 25 Years Learning & Growth	Nelson	32B
	412	Collaborating to Close Performance Gaps	Nolan	30D
	413	Virtual Learning: Simplified and Maximized	Stevenson	30A
	414	Developing Effective Managers with Immersive Learning Experiences	Billhardt	28D/E
	415	101 Ways to Engage your Community of Practice	Jones	29B
	416	Lean Knowledge Transfer: Increasing Learning Flow	Hudson	28C
	417	Delivering Outstanding Business Results Through a New Approach to Design	Meyer, Velie	29A
	418	Super CORE [Closers, Openers, Review, Energizers]	Pluth	31A/B/C
9:15 am - 9:30 am	Coffee/Soda Break			East Terrace Foyer
9:30 am - 10:30 am	KEYNOTE SESSION: Behavior Design		Fogg	Ballroom 20D
10:45 am - 11:45 am	BREAKOUT SESSIONS			
	501	ROI Basics	Phillips	29D
	502	Getting More Done with Less: 4 Steps to Leadership Agility	Herrmann-Nehdi	31A/B/C
	503	Six Solutions for Too Much Content, Too Little Money and Time	Gayeski	32A
	504	Certification: How to Develop a Valid, Defensible, Cost-Effective Program	Hale	33A
	505	Better than Bullet Points: Creating Engaging eLearning with PowerPoint	Bozarth	30B
	506	Real-Time Testing: Driving Employee Performance Through Focused Assessment Strategies	Pangarkar	29C
	507	Converting Flash Courses and Entire Course Libraries to iPad/HTML5 Delivery	Goodman	29A
	508	Which Apps Do You Use at Your Workplace?	Ripin	28A
	509	<i>Training Magazine</i> Research 2014: 10 Research-Based Principles About Informal Learning Processes	Carliner	30A
	510	Navigating the Estimation Maze	Watkins, Irvin	28C
	511	4 Pillars of Effective Global Training Implementation	Yesford	28B
	512	AFCCI: Alignment, Focus, Communication, Collaboration, and Influence	DeNardo, Sokolowski	29B
	513	The Webinar Manifesto: Never Design, Deliver, or Sell Lousy Webinars Again!	Muller, Murdoch	30D
	514	1 Person, 2 Hats: Coaching SMEs to Be Expert Facilitators of Learning	Owen-Boger	32B
	515	Systems Thinking Through Simulations	Spero	33B
	516	Creativity for Non-Creatives	Stortz	28D/E
	517	Mentoring: Eight Questions to Ask	Zasloff	30E
	518	Creating Graphical Models to Increase Engagement and Retention	Bickle	30C
11:30 am - 2:00 pm	Lunch in the Expo Hall			Expo Hall D/E (Ground Level)
11:30 am - 5:00 pm	TUESDAY EXPO HOURS			
	Main Bookstore			Expo Hall D/E Booth 401 (Ground Level)
1:00 pm - 1:30 pm	Emerging Training Leaders: 25 to Meet		Freifeld	Expo Hall D/E Educational Stage (Ground Level)
2:00 pm - 3:15 pm	KEYNOTE SESSION: My Stroke of Insight		Bolte Taylor	Ballroom 20D

Time	Session #	Title	Speaker(s)	Room
TUESDAY, FEBRUARY 4				
3:30 pm – 4:30 pm	SPONSORED SESSIONS			
	SS16	It's About The Results We Want, Not The Training Programs We Do	Gottlieb	28D/E
	SS17	Driving Higher Performance: Soft Skills and Leadership Development Tools That Impact Your People and Bottom Line	Sehring	29A
	SS18	How Would You Like to Be The Decision-Making Guru At Your Company?	Borough	31A/B/C
	SS19	Learning Analytics: Understanding the Value and Technology	Chizzo	29B
	SS20	Win More, Rank Higher: The Not-so-secret Secrets to Winning Learning Awards	Arnold	29D
	SS21	Training Using Experiential Learning	Escobar	29C
	SS22	2014 Global Trends in Leadership Development	Chartrand	33A
	SS23	Empirical Evidence of Behavior Change—How to Do Pull-through Right	Sheppard	30A
	SS24	7 Coaching Stories to Inspire You to Coach	Hagen	30B
	SS25	GET THEM ON THE EDGE OF THEIR SEATS: How to Hold Their Attention From Start To Finish	Hyers	30C
	SS26	How the New TrainUp.com Provides Time Shortening, Money Saving, Skills Enhancing Training Solutions	Tillman	33B
	SS27	Don't Print That! Transform Delivery of Training Content	Carlson Sladcik	32A
	SS28	Take your Training to College with ACE CREDIT	Talbot-Paul	32B
SS29	Fierce Confrontation	Windmiller-Wood	28C	
SS30	How to Get Reimbursed for Your Training Costs	Swier	30E	
4:00 pm – 5:00 pm	Zoo Ticket Exchange and Ice Cream/Popcorn Break			Expo Hall D/E (Ground Level)
5:15 pm – 7:15 pm	TRAINING'S 50TH ANNIVERSARY CELEBRATION: San Diego Zoo Reception			

WEDNESDAY, FEBRUARY 5				
7:30 am – 8:15 am	EYE-OPENER SUNRISE SESSION: Reversing Cultural Viruses		Maxfield	31A/B/C
8:00 am – 8:30 am	Coffee/Soda Break			East Terrace Foyer
8:00 am – 12:15 pm	Satellite Bookstore			East Terrace Foyer
8:30 am – 9:30 am	BREAKOUT SESSIONS			
	601	Eliminating the Costs of Conflict Avoidance	Maxfield	31A/B/C
	602	ROI in Action: An Integrated Case Study	Phillips	30A
	603	eLearning Design for Short-Attention Span and Busy Learners	Jimenez	30D/E
	604	A Handful of Needs Assessments!	Smith, Barbazette	33A/B
	605	Redesigning Your Future: 5 Learning Trends to Grab for Yourself	Goodman	29A
	606	Creating the Need to Know: Using Technology to Drive Learner Responsibility	Bickle	30C
	607	Creating Executive Presence in the C-Suite: The Skills Gap	Booher	28D/E
	608	Creating Success in Your Succession Planning and Development Program	Sims	29B
	609	The True Value of Training: What <i>Training's</i> Top 125 Really Means	Jasso, Allen	29D
	610	Hottest New Tools for Cutting-Edge Virtual Training	Lee, Jeavons	32A/B
	611	Secrets of a Scrum Master: Applying Agile Principles to Content Development	Knapp	28A
	612	Aspire to Be a Positive Deviant	Bozarth	30B
	613	Create and Publish Amazing Multi-Touch Books for iPad	Batt	29C
	614	Understanding the Development of Global Leadership Competencies	McMullen	28B
615	Sustaining Development: How to Make it Stick!	Lang	28C	
9:30 am – 9:45 am	Coffee/Soda Break			East Terrace Foyer

Time	Session #	Title	Speaker(s)	Room
WEDNESDAY, FEBRUARY 5				
9:45 am - 10:45 am	MASTERS SESSIONS			
	M09	Applying the Power of Nice	Cochran	29B
	M10	Brilliance by Design: Creating Learning Experiences that Connect, Inspire and Engage	Halsey	32A/B
	M11	Leadership Development for Millennials	Oakes	28C
	M12	Thinking and Learning Agility: 10 Steps to Maximizing Learning Outcomes	Herrmann-Nehdi	31A/B/C
	M13	Competency Building Done Right—It's All About Context	Hale	33A/B
	M14	Everyone Talks About Informal Learning, But What Is It Really?	Rossett	29A
	M15	Increase Trust, Improve Results—Right Now!	Tagliati, Thiagarajan	28D/E
	M16	Games, Interactivity and Gamification for Learning	Kapp	30D/E
11:00 am - 12:00 pm	BREAKOUT SESSIONS			
	701	Visual Storyboarding—Enhance Your Design and Build Relationships	Anderson, Marks, Lee	33A/B
	702	Building Strategic Linkages: Mapping and Measuring Your Learning Strategy	Pangarkar	29D
	703	Internal Coaching: Achieving Positive ROI with Internal Coaches	Edwards	30C
	704	Intelligent Learning Design: Redefining Blended Learning	Thompson, DeLeon	28D/E
	705	Lights, Camera, Action: How In-house Training Videos Can Transform Your Workforce	Aziza	30B
	706	Ace Hardware Changing Behavior and Getting Back to Helpful	Heubner, Keckan	30D/E
	707	Build Learning Support Web Apps Without Being a Programmer	Batt	29C
	708	Use Micro-Learning Techniques to Change Behavior and Improve Performance	Clare	30A
	709	Lessons from the Trenches of Digital Learning Game Design	Boller	32A/B
	710	Improving Knowledge Transfer and Employee Retention via Informal Learning Using Mentor Center	Ross	31A/B/C
	711	The Current and Future State of the LMS	Rochelle	28C
	712	Jet Propel Your Leadership Culture and Effectiveness: Collaborative Peer Advisory Groups	Dabic	29B
	713	Building a Winning Game Plan with Practical Elements	McCarty, Jones	29A
12:00 pm - 12:15 pm	Box Lunch Pick Up for Clinic Participants			33C Foyer
12:15 pm - 3:15 pm	HANDS-ON CLINICS Space is limited. Pre-registration recommended. To add or change a clinic, please go to the Registration desk before Tuesday, February 4.			
	C01	Developing Excellent Facilitation Skills	Wilkinson	31A/B/C
	C02	Using Social Media for Learning	Bozarth	30B
	C03	Using Brain Science to Improve Learning Design	Kohn	32A/B
	C04	A Handful of Knowledge—Creating Mobile Learning Assets and Courses	Bickle	30C
	C05	Auditing and Benchmarking Your Training Function	Smith, Barbazette	33A/B
	C06	Forecasting ROI: The Newest Tool for L&D Professionals	Phillips	30A
	C07	Designing eLearning Using Stories and Scenarios	Jimenez	30D/E
	C08	PowerPoint as a Graphics Editor: Simplified Visual Design for Learning	Thorn	29D
	C09	Making Your Training Stick for Results and Payoff	Balling	28D/E
	C10	The Learning Experience Canvas: A Design Template for Engaging Training	Honebein	29C
3:20 pm - 3:35 pm	Briefing for Post-Conference Naval Tour Participants		Sledge, Shifflett	29B
3:45 pm - 5:00 pm	FINISH LINE: Born to Train 5K Netwalking Event (Pick up t-shirts starting at 3:30 pm)			33C Foyer

Time	Session #	Title	Speaker(s)	Room
THURSDAY, FEBRUARY 6				
8:00 am - 12:30 pm	POST-CONFERENCE FIELD TRIPS Space is limited. For pre-registered attendees only. Board buses by waterfall outside Marriott Marquis and Marina.			
8:30 am - 12:30 pm	T01	Naval Education and Training Command Tour	Sledge, Shifflett	Board buses at 8:00 am
9:00 am - 12:00 PM	T02	Hyper-Realistic Training: A Movie Studio Tour	Lavell, Bowen	Board buses at 8:30 am
	T03	San Diego Zoo Academy & Behind-the-Scenes Tour		Board buses at 8:30 am

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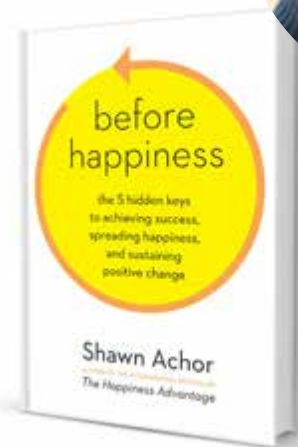
R&D *for* L&D

Talk about brainpower: Training 2014 keynotes feature some of the foremost authorities on learning, behavior, and brain research. Join us on an evidence-based but personal journey that spans what we like to call the “states of being”:

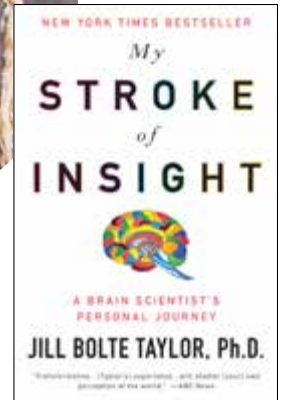
Monday, 9:15 am – 10:30 am

Be Happy

The winner of more than a dozen distinguished teaching awards at Harvard University, Shawn Achor currently teaches for the Advanced Management Program at Wharton Business School and collaborates on research with Yale and Columbia University. Through a decade of research, Achor discovered that 75 percent of our job success is predicted not by intelligence, but by positive psychology – our optimism, social support network, and the ability to manage energy and stress in a positive way. Discover how much we can affect the outcomes of our efforts using practical applications for what Achor calls the “happiness advantage” to fuel success and performance at work.



+ Plus, he'll reveal exclusive results from joint research conducted with *Training* magazine.



**Tuesday
2:00 pm – 3:15 pm**

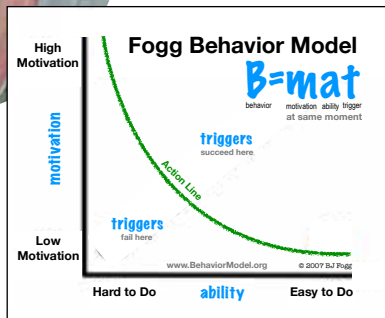
Be Healthy

After experiencing a stroke at the age of 37 and spending the next eight years recovering, Harvard-trained neuroanatomist Jill Bolte Taylor dedicated herself to educating people about the beauty and resiliency of the human brain. A video of her presentation at the TED Conference drew millions of viewers and prompted *TIME* Magazine to name her one of the Most Influential People in the World in 2008. Taylor believes that the most important relationship we each have is the one between our logical, rational, verbal left brain and its counterpart – our creative, intuitive, thinking-in-pictures right brain. You'll walk away with a better understanding of what is going on inside your head and how you can get your brain (and your learners' brains) to do what you want it to do.

Tuesday 9:30 am – 10:30 am

Be Human

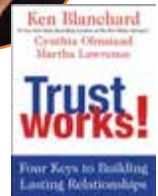
Named one of *Fortune* Magazine's "10 New Gurus You Should Know," BJ Fogg is author of *Persuasive Technology: Using Computers to Change What We Think and Do*. An experimental psychologist, he directs Stanford's Behavior Design Lab and is founder of their "Mobile Health" series which highlights what really works to influence people's behavior. His former students created successful mobile companies, including Pulse [acquired by LinkedIn] and Instagram [acquired by Facebook]. The World Economic Forum's Wellness Workplace Alliance selected the Fogg Behavior Model as its framework for health behavior change. He has coached more than 15,000 people to create habits. See how three elements must converge at the same moment for a behavior to occur: Motivation, Ability, and Trigger. Find out how to design for behavior change using today's technology and how to create a habit — one small step at a time.



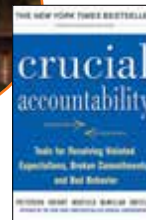
Be Fortright Eye-Opener Sunrise Sessions

Tuesday, 7:15 am – 8:00 am

Management guru Ken Blanchard is the co-author of more than 30 best-selling books, including *The One-Minute Manager*, which has sold more than 13 million copies. He's proven that higher levels of trust in the workplace lead to more productivity, creativity, energy, loyalty, and respect, plus a stronger bottom line. He'll share the four key elements of building trust at the individual, team, and organizational level and how they can lead to success.



Wednesday, 7:30 am – 8:15 am



Organizational initiatives often fail not because they are inadequate but because the cultural operating system claims to uphold certain written values and cultural rules while operating on quite another. According to a study of 11,000 managers and employees, four common unwritten rules have evolved into cultural viruses that bog the system down — silence, collusion, resistance and cynicism.

Researcher David Maxfield — winner of Stanford University's Dean's Award for Innovative Industrial Education — will share how to reverse these viruses to achieve world-class execution and innovation.



Call of the Wild: A Private Event at the World-Renowned San Diego Zoo

Tuesday, 4:00 pm – 5:00 pm

[Ticket Exchange on Expo Floor*]

Tuesday, 5:15 pm – 7:30 pm

[Reception, buses begin boarding at 5:00 pm]

Training magazine's silver anniversary celebration is all about the bear necessities—i.e., koalas! This special Tuesday evening reception at San Diego Zoo's new Australian Outback Exhibit features kookaburras, wallabies, wombats, 23 species of birds, and those cuddly koalas. In fact, the exhibit hosts the largest koala colony outside of Australia. You'll also enjoy a reception with a view of giraffes,

rhinos, and other wild things. Don't miss this golden opportunity to discover wonders from the Land Down Under!

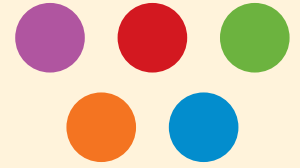


Reception will include light hors d'oeuvres. This event is free to full-conference participants, pre-registration required. To add this event, stop by Registration Desk no later than Tuesday 1:00 pm. *Visit the Expo on Tuesday, between 4:00 pm–5:00 pm to exchange the zoo ticket you receive with your badge for your official Zoo Reception Ticket.

Strengthen Your Training Foundation and Receive a Total Trainer Certificate



Training 2014 Conference features a foundational track that provides an overview of key aspects of training. Look for the series of colored dots that designate sessions as foundational and reinforce your training knowledge base. Participants who attend five foundational track sessions (one of each color), in addition to the Designing and Delivering Instructor-Led Training Certificate Program delivered by master trainers Bob Pike, Sharon Bowman, and Sivasailam Thiagarajan, will receive a Total Trainer Certificate signed by *Training* magazine's Editor-in-Chief, Lorri Freifeld.



MONDAY, FEBRUARY 3
8:00 – 9:00 AM
BREAKOUT SESSIONS

101 Eliminate Waste — Educate Clients While Forecasting Performance and ROI

Ron Stone, President, Center for Performance and ROI

A meaningful dialogue about enabling performance outcomes is a significant benefit of the forecasting process. Learn to:

- Identify key performance factors of a learning solution design.
- Apply a three-part job aid to guide the decision making process.
- Create and apply companion strategies to strengthen a solution design and influence transfer of learning.
- Take a program through the process and forecast the results and ROI using a tool that can educate stakeholders about linking training and performance. [A case scenario will also be provided.]

102 The Search for Brilliance: Developing Conscious Leaders Through Authenticity, EI & Mindfulness

Michelle Maldonado, Associate VP, Corporate & Strategic Relationships, American Public University System

From young professionals to traditionalists, today's multi-generational workforce is more diverse and complex than ever before. Organizations are challenged to identify top talent and build strong succession pipelines that create effective and respected leaders as well as sustained organizational success. Maldonado will introduce you to the principles of authentic leadership and their convergence with traditional and emerging concepts of emotional intelligence, mindfulness and other personal leadership development skillsets that help support individual and workplace transformation.

103 The Coolest Adobe Captivate Tips on the Planet

Joe Ganci, Owner, eLearning Joe

Too many Adobe Captivate features are hidden and not well known. Using the layers of sophistication of these features means you will save a lot of time, deliver more engaging and personalized learning, and be able to tap into external resources more easily. Ganci will show you some of the Captivate features you need to make the most of this powerful tool, including how combining the use of variables, Advanced Actions, and effects will result in a useful example that you couldn't create otherwise. Learn to:

- Maintain your lessons now and in the future.
- Extend Captivate's abilities.
- Take advantage of little-known features.
- Run rings around your Captivate friends!

104 Map It! Using the 4Cs to Design and Deliver Great Training ●

Sharon Bowman, Author, Training from the BACK of the Room

Learn about a quick and remarkably easy way to design and deliver effective training that is based on brain science instead of traditional ID methods—"The 4Cs Map," a four-step instructional design model from Accelerated Learning. Practice using this ID model with your own training topics, and receive a handout of great ideas and resources to polish your ID skills. Learn to:

- Design a training of your own, quickly and easily, using the 4Cs Map as your ID template.
- Decrease the time it takes you to design effective training and increase the effectiveness of your training delivery.

105 Designing Mobile Virtual Learning

Jennifer Hofmann, President, InSync Training

Where in the world are your learners today? With the mobile Virtual Classroom, it doesn't matter, but we need to be thoughtful in the design. You'll:

- Describe the differences between learning in a Virtual Classroom on a traditional computer and one on a mobile device.
- Discuss what doesn't work in the mobile Virtual Classroom, and why.
- Utilize strategies that maximize mobile Virtual Classrooms.
- Using a one-page job aid, determine if a Virtual Classroom should be designed for mobile learners.
- Explore five 'mobile' instructional exercises that help designers meet learning objectives in an effective and collaborative way.

106 It's Time for Standards!

Bruno Neal, Learning Strategist, Indiana University Health

In times of financial turmoil L&D departments are among the first to get hit by budget cuts. Measuring results and calculating ROI, ROE, or expected outcomes will definitely evaluate the results of current initiatives, but it won't stop the leadership of your organization to move forward with an "outsourcing plan" in order to save money. It is time to strategically maximize our strengths and address our challenges ahead of time. You'll discuss the best way to move forward with a plan to reassure the leaders of your organization that your services and products have high standards.

107 3 Ways to Increase Manager Involvement and Improve Learning Transfer

Carl Eidson, VP, Wilson Learning

As much as 85% of new learning never gets applied for organizational impact. The solution is not more learning, but more learning transfer. See how three companies hit home runs with learning transfer through manager involvement. Explore a unique learning transfer system that makes it easy to gain critical management support. You'll:

- Complete a Manager Involvement Audit — a blueprint for improving learning transfer through manager involvement in your own organization.
- Learn three innovative ways to get managers involved in learning that result in increased learning transfer and improved business impact.

108 Building L&D Credibility

Diana Oreck, VP, Ritz-Carlton Leadership Center, The Ritz-Carlton Leadership Center; Glenn Hughes, Senior Director of Learning and Development, KLA-Tencor

Success in Learning & Development (L&D) often hinges on having a seat at the table with senior leaders at your organization. But obtaining that seat is not easy. Join Diana Oreck and Glenn Hughes as they present best practices and tips from the latest *Training* Top 10 Hall of Fame white paper: "Conversations with the C-Suite: How L&D can be a trusted advisor to business leaders."

109 Cloud and Mobile: The New Way Forward for Learning

Susan Croft, Director, Skill Pill M-Learning Ltd

eLearning has had a checkered past and is often now associated with compliance learning. Learn how mobile and web-tool learning can differentiate itself from classic eLearning in order to provide a more engaging and participative mode of learning interaction. Those entering the workplace expect differing ways of learning to be presented. Learn how mobile can be framed as social and informal learning, delivering smaller and higher utility pieces of learning at points of need. The session will explore the best way to design and deploy content. Is mobile best suited as a teaching tool or is it better suited as a learning support tool? You'll look at the two and how differing factors can support differing training modalities.

110 Ten Strategies for Effectively Collaborating with SMEs for Rapid Development

Kendra Lee, President, KLA Group

Training development timelines are shrinking to seemingly unreasonable deadlines. You need strategies to rapidly develop successful content. Collaborating with Subject Matter Experts (SMEs) can help you meet those tight deadlines. But content development probably isn't part of your SMEs' job expectations. Learn:

- The 3 keys to effectively matching SMEs to projects.
- How to establish baseline SME competencies.
- Strategies to get SMEs on board and supporting projects quickly.
- What to do when SMEs aren't cooperating, missing deadlines, meetings and worse.
- To turn your most successful SMEs into training development partners.

Based on proven strategies implemented in multiple companies, you'll leave with ideas you can integrate into your rapid development processes immediately.

111 Done Isn't Done: Creating Transition Plans for Training Projects

Lou Russell, Queen, Russell Martin & Associates

Whether you use ADDIE or SAM, it feels good to finish developing a course, but having a course is not the same as learners receiving value from the course. 80% of training programs fail to launch well because little time is spent planning the implementation. Learn to:

- Build a plan to ensure a course (eLearning or live) moves from project to ongoing value to the organization.
- Determine the documents and hand-offs to finish the project and transition to the 'live' offering.
- Establish a repeating process with dates and task owners for ongoing use.
- Establish a sole owner and registration process early in the project process.

112 Performance Improvement By the Numbers

Mark Snow, VP, Performance Technology, Human Resource Development Press

You'll dissect the differences between being a reactive training department and proactive performance improvement agent, as well as the costs and benefits associated with both approaches. You will leave this session with a vastly improved understanding of training's role in the problem solving process, and how to earn the trust of those who seek training's help. Learn how to:

- Quickly and accurately identify root causes.
- Determine if the issue is a "knowledge" or "behavior" problem.
- Position the training department as a valuable partner.
- Say "No" to a training request.
- Brag about your successes without bragging.

113 The Lexicon of Games

Robert Bell, Senior Instructional Designer/Minister of Games; Jeffrey Rhoades, Deputy Director of Innovation, Enspire Studios

What distinguishes a games-based learning experience from a gamified one? How do you begin to wrap your head around the differences between analog and digital games, let alone make sense of the alphabet soup of game genres (RPG, FPS, MMO, etc.)? This primer will provide a foundational understanding of the subject in order to support you in applying gamification and games-based-learning at your organization. You'll be introduced to a number of the major genres of games, analyze some well-known commercial examples, and discuss potential learning applications. You'll learn the merits of analog and digital games and identify some criteria for making good choices about what game genres will suit particular types of training content. You are encouraged to bring a tablet device or laptop for resources and game testing.

114 Busting Learning Myths: What the Research Says

Clark Quinn, Principal, Internet Time Alliance

The learning field ideally operates on the best scientific basis, but keeping track can be difficult, particularly in light of common folklore. How do we address this? In this session, you'll look at some common beliefs—digital natives, learning styles, generational differences—and separate the wheat from the chaff. You'll look at some common claims, what the research says, and what the take-home messages are that will give you a sound basis for developing learning that works for all. Don't waste money on myths, use sound evidence to make the right decision, for your learners and the outcomes you need.

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115 Equipping New Managers for Success

Alan Fine, President, InsideOut Development

A 2011 survey by CareerBuilders.com found 26% of managers felt they weren't ready to become a leader when they started managing others and 58% said they didn't receive any management training. The transition from individual contributor to leader, is difficult. New managers are learning to deal with their team's interpersonal dynamics while still managing performance demands on the group. Fine will explore the fundamentals of a high performance environment, the basic activities that create empowerment, accountability and trust for new managers and for those they influence. You will learn a process that creates focus and significantly enhances the use of knowledge, skills and talents by employees; tools that help new managers tap into their team's potential.

116 Speak Like a Mouse: Eight Strategies That Pixie-Dust Your Presentations

Lenn Millbower, Former Walt Disney World Training Veteran

Walt Disney was a creative genius, a master showman, and an amazing teacher who once proclaimed, "The normal gap between what is generally regarded as 'entertainment' and what is defined 'educational' represents an old and untenable viewpoint." When entertainment and learning are aligned, as Disney would do, the result is magical; learners pay attention, they absorb information, and they change behavior. Learn how you can apply Walt's strategies. You'll:

- Identify strategies Walt Disney's theme parks use to draw people into the experience and how to apply them to capture learner attention and maintain focus.
- Examine the techniques Disney's team used to transform rides into immersive environments and how you can create your own captivating learning experiences.
- Discover Disney's approach to making a message memorable and how you can create magical memories for your audience.

117 "Oh Yeah...Make Me!" Techniques for Handling Resistant Learners

Laura Arellano, Senior T&D Specialist, CHG Healthcare Services

"I was told to be here." ... "How long will this last?" ... "I've done this kind of training before." Learn simple techniques that will instantly shift resistant participant thinking, whether expressed verbally or non-verbally. All trainers dread dealing with negative participants, so you will be pleased to discover that it is possible to quickly and easily transform them into focused, contributing learners. Learn how to assess the Roots of Resistance and deploy the appropriate strategies

before, during, and after a training session by integrating principles from Accelerated Learning and Whole Brain Thinking. Get practical techniques to keep the focus on your content and learning objectives, instead of battling their smartphones to win their attention. Learn to:

- Understand the Learning Brain.
- Assess learners' Root of Resistance.
- Apply techniques to transform reluctant participants.

118 Why Organizations Must Coach

Tim Hagen, President, Training Reinforcement Partners (Sales Progress)

Learn five reasons why coaching addresses some of today's toughest business imperatives and how it can position you to have incredible success. In today's fast-paced environment, training leaders and departments need to bridge the gap between training and management and coaching is the answer. You'll explore why managers need to coach, how to get them engaged to coach, and why getting their buy-in is NOT the answer. Specific case studies will be presented showing the power of coaching, its impact on managers, employees, and the entire organization.

MONDAY, FEBRUARY 3
10:45 - 11:45 AM
BREAKOUT SESSIONS

201 Creating a Performance Support Strategy for Success

Marc Rosenberg, Author, E-Learning: Strategies for Delivering Knowledge in the Digital Age

We've talked about performance support for a long time. We've tried to get our arms around it, but found that it clashed with notions of what we were supposed to do: training and eLearning. Somehow, it was never on the critical path of what we were all about. Until now! Performance support unifies our thinking about mobile, social, and informal learning; the explosion of "apps" that make work easier; and our recent realization that most learning takes place in the workplace and not in the classroom. We need a solid performance-support strategy and ways to convey that strategy's value to senior leaders. We are not replacing learning; we are augmenting it—significantly. You'll examine the key components of a sustainable performance-support strategy and the implementation barriers you are likely to face. Investing in performance support is not just smart learning strategy, it's smart business strategy.

202 How to Grow Leaders to Grow Others: Career Development Employees Want

Beverly Kaye and Julie Winkle Giulioni, Co-authors, Help Them Grow or Watch Them Go: Career Conversations Employees Want

Developing and retaining talent is a significant driver of employee engagement...which in turn is key to critical business outcomes like revenue, profitability, innovation, and customer loyalty. Yet, every day employees who believe that their careers are not getting the attention they deserve make the decision to disengage — resigning to pursue other opportunities or [even more dangerous] staying and withdrawing their engagement, motivation, and enthusiasm. So, what's a manager to do? Learn:

- The research-based connection between career development and business results.
- The factors that conspire to undermine career development.
- Tips, tools, and techniques for positioning development.
- How to translate development into a dynamic and organic process that's embedded into all work and learning.
- Five steps leaders can take to begin developing others immediately.

203 Dealing with Difficult Participants: Strategies to Avoid, Eliminate, and Minimize Difficult Behaviors

Becky Pike Pluth, Chief Training Officer, The Bob Pike Group

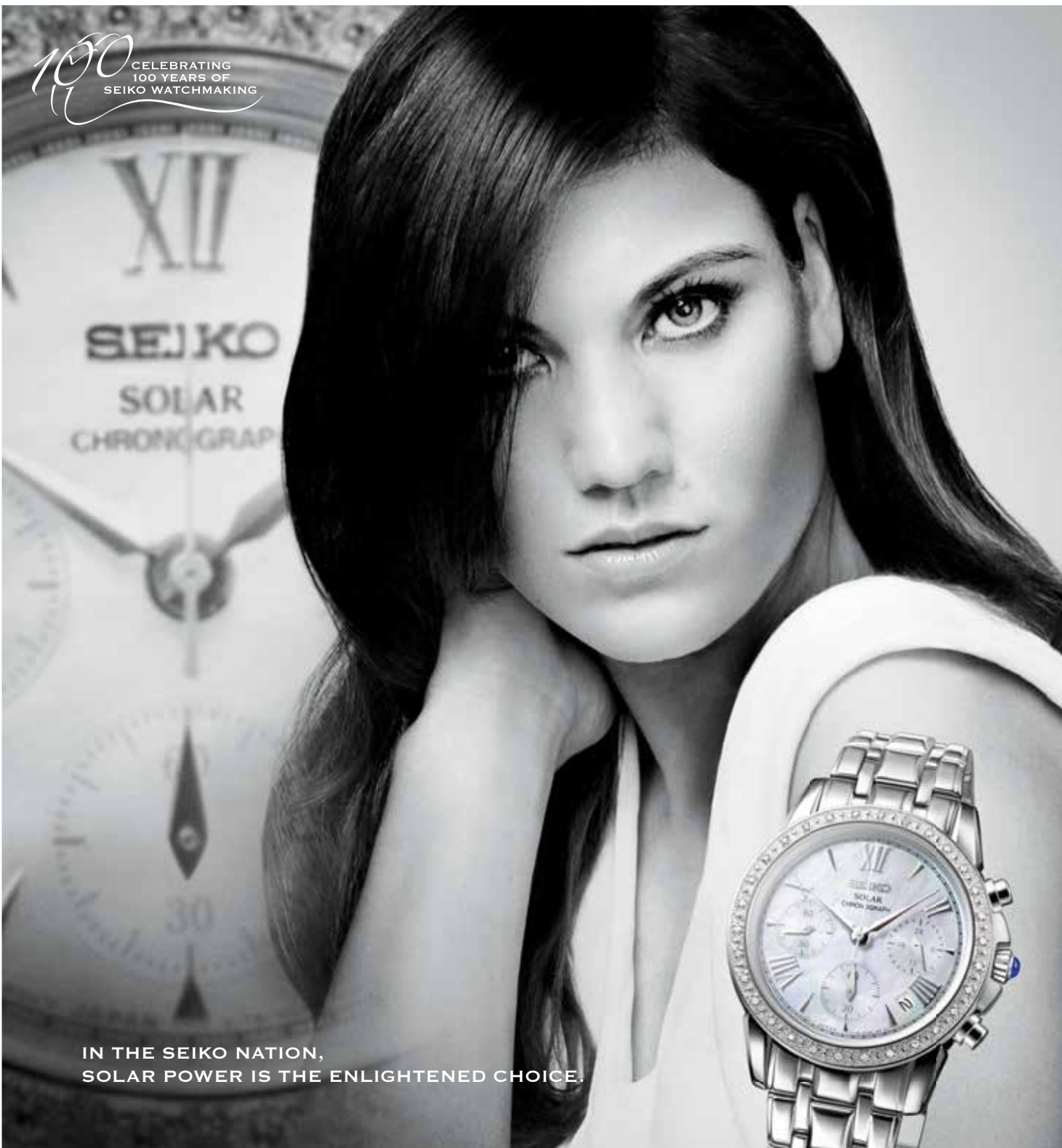
Based on 30+ years of research, we've identified 15 types of difficult participants that show up in classrooms. Learn the most common, including: The Latecomer, The Preoccupied, The Know-it-All, The Prisoner, The Skeptic, The Socializer. You'll explore what to do before, during, and after to minimize difficult behavior and maximize results. You'll examine the impact of room set-up, group dynamics, and preparation that will minimize the likelihood of disruptive behavior. And, you'll get at least five strategies per difficult participant type to eliminate the problem.

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204 Performance Centered Design: Analysis and Evaluation 2.0 ●

Steve Schatz, Core Faculty, Instructional Design Masters Program, UMass, Boston

Will MOOCS, Mobile, JIT, Sync and Async crush you, score big, or waste time? You must keep current and improve learning design with limited time, staff and budgets. How can you do this with decades old design tools? You can't! Learn about integrated, iterative approaches, methods, and specific tools for analysis, evaluation, design, delivery decisions, and implementation. Learn to:

- Increase learner engagement by modeling specific activities and design models.
- Save development time through shared analysis of synchronous and asynchronous tools.
- Quickly gain and use feedback for continuous improvement of your course design.
- Shorten development time through seeing and questioning specific iterations.
- Understand and evaluate effectiveness of tools used in course designs.

205 So No One Told You You're a Marketer

Jean Barbazette, Founder; Melissa Smith and Maria Chilcote, Managing Partners; The Training Clinic

Like it or not, marketing training is part of the job! Identify a variety of ways to improve attendance at training events. Build alliances and a presence in your organization. Meet organizational needs, rather than put on events that have marginal participation. Learn practical tips and tricks. You'll learn how to:

- Partner with management.
- Fully utilize ALL marketing techniques from networking to navigating the digital world.
- Make your "marketing job" manageable, effective, and fun!

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Training magazine has combined its three eNewsletters into one streamlined, easy-to-read weekly eNewsletter!

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206 Engagement and Discovery: Captivating Your Learners in the Virtual Classroom

Cynthia Clay, CEO, NetSpeed Learning

This session will inspire you to design and deliver virtual training that captivates your learners' hearts and minds. Learn to:

- Transform your facilitation practices.
- Bring adult learning principles into the virtual classroom.
- Facilitate and integrate open chat into your delivery style.
- Build polls that stimulate interest and increase information sharing.
- Replace eye contact with effective use of emoticons.
- Apply a discovery learning process that increases engagement and results in learning transfer.

207 The Best from the Best

Lorri Freifeld, Editor-in-Chief, Training magazine; Cyndi Bruce, Executive Director, KPMG Business School - U.S.; Alison Hooker, Partner, Ernst & Young; Vicente Gonzalez, Senior Employee Development, Booz Allen Hamilton; Glenn Hughes, Senior Director of Learning and Development, KLA-Tencor

Want to know what training initiatives members of the Training Top 10 Hall of Fame have been working on in the last year? Hall of Famers Cyndi Bruce, Alison Hooker, Vicente Gonzalez, and Glenn Hughes each reveal details about one of their recent program implementations, including the challenges they faced, the solutions they found, and the results they achieved.

208 Actions Speak Louder than Words: 6 Steps to Improved eLearning Activities ●

Ethan Edwards, Chief Knowledge Officer, Allen Interactions

There's much frustration with the limited range of interactivity found in eLearning programs. Arbitrary multiple-choice and true-and-false questions, even when masquerading under flashy game-like interfaces, fail to engage learners' attention. Worse yet, they usually fail to teach. Too often designers feel bound by the limits of actions available to the learner—senseless button clicking, random dragging, confusing entries. But, even working within the constraints of low-level authoring tools, it is possible to design eLearning activities that will engage, motivate, and captivate the learner's imagination and enhance post-training performance. Edwards will present six simple and easily achievable transformations to make your eLearning interactions more impactful.

209 Secrets of Simulation Design

Rich Mesch, Senior Director, Strategy & Innovation, Performance Development Group

"Simulation" has become a buzzword in the learning space, and as a result, a great deal of confusing and contradictory information has flooded communication channels. You'll examine myths and misconceptions, discuss appropriate uses, and discuss effective approaches for simulation design. Mesch will also touch on Virtual World platforms and how they're changing the simulation landscape. Learn:

- The attributes of effective simulations (and attributes of really bad simulations).
- How to create compelling simulations through the use of storytelling.
- When simulations are most effective—and when they aren't.
- How technology enhances—but doesn't drive—simulation.

210 How to Capture Elusive Level 3 Data: The Secrets of Survey Design

Ken Phillips, Founder/CEO, Phillips Associates

To establish real credibility and prove value, you need to measure whether or not your participants actually applied what they learned back on the job (Level 3 evaluation). In this session, you will examine four overall guidelines for conducting Level 3 evaluations, analyze the common mistakes made when creating Level 3 participant surveys, and learn 11 tips for overcoming these mistakes. These tips are based on recent research from the fields of education and the behavioral sciences and call into question many survey design principles formulated 50 or more years ago, but still in use today.

211 Creating Leaders Your Employees Will Want to Follow

Tom Roth, COO, Wilson Learning

Leaders have the opportunity to significantly impact their people's performance and be the kind of leader whom people are drawn to follow. For that to happen, they must understand how critical integrity, resiliency, and courage are to the leadership role. Ultimately, you will not be judged so much by how well you lead, but by how well you are followed. Sharpen your perspective on the essence of leadership and gain valuable insight into your own sense of who you want to be as a leader, and what you want leadership in your organization to look like. You'll identify:

- The critical attributes of character-based leadership.
- The source of leadership resiliency.
- What it takes for leaders to be courageous.
- Your own deep leadership values.

212 Making Training Stick: 17 Techniques to Increase Training Transfer ●

Barbara Carnes, President,
Carnes and Associates, Inc.

Learning professionals need practical, easy-to-use techniques to increase learning transfer to the job. If participants don't use what they learn, how can their performance improve? Learn about the latest evidence-based best practices for high levels of training transfer and about the Training Transfer process model. You will learn, experience, and practice 17 research-tested techniques you can begin using right away, with any topic or delivery method, in new or existing training courses. You'll be able to apply the Training Transfer Process to your learning and development activities: face-to-face, live virtual training, and self-paced eLearning. And, you'll learn to use specific Techniques to Integrate Education (TIES) to increase training impact and results.

213 Truths, Myths and Proven Practices for Enterprise mLearning

Scott McCormick, Co-Founder,
Float Mobile Learning

Now that mobile learning is becoming more pervasive, different ideologies, pedagogies, strategies, and design and development approaches are beginning to emerge. You'll take a look at widely held practices and beliefs that are driving the mobile learning industry and discuss a wide range of topics such as strategy, instructional design, user interface design, content strategy, development tools and options, BYOD, and security, and look at what is truth and what is myth in each. Using several case studies, this session will look "under the hood" of the application deployment and focus on the most profound lessons learned.

214 Motion Graphics—Increasing the Effectiveness of Training Through Storytelling

Charles Plummer, Director of Graphics;
Layne Haack, Motion Graphics Lead,
Allen Communication

See how Motion Graphics is changing the face of training. With new technology, it is possible to add cutting-edge visuals and animation to training that can translate to better information retention, and shorter courses, while upgrading the user experience and adding value for clients. Learn how:

- Video motion graphics can be used to engage the audience.
- To accentuate the story-telling opportunities video provides.
- And when to replace duller, more tired visual techniques of training with video animations.
- To demonstrate complex concepts through video and 3D.

215 The Gaps Map: Identifying Business, Performance and Skill Gaps ●

Dick Handshaw, President, Handshaw Inc.

Eighty per cent of all performance problems have nothing to do with training. So how do you separate other performance needs from training needs? More importantly, how do you identify all the causes that are hindering performance so you can develop solutions to achieve real business results? This session focuses on the Gaps Map process developed by Dana and Jim Robinson. You'll view successful and not so successful video examples of how to conduct a gaps meeting with a client and begin completing a Gaps Map. You'll learn how to ask the correct "Should, Is, Cause" questions in order to obtain performance relationship data to complete the Gaps Map. Participants will practice this skill during the session through realistic scenarios.

216 Designing & Developing Learning Using HTML5

Nick Floro, Learning Architect, Sealworks
Interactive Studios

Join us for a look at what HTML5 is and how people use it today to deliver the next generation of learning and applications. What can you learn from the buzz and new tools appearing in the consumer and corporate environments, and how can you take advantage of them to help your users learn? You'll learn what you need to consider in designing content as well as get technical guidelines. Get an introduction to five hot features in HTML 5 that you can start using today, and prepare for developing with the new standards. Floro will introduce you to the seven challenges you need to know in order to make sure your first app or delivery is a success as well as whether to launch a native app or web app.

217 A 21st Century Strategy: An Object-Oriented Information Architecture

Mel Regnell, Global Training Manager,
Red Hat Global Learning Services

No company can long sustain the traditional approach of content development that focuses on a separate source for each deliverable. Today's training development and delivery processes must create modular, object-oriented content "objects" that can be assembled into programmable deliverables. One of our most pressing challenges is to get duplication of effort and content redundancy under control. Learn a 3-step process for doing just that:

- Creating object-oriented content.
- Enforcing styles and formatting for single-source reuse.
- Managing content with an Information Architecture.

218 Rethinking Learning Systems with the Tin Can API

Mike Rustici, President, Rustici Software

The Tin Can API has hit the learning community with a massive force. New tools are emerging with the potential to dramatically improve training functions by directly impacting performance. There are emerging classes of technology on the market based on the API. This is a fast-moving, complex world with a lot of questions. Where do you start? Do you need to drop everything you have today? Where will LMS's and authoring tools be in five years? Rustici will illustrate the current environment with the most recent information about how tools have adopted. And he'll discuss new technology on the market including learning record stores and training delivery services. He will also show how some classic LMSs and authoring tools have adapted.

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SPONSORED SESSIONS

SS01 Six Key Leadership Skills to Enhance Retention

Marcia Mueller, Talent Development Practice Leader, IMPACT Group

An employee's direct manager has the greatest influence on individual engagement, development productivity, and ultimately, retention. Learn Six Key Leadership Skills managers employ to create a high-involvement workplace and achieve competitive advantage. You'll:

- Learn the value of building relationships.
- Practice methods to connect the employee's role to the goal.
- Identify paths to tap and develop talent.
- Understand ways to build a culture of appreciation.

SS02 The Value of Certification

Katie Batten, Senior Marketing Events Specialist, HR Certification Institute

This session will give you the opportunity to learn about the PHR, SPHR, GPHR, HRBP, HRMP and California exams offered by the HR Certification Institute. Learn about:

- What HR certification is.
- The benefits of earning HR certification.
- The exam eligibility, development process, and exam content.
- The exam preparation resources.
- Applying for the exam.
- The recertification process.
- Contact information.

The session will cover everything from the definition of certification to test preparation methods during our session. Please join Batten to learn how you can earn your HR Certification with us!

SS03 Unlock the Secret to Powerful Communication and Maximize Your Influence with Stakeholders

Christa Kirby, Vice President, Global Products and Services, International Institute for Learning

Communication is often seen as a nice-to-have in Business Analysis, when in reality all too many difficulties we encounter in our work can be traced back to problems in communication. Incorporating insights from the latest research in neuroscience, this presentation will increase your understanding of how and why people communicate the way they do. It will also help you understand your communication blind spots and

emotional triggers, equipping you with the tools to communicate more effectively with people you find most "difficult." Learn:

- How to identify your communication strengths and challenges.
- What your psychological preferences are in terms of communication and why they exist.
- How to recognize the communication preferences and styles of others.
- How to maintain the integrity of your message while tailoring it to various audiences.
- How to use these new tools to transform conflict into connection and influence stakeholders across the business.

SS04 Win More, Rank Higher: When, Why, and Which Learning Awards to Apply For

Deb Arnold, Principal, Deb Arnold, Ink.

Want to know:

- What makes learning programs award-worthy?
- Which of the ~60 learning awards you're most likely to win?
- Why winning matters, anyway?
- Where to start?

Here's your golden opportunity to get the answers from a true expert. Deb will share deep insights gained from helping her clients win 40+ learning awards, including #1 and #2 on ASTD BEST, #1 on the Learning! 100, and #11 on the *Training Top 125*. Learn to:

- Articulate the benefits of winning awards for you/your organization.
- Assess whether your programs are award-ready.
- Evaluate which awards you're most likely to win.
- Create an award strategy.

Attendees will receive Deb's "Learning Program Mad Lib" and other unique resources.

NOTE: This is the first of two complementary sessions presented by Deb—attend either or both. Ready to hone your award skills? Don't miss Tuesday's session: #SS20: The Not-so-secret Secrets to Winning Learning Awards.

SS05 Create the "World's Best Bosses": Invest in Your Managers and Build a High Performing Organization

Len Kinor, Managing Director, Partnerships; Alison Lazenby, Director of Business Development, Compass, Root Inc.

Everyone wants to have a great boss. While some people are naturally good managers, others need guidance. This session outlines the key skills and competencies managers must have to build an organization where every employee believes he/she has the world's best boss and individuals are

performing at their peak. In this highly interactive session, you will walk away with proven best practices that build better managers and accelerate strategic results for the business including:

- Linking manager development activities directly to the strategic intent of the company.
- Arming managers with the tools and coaching skills needed to translate strategic intent into meaningful results.
- Using creative and visual methods to deliver memorable learning experiences that stick.

SS06 Influence EVERYBODY! The Secret Communication Techniques Used by Global Leaders

David Lewis, CEO, Co-Founder, Pinnacle Performance Company

Learn to influence how your audience reacts and encourage them to do what you want, whether in a presentation, team meeting, one-on-one conversation or any other communication, social or professional, using the secret communication techniques performers and leaders have used for centuries. Effective for any level—regardless of role, forum, or audience. Learn to:

- Make a strong first impression.
- Determine your message's objective and how to deliver it to influence your audience.
- Align your voice and body language to clearly communicate that message.

SS07 How to Transform Sales Performance with Effective Learning Systems

Mike Kunkle, Director, Product Development, The Richardson Company

The session will begin with an assessment of the current state of sales training and the juxtaposition of training results against sales leadership's needs. The speaker will then discuss the practical details of how you can build an effective learning system with all of the elements required to truly transform sales results. Topics include ensuring effective content, employing the right learning strategies, engaging sales managers correctly, implementing transfer strategies that work, designing measurement systems that predict and monitor progress, ensuring focus on coaching and performance management, and more. You will leave the session with valuable insights and realistic recommendations for applying what you learned during this session to plan, build or update sales training, and implement it effectively in your own organization. Participants will be able to apply what is learned during this session to improve the likelihood of success in planning and delivering sales training within their own companies.

SS08 The End of Drama: Using Contrast to Accelerate Learning

Charlie Sheppard, Founder, Sheppard Partners

Are you looking for ways to accelerate learning? Explore how one of the most powerful ways to create a deeper understanding of any subject is to contrast it with its opposite. By contrasting the patterns of leadership with the patterns of drama, we can demonstrate how the use of contrast helps accelerate the development of any skill. Sheppard's research explores how drama limits a team's full potential to execute effectively. By using drama as a starting point, Sheppard demonstrates how to explicitly teach leadership to large groups and small, from individual contributors to CEOs. You'll receive actionable insights on how to remove drama from your life, your team, and your organization. You will receive a copy of Sheppard's recently published book, *Save Your Drama for Your Mama*, along with the ability to survey yourself on your patterns of leadership and drama.

SS09 Why Your Training Isn't "Sticking" and What to Do About It

Brian Brereton, Director of Business Development, Mindmarker Training Reinforcement

We all know for training to have a lasting impact, it needs to be practiced and reinforced over time. Join Brereton for this highly engaging session where you'll look at ways to "make training stick" and common reasons why it doesn't. You'll learn:

- The difference between reinforcement and remembering.
- A surefire way to ensure your training budget doesn't get cut.
- A way to drive behaviors and results through reinforcement.
- How to use technology to automate reinforcement.
- ...and much more.

SS10 Brief is Beautiful – The Unstoppable Drive Toward Short-Form eLearning

Glenn Eckard, Co-founder, COO; Stephen Meyer, CEO, Rapid Learning Institute

Today's short-attention-span workforce demands short eLearning modules. But what's the best way to do it? This session will define "Rapid Learning," which is a unique approach to short-form that deviates in important ways from the status quo in instructional design. Eckard will show why rapid learning increases engagement, particularly (but not only) in soft-skill areas such as Sales and Leadership, and why it's the ideal vehicle for mobile learning. In this session, you'll discuss:

- The irreversible trend that's driving the decline of long-form and the rise of short-form.
- Why a lot of what passes for "chunked learning" isn't, and why the RLI's "thin slicing" approach better meets user needs.
- Why (gasp) the sacred cult of interactivity is the enemy of short form.

SS11 Why Coaching Will Explode Your Career

Tim Hagen, President, Training Reinforcement Partners (Sales Progress)

Learn how coaching is the tool that will really help you integrate training into the mainstream of your organization's business imperatives. Hagen will share research and case studies that illustrate the impact you can have with the use of coaching. You'll see how there has never been a better time to adopt coaching in your organization. You'll:

- Learn about five core business imperatives training can impact using an internal coaching program.
- Explore real-world case studies and specific strategies and methods to utilize.
- See how to elevate your status and impact within your organization by getting beyond "buy-in" to actually getting your managers to coach.
- Why coaching will explode your training career and how to get started!

SS12 The Power of Story: Uses and Implementations for Training

Pete Machalek, Partner, SagePresence

Training can too often be a rote and uninspiring run-through of information or processes that you are charged with impressing into the minds of team members. This can result in questionable retention and a potential waste of time and energy for everyone involved. It doesn't have to be that way. In "The Power of Story" Hyers brings his unique perspective as a filmmaker to reveal deceptively simple techniques for using story to increase participant engagement and retention of material. Learn:

- How to apply story structure to training sessions to ensure that participants care about the training, and emotionally buy into it.
- A simple tool for establishing active participant engagement at the beginning of each session.
- Techniques for telling illustrative stories that increase the learning in a fun, engaging, and forward-moving way.

SS13 From The Classroom to the Field: Ensuring Classroom Sales Training Thrives in the Field

Ziya Muhamedcani, President, Madison Company

One of the biggest challenges of sales training is translating classroom-based training into successes in the field. Most sales personnel are trained in classroom venues then with minimal field follow up, expected to implement what they have learned. Is it any wonder why most of what they have learned is not fully utilized in the field? What can be done to ensure classroom-based sales training investments translate into in-field results, compliance and successes? Learn:

- How classroom sales training can be enhanced through focus on KPIs, practical applications and individualized field training activities.
- What key roles must be fulfilled and what skills are needed by first line sales managers for their subordinates to succeed.
- What tools are available to engage and develop sales reps.

You'll be able to immediately apply the step-by-step approach to ensure more of classroom-based sales training can be successfully utilized in the field.

SS14 Key Training Trends for 2014: A Shift to Business-Centric Learning

Doug Harward, CEO and Founder, TrainingIndustry.com

Learning and development professionals have a vested interest in planning and analyzing the future of the marketplace. To help training professionals more effectively manage the business of learning, Training Industry publishes an annual report that identifies the trends making the biggest impact on the leaders of training organizations. This year's report highlights 11 key trends, with a visible shift to a business-centric learning model. Join Pearson, the world's leading learning company, and Harward, for an interactive session exploring how these emerging trends will influence the training industry in 2014. You'll:

- Examine the shift from learner-centric to business-centric learning models in 2014.
- Understand employee needs for customized, conformable, and digital learning content.
- Learn how these trends can help you build more effective and efficient training programs.

SS15 Measuring Managerial Competencies Using Simulation-based Assessment

Erich Dierdorff, *Science and Innovation Officer, Capsim Business Simulations*

A challenge facing all training professionals is ensuring that participants acquire key knowledge and skills and are capable of effectively applying these competencies. Simulation-based assessment provides a dynamic environment that engages participants and, more importantly, provides clear evidence of business-related knowledge and the ability to transfer that knowledge into skilled action. In this session, you will learn how simulation-based assessment:

- Offers unique assessment information that goes beyond traditional methods.
- Measures key managerial competencies.
- Improves training efficiency and effectiveness.

SS34 Boosting Learner Engagement: 10 Keys to Success

Christophe Peron, *Director North America & Strategic Alliances, CrossKnowledge*

Achieving learner engagement is a much bigger challenge than simply designing great online training; it is about designing truly motivating learning. Explore how the landscape of training has evolved, and the new options for providing a learning experience closely tailored to the needs of different learners. New learning technologies offer effective alternatives to traditional classroom-based training. For instance, eLearning is now encompassing social learning and driving engagement through group learning and peer support. Those multiple channels can address every learning style. How do we create the conditions for a learning organization where engaged learners learn by themselves, at the right pace, have access to the content they need, and seize the learning opportunities they are offered? This dynamic briefing will feature 10 keys for boosting learner engagement. **BONUS:** Each participant will exclusively receive our printed guide featuring pragmatic case studies and best practice guidelines.

SS35 Moving from Simulation to the Real World

Michael Bean, *President, Forio Online Simulations*

Newly trained, inexperienced managers may lack the confidence to implement new methodologies in the real-world even after a successful training experience. Learn how to create online experiences that work for both training and real-world planning and analysis. Forio has worked with *Harvard Business Review* and several corporations to teach new concepts and methodologies and then provide manager with online tools to solve problems managers face in their jobs. See how these training technologies can be used for

both learning and real-world problem solving. This session will include examples from marketing, finance, and operations used with for-profit and non-profit organizations. Bean will also explain techniques for creating online simulated experiences that move from teaching concepts and learning-to analysis and problem solving.

SS36 Meaningful Metrics for Supervisory & Management Training

Mark Snow, *VP, Performance Technology Group, HRD Press*

We watch as supervisors and managers of all types fill our classrooms. They attend, they smile, they ask a few questions, and then—they leave. However, unless we start off with a firm idea of what levels of competence they enter our rooms with, and a subsequent answer of whether or not they are exhibiting new & improved levels of competence as a direct result of our training programs, we'll never know whether or not our training sessions have had an impact. This session will showcase the following:

- A proven method for quickly and accurately assessing managerial competence.
- A counterbalance to help determine if training is the answer to the issue.
- A faster way to build custom courses that deliver on the highest impact areas.
- A way to easily show the value of training to your stakeholders.

MONDAY, FEBRUARY 3 2:00 – 3:00 PM BREAKOUT SESSIONS

301 Real-World Training Evaluation: Part 1 ●

Jim Kirkpatrick, *Author, Training on Trial*;
Wendy Kirkpatrick, *Founder, Kirkpatrick Partners*

In today's resource-strapped business world, there exists greater pressure than ever to demonstrate the value of training to the organization. In this session, the Kirkpatricks will share practical ideas for maximizing the value of training while minimizing the investment. Learn how training evaluation is not as complicated or expensive as some make it seem. Discover how to integrate a sound evaluation plan into the instructional design process and implement it with minimal resources. You'll walk away with ideas you can implement quickly and inexpensively in your own organization. *This is part one of a two-part program. Each session can be attended individually, but attending both is recommended.* Also see session 401.

302 Preventing Death by PowerPoint!

Sharon Bowman, *Author, Training from the BACK of the Room*

How do you transform a slide set into a learning tool, instead of a lecture tool? You'll uncover the secrets of turning a boring PowerPoint presentation into an engaging, memorable learning tool, regardless of the topic or size of the group. Bring an old set of slides you want to work on or content for a new slide presentation. Your slide presentations will never be the same again!

303 Ten Steps to Creating and Sustaining A Successful Multi-University Alliance

David Brzozowski, *Senior Training Manager, Enterprise*; Marty Woodward, *Senior Training Manager, Supply Chain*; Dollar General Corporation

Education and self-development continue to be key focus areas for Dollar General Corporation. Driving to provide every employee the opportunity to continue their education, they launched their DGU Grow University Alliance in 2012. Through this exceptional program, participating employees can now receive discounted tuition rates and other benefits from 12 university partners located across the country. Attend this session and learn how to:

- Select the right universities in the start-up phase of creating an alliance.
- Identify key needs for employees and the organization for continued success.
- Build relationships that allow for growth and sustainability beyond your initial goals.

304 How Big Data is Transforming Learning and Talent Development

Jeffrey Berk, *COO, Knowledge Advisors*

Berk will define 'Big Data' and its impact on organizational decision-making. You'll discuss the talent development processes that house big data and identify data sources and classification of metrics to transform data into wisdom through timely, credible, predictive analytics.

FREE WiFi

WiFi is available near the Expo Stage,* inside Upper Level meeting rooms and the adjacent East Terrace Foyer.

To access, connect to the wireless network labeled 'train14'.

*See page 6 for details.

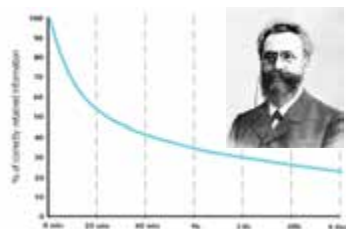
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305 Coaching for Talent Development and Employee Engagement

Terence Traut, President, Entelechy, Inc.

How do you engage your employees in these challenging times? How do you develop talent when training budgets have been annihilated? Developmental coaching is THE way to engage and retain talent AND develop even higher levels of performance. Managers are key to developing talent and eliciting discretionary performance from employees, and coaching is their tool. Learn what developmental coaching is and how to implement a coaching initiative in your company. You'll:

- Differentiate coaching from other types of performance management techniques including training, corrective action, counseling, and mentoring.
- Describe an effective coaching model, highlighting the key elements.
- As a group, coach the coach following the coaching model; and assess your own coaching strengths and areas for development.

306 The State of Authoring Tools in 2014

Joe Ganci, Owner, eLearning Joe

It's a new year and tool vendors continue to update their tools to ensure their place in the market. They each strive to present their tool as the best in class, the optimal balance of power and ease-of-use. Each has focused on giving you the ability to deliver your learning to mobile devices as well as desktop. Which tools are being used now? Why are they being used? How do they compare? Ganci has been using, reviewing, critiquing tools for 31 years and knows what he's talking about. He is candid and unbiased and he'll give you the information you need to ensure that you choose the right tools for your particular needs. Ganci welcomes any and all questions so be prepared for a lively discussion!

307 The Creative Blend: Using New Tools to Engage Learners

Megan Torrance, CEO, TorranceLearning

Apply creative techniques for engaging learners before, during, after [even way after!] formal learning. You'll explore creative uses for simple tools like video, email, texting, social media and contests that organizations are using right now to dramatically improve engagement with their content and application on the job. But it's not all about the tools! You need to have a plan. Explore a structured approach to planning your blend—the media, the message, and the timing. You know that blended learning gives you and your learners flexibility and convenience in pacing and attendance, increased learning outcome gains, and broader access to information. When you use an integrated approach, you can harness the

power of technology to enhance curriculum content, learning activities, and learning environments to best serve learners' needs.

308 Unmasking the Real Training Requirements to Deliver Results

Kendra Lee, President, KLA Group

How quickly are you able to determine training requirements? Are you able to move beyond learning objectives to uncover why a training program is critical to the business so you can make valued recommendations? Learn how by refining your critical questioning skills you can ensure you ask the right people the right questions to elicit key information in concise conversations. Your efficient and thorough requirements gathering means less time wasted for everyone and results in fewer misunderstandings, faster development, and greater training success overall. You'll:

- Discover the 5 secrets to successful requirements gathering.
- Identify the 3 questions to ask to uncover hidden requirements your sponsor may not know they have.

309 Lightbulbs: How to Make Things Easy to Understand

Jason Teteak, CEO, Rule the Room, LLC

Learn about making difficult concepts easy to understand. Implementing a training session is only worth the cost when the training is successful. If your company depends on successful delivery of effective training for difficult concepts, then this program is a must-have time and money saver.

310 The Many Faces of ROI: Analyzing Training's True Value to the Business

Ron Stone, President, Center for Performance and ROI

ROI calculations can seriously misrepresent and overstate the business contribution of a learning solution and should never be allowed to stand alone when analyzing and communicating results from learning interventions. Enter the ROI Quality Analysis—used to communicate the real business contribution of a learning engagement. You'll take away practical tools you can quickly and inexpensively apply to business strategies and learning solutions to improve and communicate value. Examples will be used to demonstrate how a seemingly acceptable ROI can in fact be a poor outcome. You'll discover the strengths and weaknesses of ROI calculations and you will be able to engage in educated discussions with clients and other stakeholders about performance and ROI.

311 Jazz Up! How Jazz Can Inform Communication & Engagement Between Team Members

Matthew Richter, President; Sivasailam Thiagarajan, RMS; John Stowell, Jazz Guitarist, The Thiagi Group

This session will engage you using a fun journey through sound and music—exploring how fundamental concepts in jazz can guide us in how to better interact with each other. You will explore how the principles of jazz provide guidelines and practical tools for better human interactions. Acclaimed jazz guitarist John Stowell joins facilitators Matt Richter and Thiagi as they use their interactive strategies to ensure you leave with an innovative and practical new model that synthesizes art with business communication. This session will include live musical performances and audience participation.

312 Leadership Development from Scratch

Matthew Vaughn, Learning Services Manager; Angie Kutlik, Sr. Learning Consultant, Kaiser Permanente HR Service Center

Explore Kaiser Permanente's HR Service Center leadership development program for people leaders, including a road map that begins with an emphasis on the transition from individual contributor to manager, incorporates skill training, and culminates with a capstone project. Learn:

- How an integrated and blended learning approach can be utilized in a “high-touch” leadership development program.
- About expectations placed on people leaders, and the competencies they need to demonstrate in order to achieve business goals.
- About tools to measure improvement.
- Key “build vs. buy” considerations in program development.

313 The Secrets to Facilitating Virtual Training

Richard Smith, Principal Facilitator, Leadership Strategies

Facilitation skills are essential to keeping your group engaged in virtual training sessions. Too often, participants face the glaring temptation to multi-task behind the scenes. Dysfunction may erupt and slow down the productivity of a group without your knowledge. Discover how to adapt your training skills to the virtual environment. Learn about:

- The 6 Ps of Preparation—How to set up your “room”.
- Keeping participants involved—not multi-tasking.
- Ground rules for virtual training sessions.
- Virtual engagement strategies.

- Managing dysfunction and disagreement in virtual sessions.

314 Getting the First Things Right: Good Front-end Analysis

Gus Prester, *Organizational L&D Consultant, Prester FX, Inc.*

You'll compare and contrast standard instructional design practices with research-based best practices. And, walk away with a handful of small yet impactful adjustments that you can make to your organization's design process to yield programs that truly drive learning and performance. You'll be amazed what a few minor procedural differences can make on the final design in terms of effectiveness, the practical use of blended design and multiple technologies, efficiency/speed, and cost effectiveness. You will not only come away a better designer, but also a better manager of the design process. Learn to help your own clients understand why getting the first things right is so critical to their success and why certain corners cannot be cut without hurting the organization.

315 Project Management 3.0: Influencing Project Stakeholders

Lou Russell, *Queen, Russell Martin & Associates*

To successfully complete your project, you must borrow the brains and approval of many people in your organization including business experts, executives, customers, technical resources, compliance staff and legal. Learn how to influence these people who are critical to the success of your project even when your project is not critical to them. Learn how to:

- Determine the stakeholders and engage them early by creating and sharing a visual Project Charter.
- Schedule project milestones working back from the end date and communicate contribution dates early.
- Communicate status and progress on a regular basis to enlist buy-in and interest.
- Adapt all communication to the specific behaviors and motivators for each individual.

316 ISD: Faster, Better, Easier

Darryl Sink, *President, Darryl L. Sink & Associates, Inc.*

Learn about the practice of Instructional Systems Design (ISD) as it exists in the real world today and how it is being modified to produce solutions that are faster, easier, and better. Explore several areas of ISD that illustrate how ISD has been adapted to meet real-world constraints and how it is best used with current delivery technologies, specifically eLearning. You'll get useful techniques and practices that have emerged over time from the combination of research and the continuous striving by practitioners to find faster, better, easier ways to develop effective

training interventions. You'll walk away with a list of tips and best practices in ISD for use in your own organization and work environment.

317 Free, Open, Collaborative Learning – The New Social Bliss

Maureen Winningham, *Global R&D and IT Learning Head, McAfee (a subsidiary of Intel)*

These days, we're learning in new and more "connected" ways. Maureen will teach you how to get an Ivy League education for free and put that learning to use on the job. There are thousands of classes, webinars and resources to take advantage of so you can have control over learning what you want, when you want, how you want. You'll:

- Learn what a MOOC is.
- Understand the relevancy in Corporate Learning.
- Apply the Right MOOC for the Right Audience.
- Create MOOC curricula for Global Audiences.

318 Designing for Mobile Devices

Nick Floro, *Learning Architect, Sealworks Interactive Studios*

This session will provide you with the foundation you need to get started in mobile development. You'll learn best practices for designing for mobile and what challenges you may face in platforms, smartphones vs. tablets vs. next generation touch devices. Floro will discuss and provide techniques for designing mobile apps that work, from sketching to wire framing to developing the final designs. You'll learn what tools you can use to help visualize concepts and how to prototype quickly without breaking the bank.

MONDAY, FEBRUARY 3
3:15 – 4:15 PM
MASTER SESSIONS

M01 Building eLearning That People Will (Really) Want to Use

Marc Rosenberg, *Author, Beyond E-Learning*

The dirty little secret about eLearning is that a lot of it is bad. OK, maybe it's not such a secret, but we all know that the quality spread on eLearning programs is enormous. How do you build (or buy) eLearning programs that people will want to use? How do you create real value in your eLearning offerings? How do you create transfer from eLearning to actual job performance? Learn about the characteristics of great eLearning and get a simple assessment strategy that you can use to make a reasonable determination about the quality of the eLearning programs you use. Creating great eLearning is both a science and an art, but separating good programs from junk is not rocket science. Adhering to a few simple

principles will add a lot to the quality of your eLearning efforts. A checklist that can be used as a basis for eLearning evaluation will be offered.

M02 How to Retain and Engage Talent: Getting Good People to Stay

Bev Kaye, *Co-author, Love 'Em or Lose 'Em: Getting Good People to Stay*

Today's leaders need coaching that enables them to help their key employees thrive, constantly learn and give their "all" to the team and organization. Talent-minded managers know that if their organization is to be productive and competitive, they must not only "hang-on" to good people, but also continually engage and develop them in order to meet constantly changing business needs. The big question for most leaders is how to do this in a "no-time-to-do-it" environment. This session provides six practical ways to engage and retain the intellectual capital in which your organization has already invested.

M03 Learner Motivation and Learning Preferences

Bob Pike, *Author, Creative Training Techniques Handbook*

There's a missing link in instructional design—how people learn best! You assess everything but how future participants best receive information. In this fast-paced session, you'll experience three powerful learning preferences that will enable you to design and deliver your training more effectively. You'll self-assess the type of structure you prefer, how much of the content should be practical versus informative, and another preference that will only be revealed to attendees. In addition, you'll learn five ways to kill the motivation of any adult, as well as 11 ways to ensure that you create maximum motivation in your learning environment.

M04 Mobile Learning Trends & Realities

Tamar Elkeles, *Chief Learning Officer, Qualcomm*

According to Wireless Intelligence, mobile subscriptions are set to surpass the world population in 2014, and with increased anytime, anywhere access, mobile is empowering new types of work and learning for employees. Mobile devices are being used as a key productivity tool at work—for new employee orientation, leadership development and for employee engagement. Elkeles will provide relevant and practical information about how to use mobile learning for today's workforce—you'll learn about future trends in using mobile applications for workplace productivity, as well as industry best practices.

M05 Leaving ADDIE for SAM*Michael Allen, CEO, Allen Interactions*

Analysis, design, development, implementation, and evaluation—ADDIE—are all important steps in the design of effective eLearning. While there have been numerous adaptations of ADDIE, many of them were made before today's tools, challenges, and opportunities became available. Now more efficient and effective processes are at hand to produce superior learning experiences in less time. In this session, you'll learn about SAM (Successive Approximation Model) as a next-generation approach that uses time and other resources to more effectively produce creative and engaging eLearning. Explore the essential components of context, challenge, activity, and feedback to design eLearning applications. Learn how to diagram important process iterations.

M06 A Street-Level Introduction to Cognitive Neuroscience*Karl Albrecht, Author, Social Intelligence: The New Science of Success*

Since the early days of "creativity training" and "problem solving," brain research has vastly enriched our understanding of the human mental process. New research findings with very practical, down-to-earth applications may well revolutionize our understanding of the ways people think, learn, and perform. Functions like social intelligence; emotional intelligence; practical intelligence; cognitive preference; neuroleadership; design psychology; and subliminal impacts of color, language, and narrative are opening up new ways to approach teaching, learning, and development. Albrecht will discuss the components of applied cognitive neuroscience; their implications for human development; and how to apply them in your work, career, and personal life.

M08 Service That Rocks: Revolutionizing Your Guest Service Approach*Jim Knight, CEO, Knight Speaker LLC*

Knight, a former Senior Training Director with Hard Rock International, will set the stage for how you can get into the memory-making business as he shares best practices in creating, maintaining or revolutionizing a company's service culture. Key concepts will include embracing a differentiated philosophy, avoiding acceptable mediocrity, hiring rock stars, creating raving fans, and increasing your value proposition. If you are a fan of irreverence and unparalleled guest experience, come see what all the noise is about and learn how to provide unbelievable guest obsession.

**TUESDAY, FEBRUARY 4
8:15 – 9:15 AM
BREAKOUT SESSIONS**
401 Real-World Training Evaluation: Part 2*Jim Kirkpatrick, Author, Training on Trial; Wendy Kirkpatrick, Founder, Kirkpatrick Partners*

Learn four practical ways to implement a "real" training evaluation strategy, even with limited resources. Beginning with the concept that "the end is the beginning," the Kirkpatricks will provide tactics to utilize before, during and after training that will both increase and document the value delivered to the organization. You'll walk away with ideas you can implement quickly and inexpensively in your own organization. *This is part two of a two-part program. Each session can be attended individually, but attending both is recommended.* Also see session 301.

402 Professionalizing and Elevating Practice Through an Instructional Design Center of Competence*Jenn LePage, Lead, Centres of Competence, BMO Financial Group; Allison Rossett, Principal, Allison Rossett & Associates*

BMO Financial Group represents the recent combination of three distinct financial institutions. Each came to the merged entity with its own approaches and talented people. The challenge? To standardize roles and practices without squelching creativity and local responsiveness. This is the story of one element in that effort. Attend and learn about the Instructional Design Center of Competence (IDCC), an online home for the best of thought and practice about instructional design. The Center also serves as a virtual host for activities, relationships, and community devoted to ID practice. This initiative forced consideration of the nature of competence, in general, and the nature of instructional design competence, in particular. You will tackle questions like: What did the online hub look like? How will the social aspect be handled? How will it be influential? How will it remain timely? What lessons were learned?

403 Making Technical and Compliance eLearning Engaging*Ray Jimenez, Chief Learning Architect, Vignettes Learning*

"Boring." "Tedious." "Painful." "Do I have to?" These are the complaints of learners as receivers of the typical data-dump type technical and compliance eLearning. Learn to shift the design, focusing less on the technical view and more on the learner's perspective. Demos and examples of engaging technical and compliance programs will be shared. Learn to:

- Assess your program's point of view to achieve a high impact response.
- Locate "context-driven content" to add usefulness to procedures, policies, software, guides, forms, statistics, legal and citations, etc.
- Discover, focus and use "work around" content.
- Engage learners using cases, scenarios, and applications.
- Convert techno-geek and legalese language into an understandable, digestible form for non-technical people.

404 SMART as Hell: Writing Objectives That Will Transform Your Training*Glenn Hughes, Senior Director of Learning and Development, KLA-Tencor*

The SMART goal framework is documented books, taught in workshops, and used by organizations around the world. It's popular, but it doesn't appear to be working. Half of American workers are unclear about what they are supposed to do at work (Harter & Wagner, 2006), while 78% of employees are dissatisfied with the performance review process (Taleo Research, 2009). It's no better in classrooms, where learning objectives are often vague, unmeasurable, or unachievable. Hughes and Bloom will share why most goals fail the SMART criteria—badly. You will use the 'SMARTometer', the first tool for measuring the effectiveness of goals, to analyze your own goals. And, you will learn how to write breakthrough learning goals that create alignment between designers, trainers, management, and participants. You'll receive tools to use in your work and one free post-workshop coaching session via email to refine your SMART goals.

BOOKSTORE

Stop by the Bookstores for signings and to pick up the latest training resources. Visit Expo Booth #401 or the Satellite Bookstore outside East Terrace Foyer. Choose from two bookstore locations.

405 Should Your Learning Strategy Move to MOOCs?

A.J. Ripin, *Researcher, University of Central Florida's Institute for Simulation and Training*

There is a great buzz of interest in MOOCs (Massive Open Online Courses) across the higher education landscape. Now, we are hearing about the relevance of MOOCs within workplace learning and development strategies. With the average organization in the U.S. spending approximately \$700 per employee annually, it makes sense to evaluate opportunities of cost savings. But, are MOOCs the right fit for your workplace learning and development strategy? In this session, we'll evaluate real-world examples in how organizations are delivering value through the integration of MOOCs within training initiatives and discuss best-practices being used throughout industry, healthcare, academia, and the military. You'll also review leading MOOC features that complement workplace learning and development strategies and learn about a recently announced concept built with a strategic structure—SOOCs [Strategic Open Online Courses].

406 Create Professional Videos in Three Simple Steps

Pooja Jaisingh, *Product Evangelist; Shameer Ayyapan, Sr. Product Manager; Adobe Systems*

Video is an excellent medium to share information and demonstrate the steps to master a skill. Creating professional videos can be a time-consuming and elaborate procedure. But time and funds are often short. Learn how to create professional looking videos right at your desk without specialized equipment or training. You will see a live demonstration of recording, editing, and publishing a video using an extremely quick and easy workflow.

407 Training Magazine Research 2014: A Study of Tuition Reimbursement Programs

Saul Carliner, *Associate Professor and e-Learning Fellow, Concordia University*

As employees play an increasing role in their own skill development, tuition reimbursement becomes an increasingly important tool for them—and for training staffs. Because tuition reimbursement is often an organizational or HR program, what roles do training staffs play in tuition reimbursement, if any? Apart from organizational issues, what are the best practices for tuition reimbursement? This session answers these questions based on an analysis of the tuition reimbursement policies of *Training's* Top 125 organizations.

408 How to Get Started with Agile Project Management Methods for eLearning

Megan Torrance, *CEO, TorranceLearning*

How do you keep your project from falling short in delivering needs on time, and within budget? You'll explore how the software development industry does it with Agile development methods. Agile is one of the "next big things" to hit the eLearning world. You'll discuss what it is, how it's useful (or not), and the how-tos. Learn about:

- The Agile Extreme Programming (XP) development methods and how project teams use them.
- Tools you'll need and how to choose a project to pilot.
- How the techniques improve centralizing information, keep a project on track, track hours more easily, and define clear and measurable job tasks.

409 How Costco Uses Conversation Training to Foster Inclusivity and Collaboration

Kelly Paine, *SAP Program, Organizational Change Management Lead, Costco Wholesale; Halley Bock, CEO, Fierce, Inc.*

Learn the processes and setting of expectations for implementing company-wide communication training programs that foster inclusivity, stronger communication skills, and greater transparency. Scalability is necessary to accommodate growth, and Costco knows about growth. It has expanded from one store in 1983 to more than 600 warehouses in eight countries in 2012, and plans to almost double in size by 2025. See how an ongoing focus on understanding and sharing diverse perspectives has allowed Costco to achieve tangible business results and maintain high levels of collaboration. Specifically, you'll learn how communication training programs were successfully deployed in Costco's Cosmos project, which integrated multiple systems and divisions into a single, self-inclusive model for finance and HR/payroll.

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410 Think Social Learning Is Just Social Media? Think Virtual Training!

Tom Stone, *Director, Social Learning Portal; Kassy LaBorie, Product Manager, Live Online; Dale Carnegie Digital*

Social media tools are just one way you can enable greater social learning in your organization. When done right, virtual classroom training can be an outstanding social learning experience. To some degree this is likely already happening in your best live online classes, but if you haven't focused on it strategically, you aren't gaining the maximum benefits. In this session, you will be given several examples of social learning elements that can be found in highly-engaging synchronous virtual classroom programs. You will also see how informal learning benefits arise in what are otherwise formal online training events.

411 The 7 Habits of Highly Effective People: 25 Years Learning & Growth

Catherine Nelson, *VP, Leadership and Customer Loyalty, FranklinCovey*

2014 marks the 25th anniversary of "The 7 Habits of Highly Effective People" arguably one of the most significant personal change books of the Century, with more than 30 million copies sold. In this session, Catherine will share lessons learned about keeping this timeless content relevant to your needs today.

412 Collaborating to Close Performance Gaps

Michael Nolan, *President, Friesen, Kaye and Associates*

Learning and development professionals need to create collaborative partnerships with senior executives and business unit managers in order to improve performance and organizational effectiveness. Learn about the steps necessary to get there, including:

- How to collect and analyze critical data to determine the cause of the performance discrepancy.
- The eight factors that influence job performance.
- Multi-faceted solutions to close the gap between required and actual performance.
- How to collaboratively link these performance interventions to business needs.
- To limit work-in-progress and effectively manage the capacity of your development and deployment teams.
- About lessons learned and gain insight on where to start.

413 Virtual Learning: Simplified and Maximized

Sue Stevenson, Global Executive Coach, NeuroLeadership Group

McGinniss will share research on how the brain learns for long-term recall—exactly the type of learning we need in our organizations—and how to use that research to inform the design and delivery of your virtual learning experiences. Learn about the “AGES Model” and work with other tips and tricks with a focus on creating high impact virtual learning experiences, the kind that, not only allow for “encoding” of new information, but do so in a way that makes it easy for the brain to access or “recall” that information when it’s needed. This approach challenges the “cram before the night of the test” learning many of us may have experienced in school and meets organizational learners at their level of need. You will also focus on delivering virtual learning with minimal “bells and whistles.”

414 Developing Effective Managers with Immersive Learning Experiences

Bjorn Billhardt, CEO, Enspire Learning

Front-line managers play a crucial role in executing a company’s long-term strategy. But developing managers—especially first-time managers—can often be a frustrating assignment. Becoming a better manager takes real-world practice and a lot of feedback, which is where most management development programs fall short. In this session, you will explore how interactive video-based role-play scenarios can develop managers in unique ways and provide practice environments that give learners rich feedback on their personal communication and communication style. With increasing sophistication of interactive technology, managers can build these skills in next-generation role-plays that prepare them for the difficult situations they face in the workplace. You’ll learn the strengths and limitations of eLearning and traditional role-play experiences and explore the role that video and team-based interactive simulations can play in developing new managers.

415 101 Ways to Engage Your Community of Practice

Daniel Jones, Communicator and Community Manager, Zurich Insurance Company Ltd

Informal learning has taken off through communities of practice. Learn specific ways to captivate new learners, engage existing members, and boost the number of contributors to your learning community. You’ll pick the specific tips and techniques that interest you — from the 101 found in this session’s ebook—and you’ll explore them together. Examples include: add engaging

activities to your community webinars, plan face-to-face events to tighten community bonds, explore communication channels to reach your members, and use social media tools to connect. You’ll leave with dozen ideas that you can apply immediately to improve the way your community members learn, share, interact, and grow.

416 Lean Knowledge Transfer: Increasing Learning Flow

Todd Hudson, Head Maverick, Maverick Institute, LLC

Lean, the philosophy and methods of eliminating non-valued activities and increasing delivered value, is used extensively in manufacturing, software development and other business applications with great success. Training and knowledge transfer is the next logical frontier. You’ll:

- Identify and eliminate lean training waste, particularly as it relates to selecting and implementing learning technologies.
- Write good problem statements and set SMART goals to focus training efforts and resources, improve OJT performance and estimate ROI.
- Map ‘learn-scapes’ to precisely identify target audiences and select learning technologies.
- Select learning technologies that add the most new ‘lean’ learning value and don’t just automate existing wasteful, ineffective practices.

417 Delivering Outstanding Business Results Through a New Approach to Design

Allison Meyer, L&D Director; Grant Velie, L&D Manager, University of Farmers, Service Operations, Farmers Insurance

Feel Like your L&D Department is taking orders? Is your learning solution missing the mark? Learn how the University of Farmers overcame these issues by reevaluating their approach to analysis and design. Utilizing a structured and proven methodology, they are consistently getting a seat at the table by proving their consultation will deliver outstanding business results. Velie and Meyer will highlight two specific case studies demonstrating how this process can result in not only an outstanding learning solution but will revolutionize the business. Learn about a continuous learning structure that resulted in changes to compensation, coaching methodology, and cultural changes that delivered strong early results. Secondly, hear about an analysis session which resulted in a completely redesigned career path and, in 30 days, decreased key call transfers by up to 85%.

418 Super CORE (Closers, Openers, Review, Energizers)

Becky Pluth, Co-author, SCORE! Super Closers, Openers, Revisitors, Energizers

Looking for some can’t-miss ways to jumpstart your training, increase energy in the room or facilitate retention? Tired of the same old exercises? Expand your delivery and design toolkit with brand new, Super Closers, Openers, Revisitors and Energizers that work every time, in any learning environment. You’ll:

- Examine 4 closers, openers, revisitors and energizers.
- Leave with 4 additional closers, openers, reviews and energizers.
- Participate in activities and adapt to your own content.

**TUESDAY, FEBRUARY 4
10:45 – 11:45 AM
BREAKOUT SESSIONS**

501 ROI Basics

Patti Phillips, Author, Show Me the Money

This session is for those who haven’t taken the ROI journey yet, but want to know how it works. You’ll get the fundamental concepts of measuring the return on investment in learning and development. Exercises, examples, and tools will demonstrate the very fundamental aspects of ROI. Learn to:

- Explain why ROI is needed today.
- Identify the five levels of evaluation.
- Identify the ten steps on the ROI Methodology.
- Determine where and when to use ROI.

502 Getting More Done with Less: 4 Steps to Leadership Agility

Ann Herrmann-Nehdi, CEO, Herrmann International

Learn how to build thinking agility to meet today’s mental demands while maintaining a more strategic mindset. This session will reveal how to apply what we know about thinking and the brain to better “see around corners” and harness the full brainpower available—your own as well as others’—to manage complex operational issues while keeping a visionary eye toward the future. You’ll explore thinking styles and their impact on communication, innovation and decision making, and discover how to identify and minimize mental “blind spots” that may be hampering your results. The highly actionable framework and techniques demonstrated in this session are based on 30 years of brain research. You’ll learn to broaden your brain bandwidth, build your credibility, and get better results—both today and tomorrow.

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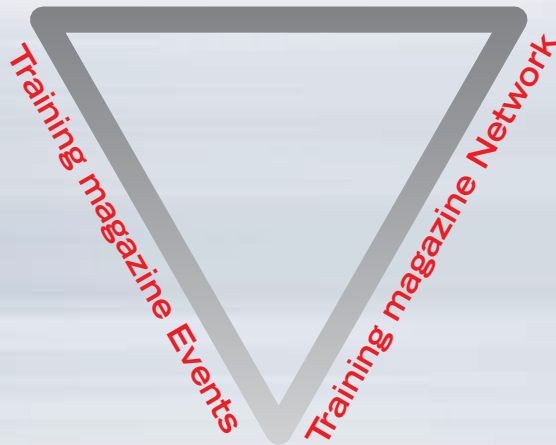
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503 Six Solutions for Too Much Content, Too Little Money and Time

Diane Gayeski, Dean at Ithaca College Park School of Communications

When clients come to you with long lists of content but short time frames and budgets, how do you respond? Learn six specific ways to respond with solutions that provide the biggest impact for the allotted resources. You'll get templates for prioritization, strategies for spreading out the work, and ideas for partnering with other organizations. This session will provide concrete approaches to re-frame initial presenting problems and will demonstrate some new tools for mobile and collaborative learning and performance support that are quick, cheap, AND good!

504 Certification: How to Develop a Valid, Defensible, Cost-Effective Program

Judith Hale, Author, The Performance Consultant's Fieldbook

Explore critical factors when developing a certification which delivers on the promise of protecting the public, physical and intellectual assets, and brand image. You will receive three valuable tools and six tips essential to your certification success. The first tool explains all the steps in the process of designing a valid certification program. The second focuses on critical factors required to make the program cost-effective and feasible to implement. And the third matches the assessment instrument or process to the program's objectives. You'll:

- Learn to avoid the 10 most common mistakes in developing a certification program.
- Examine six elements required for a successful program.
- Walk away with tools and tips for developing a program that is both feasible and useful.

505 Better than Bullet Points: Creating Engaging eLearning with PowerPoint

Jane Bozarth, Author, Better Than Bullet Points: Creating Engaging eLearning with PowerPoint

Effective, engaging eLearning programs can be created with nothing more than PowerPoint and some creativity. In this fast, fun session you'll look at ways of eliminating bullet-based content and replacing it with a meaningful treatment, making better use of art and animations, and incorporating solid instructional design principles to support development of good online training. Learn to:

- Describe the 3-step process for creating engaging eLearning with PowerPoint.
- Work through a sample scenario to choose an appropriate online treatment.

- Identify strategies for employing meaningful graphics, interactions, and animations.

506 Real-Time Testing: Driving Performance Through Focused Assessment Strategies

Ajay Pangarkar, Performance Strategist, CentralKnowledge Inc.

It's expected that learning professionals connect training efforts (Kirkpatrick Level 2) to business objectives (Level 3 and 4). But how do we ensure what employees learn will improve job performance and meet business objectives? Learn how to develop and implement real-time employee training assessment strategies designed to meet targeted business objectives. Utilizing an award-winning Fortune 100 company example, you will discover how to link a focused assessment strategy to achieve your Level 4 product usability and customer satisfaction objectives and Level 3 job application.

507 Converting Flash Courses and Entire Course Libraries to iPad/HTML5 Delivery

Dave Goodman, President, SoftAssist

Corporations have a large, embedded investment in their Flash courses and now have a need to re-deploy these courses for the iPad and tablet world. Learning how to re-purpose those courses, making the correct decisions and software choices are just a few of the topics to be discussed. This session will work through Native- and Web-based learning choices, browser and device specific restrictions, responsive design for those various devices, and finally work through the development of HTML5 interactions. You will understand what can and cannot be done with HTML5. Lastly, we will work through the design and concepts of creating a mobile "engine" when you need to convert a volume of courses rather than just a few.

508 Which Apps Do You Use at Your Workplace?

A.J. Ripin, Researcher, University of Central Florida's Institute for Simulation and Training

This year more than 200 million 'mobile' workers will use mobile business apps. While many of these apps will be populated throughout enterprise mobile app stores, for a large number of businesses off-the-shelf mobile apps offer real-time, tangible capabilities to be more effective at helping workers reduce processes and be more efficient on-the-job, saving both time and money. What mobile apps do you use personally and professionally to be more effective? Come collaborate with other attendees and learn about new, apps available in the marketplace. We'll review a handful of leading, popular and effective apps designed to increase productivity.

509 Training Magazine Research 2014: 10 Research-Based Principles About Informal Learning Processes

Saul Carliner, Associate Professor and eLearning Fellow, Concordia University

It may be natural. It may be the hottest thing in training. But what exactly is informal learning and does it really work? If informal learning really works, when should my organization rely on it? When not? And when we rely on informal learning, what specific issues should I focus on? This session explores research-based principles to consider when determining how and to what extent to incorporate informal learning into your portfolio of training efforts.

510 Navigating the Estimation Maze

Danielle Watkins, Chief Learning Officer; Donna Jo Irvin, Performance Consultant, Zenith Performance Solutions

Many instructional designers are often asked how long it will take to complete a course—a difficult question to answer. It depends on the tool being used, the level of interactivity, the available content, and many more variables. Often, IDs start down a path and begin to encounter roadblocks, ultimately delaying the project. Learn about a tool that enables instructional designers to get a more accurate estimate for every eLearning project. Learn to:

- Identify the elements of an eLearning project that impact development time.
- Define the levels of interactivity.
- Utilize the eLearning estimation tool to determine how long a project will take.
- Explain the gotchas that impact meeting your eLearning deadline.

511 4 Pillars of Effective Global Training Implementation

David Yesford, Senior VP, Wilson Learning

When implementing training on a global scale there are many complexities that must be addressed. Examine the 4 pillars of successful global training initiatives: Alignment, Inclusion, Sustainability, and Integration and hear real-life examples of how organizations have addressed each of the 4 elements. Use an audit to help you understand your organization's readiness.

512 AFCCI: Alignment, Focus, Communication, Collaboration, and Influence

Nick DeNardo, Manager, Savvis University;
Jim Sokolowski, Director, Global Learning & Leadership Development, Savvis, A Centurylink Company

What is AFCCI? It is the sound of L&D making an impact on the business! After a period of dramatic growth for the Global L&D function at Savvis, they continued to create value for the business and resist stagnation. Learn about the strategic leadership needed for a learning team to create the biggest impact for the business and answer these questions:

- What processes within the learning function create strategic impact?
- What skill sets do you need in key roles on your learning teams?
- How do you avoid falling into the 'we are too busy with our current programs' trap?

These decisions and processes are universally applicable to both small and large learning and development teams.

513 The Webinar Manifesto: Never Design, Deliver, or Sell Lousy Webinars Again!

Matt Murdoch, Global Director of Online Learning;
Treion Muller, Chief eLearning Architect,
FranklinCovey

We're declaring war—on bad webinars. And we want you to join us. We're against mundane talking-head PowerPoint presentations. We're against doing things the same way we used to. We're against working alone in silos. We're for captivating our audience through eloquent delivery and beautiful design. We're for pushing the limits of our technology. We're for amplifying what works and what doesn't. We're for synergy and sharing. Learn the seven Webinar Manifesto Principles that you must live by if you want to design and deliver killer webinars.

514 1 Person, 2 Hats: Coaching SMEs to Be Expert Facilitators of Learning

Greg Owen-Boger, VP, Turpin Communication

Bringing Subject Matter Experts into the training process can bring credibility, depth and enterprise-wide perspective. It can also be frustrating. SMEs have learned to think about what they do from a single perspective. As trainers, they need to approach it from a broader one. While it's easy to understand that an SME needs to comfortably wear both their Expert hat and a Trainer hat, the instructional design process needs to start with this concept in mind. Learn how to:

- Design slides that function both as good visuals and as guard rails to keep the SME on track.

- Weave the SME's personal stories and experiences into the learning.
- Coach SMEs to be both content experts and facilitators of learning.

515 Systems Thinking Through Simulations

Ken Spero, Senior Strategist, The Regis Company

Most employees, no matter how smart and capable, do not grasp the complex interdependencies at work in their organization. This is not due to the lack of communications, process flows, or training. It happens because we live and work in a world that is changing quickly and is difficult for us to get our heads around.

Employees at all levels must now think differently about their jobs, the organization, and the markets they serve. This type of thinking does not come from slogans or internal communications or from traditional training. It develops through learning, trying, reflecting, and trying again. You'll be introduced to the concepts of Systems Thinking by playing several responsive modeling examples. You'll explore inter-relationships, feedback loops, the role of time delays and how to view issues through a more systemic approach. You'll explore HOW people think rather than on WHAT they should think.

516 Creativity for Non-Creatives

Lisa Stortz, Strategic Relationship Manager,
Allen Interactions

Yes, you can be creative and this session will show you how! Whether you're looking to:

- Take a creative new approach to your learning strategy.
- Add creative elements to your learning solutions.
- Engage others in the creative process, or just want to come and have fun.

This session is for you! You'll leave with some time-tested tools to spark creativity and we may just co-create some new ones as well. Creative? Yes You!

517 Mentoring: Eight Questions to Ask

Mindy Zasloff, Principal, People Skills are an Art

In this hands-on session, you will examine the 8 critical success factors to ensure that your mentoring programs are a success, including: communication planning, organizational roles, and how the ROI will be measured. You'll leave with a list of actions to take in order to provide support for effective mentoring. You'll:

- Discuss 8 critical success factors to consider when designing and sustaining mentoring programs.
- Explore three questions to consider for each of the success factors.

- Determine how to maximize your return on investment for mentoring.
- Get ideas for data gathering, learning solutions, and mentoring sustainers.

518 Creating Graphical Models to Increase Engagement and Retention

Jason Bickle, Manager Instructional Design & Development, Experlogix, Inc.

Learn how to improve your classroom and online courses by making them more visual. Conceptualizing content is key to creating mental cognitive structures, improving perception and retention. However many people are intimidated by created graphics and the skills and tools that may be required. Fear not...in this session you'll learn how simple conceptualize models can dramatically change your course. Learn:

- To prioritize primary and relevant concepts.
- To select primary organizational patterns.
- To conceptualize and draw a model.

You'll also see demonstrations of tools that can make drawing models easy.

TUESDAY, FEBRUARY 4
3:30 – 4:30 PM
SPONSORED SESSIONS

SS16 It's About the Results We Want, Not the Training Programs We Do

Jack Gottlieb, President, The Total Solutions Group, Inc.

As the world of business and our needs continue to shift, we must understand what it really takes to translate training into performance improvement that yields breakthrough results. Learn and experience real time the 5-step platform it takes to do that for any c-level, project based, department or companywide training. You'll learn about:

- True Clarity: Create the strategic blueprint that will align the core objectives of your organization, with the critical needs your training is focused on along with the right metrics to ensure you drive real breakthrough.
- Aligned Accountability: Design and implement training that provides the experience people need to fully immerse so they consistently have full buy in to build greater capability.
- Purposeful Execution: Learn and integrate the framework for results-based action planning and how to transfer the improvement people are making in your training into tangible results inside of 30 days following your training.

SS17 Driving Higher Performance: Soft Skills and Leadership Development Tools That Impact Your People and Bottom Line

Tatiana Sehring, Director, Corporate & Strategic Relationships, American Public University System

Although over \$156.2 billion was previously reported by U.S. organizations on employee learning, industry reports show that most organizations focus on developing technical competencies. Although these are highly important, a report shows gaps in leadership development as well as critical and soft skills. Conversely, some companies have successfully taken organizational performance to the next level by incorporating soft skills and authentic leadership development into their cultures, significantly impacting their people and bottom lines. In this interactive session you'll discuss:

- What skills are needed for higher organizational performance and leadership today.
- Soft skills/EQ as a critical part of individual's contribution to organizational success.
- Examples of organizations that have successfully incorporated soft skills and authentic leadership development.
- Leadership Development & Soft Skills tools for developing motivated employees and aligning development with strategy in order to boost organizational performance.

SS18 How Would You Like to Be the Decision-Making Guru at Your Company?

Robin Borough, President, Omnikron Systems Inc.

Better Strategic and Operational Performance comes down to the effectiveness of an organization's people to make quality decisions and implement them. Does your company have a Consistent, Visible Decision-Making Methodology from the Executive Chambers to the Operational and Service Teams? Would you like to be the Trail Blazer at your company who facilitates a New Era of Dynamically Improved Strategic and Operational Performance? During this session, Borough will run a fun simulation that will enlighten and begin to equip you to:

- Enable collaboration among many in your organization.
- Enhance speed of Decision Making.
- Help your organization Focus on High Value / Impact Issues.
- Facilitate Accountability and Teamwork, and Make your Thinking Processes Visible to all.
- Improve Questioning to Filter Relevant from Irrelevant Data.
- Use a proven methodology to help your company be more secure in today's global economy!

SS19 Learning Analytics: Understanding the Value and Technology

Sara Chizzo, VP of Sales, KnowledgeAdvisors

This presentation will present the business case for learning analytics and explore how technology can facilitate the data collection, processing and reporting. Learn how analytics tools can promote continuous improvement and executive reporting. You will:

- Learn the business case for analytics.
- Get an overview of analytics technology.
- See a demonstration of technology features and functionality.

SS20 Win More, Rank Higher: The Not-so-secret Secrets to Winning Learning Awards

Deb Arnold, Principal, Deb Arnold, Ink.

Not sure how to win the awards you deserve (despite being awesome)? Come get expert advice on tackling logistics, understanding application-speak, and wowing judges with clearer, more compelling submissions. Bring your thinking cap and an award-worthy program to practice with. Deb will share deep insights gained from helping clients win 40+ learning awards, including #1 and #2 on ASTD Best, #1 on the Learning! 100, and #11 on the Training Top 125. Learn to:

- Think like an award judge.
- Avoid common application pitfalls.
- Persuasively describe your programs.
- Follow the golden rule of metrics.

Attendees will use Deb's "Learning Program Mad Lib" and other unique resources. From past attendees: "Valuable." "Practical." "Great tools."

NOTE: This is the second of two complementary sessions presented by Deb—attend either or both. Don't miss Monday's session: #SS04: Win More, Rank Higher: When, Why, and Which Learning Awards to Apply For.

SS21 Training Using Experiential Learning

Ricky Escobar, Program Development Coordinator, WinShape Wilderness

Come and see how WinShape Wilderness uses experiential learning to help develop teams and leaders to be more effective. Training has largely become a sit-and-listen scenario with the hope that those participating retain and use the training content. This method seems inconsistent with how we learn—using all of our senses, not just our listening skills. Training using experiential learning incorporates listening, touch, interaction, observation, etc. to learn by doing. Learn:

- What the model of experiential learning is and how it can be used to enhance learning and understanding through facilitation.

- How experiential tools can make a profound impact on smaller upper-management leadership teams.

This session will be experiential. Enjoy some examples of experiential learning activities that can be incorporated into your own training sessions.

SS22 2014 Global Trends in Leadership Development

Heather Ishikawa, Co-Author, Now You're Thinking!, National Sales Director, Pearson TalentLens

Big leadership development changes are heading our way. Organizations are facing a talent shortage. Employees want to be inspired, to feel ownership. They want to make a real difference. Yet they are missing needed 21st Century executive skills such as critical thinking, communication, collaboration, and creativity. How will you ramp up your new leaders quickly? Attend this session and see the latest global leadership development trends from a recent Pearson/EDA research. You'll:

- Get an exclusive look at this new research and data.
- Explore a case study showing pilot results with a business school to teach critical thinking...using social media tools.

Each participant will receive a link to the official research after attending the session. (value of \$139)

SS23 Empirical Evidence of Behavior Change — How to Do Pull-through Right

Charlie Sheppard, Founder, Sheppard Partners

Research suggests that as much as 95% of training resources are spent on the design, development, and delivery of a training event, yet successful post-event engagement has the potential to increase the efficacy of any training by over 900%. Learn about the clear opportunity your training organization has to create more value in your courses and more value for your clients by delivering a successful pull-through for all of your trainings. Noted educator, author and software developer Sheppard will:

- Reveal his guiding principles for creating engaging pull-through after any training.
- Show you how he has cracked the code for mobile device learning and app development.
- Discuss how he has recreated the impact of in-person instruction using a mobile device.
- Uncover strategies for creating a learning platform where you can create empirical evidence of behavior change...the Holy Grail for any training endeavor.

SS24 7 Coaching Stories to Inspire You to Coach

Tim Hagen, President, Training Reinforcement Partners (Sales Progress)

Coaching is becoming more and more common. Training departments who deploy coaching are driving greater performance and identity inside their organizations. Join Hagen as he shares seven stories that will inspire and motivate you to start coaching! You'll hear about:

- A professional sports team that successfully fired Tim Hagen due to successful coaching!
- The negative sales rep whose sales exploded with a 40% increase in the first year of coaching.
- A sports team whose coach believed in them so much their team still resonates with the coach...30 years later!
- An organization whose sales and customer service ratings went up...during the Great Recession.
- ...and much, much more.

Attend and hear stories that will motivate you. Hagen's goal is to get you enticed about coaching through the success of others.

SS25 Get Them on the Edge of Their Seats: How to Hold Their Attention from Start To Finish

Dean Hyers, Principal, SagePresence

It's one thing to stand up in front of an audience and communicate information. It's something else to go the distance and inspire them to with authentic presence. Most of us are flat and dull when we train, especially when it's important. There's something in us that holds us back from our passion and confidence when we really need it. We need more but we give less. This presentation is a visibility tool to counter that instinct to hide, showing you how to "do a 180" on holding back, find your voice, and authentically amp up dynamism to own the moment that counts.

Take-aways:

- A game-changing new paradigm for being more dynamic.
- A simple process for transforming anxiety into dynamic energy.
- Six tips for capturing and maintaining anyone's interest throughout every training session.

SS26 How the New TrainUp.com Provides Time Shortening, Money Saving, Skills Enhancing Training Solutions

Jeremy Tillman, Social Learning Evangelist, TrainUp.com

TrainUp.com will launch a new and improved version of its one-stop career training marketplace in January 2014. TrainUp.com makes it easy for individuals to find and register for training from the nation's leading providers. New features include career development tools, a certification tracker and the ability to discuss and rate training/providers. The features for managers or training directors include a free branded LMS-like learning portal, a dedicated URL to manage training needs, a training map to competency/skills, training discounts on ILT/online courses, robust reporting features and the ability to upload learning resources or internal courses. Enterprises will be able to manage their training needs with features like full LMS features, a single sign-on capability and a performance management add-on. Come see how the new TrainUp.com provides you with training solutions while saving time and money.

SS27 Don't Print That! Transform Delivery of Training Content

Julie Carlson Sladick, VP of Marketing, ViaTech Publishing Solutions, Inc.

Trends in personal content consumption are impacting the business world and forcing a broader range of options for learning audiences. In this session, you'll learn how the world's best trainers deliver content as a blend of print and digital formats. Develop an optimized process for reaching individual learners with training content that is customized to their individual needs.

FREE WiFi

WiFi is available near the Expo Stage*, inside Upper Level meeting rooms and the adjacent East Terrace Foyer.

To access, connect to the wireless network labeled 'train14'.

SS28 Take your Training to College with ACE CREDIT

Charlene Talbot-Paul, Director Business Development, American Council on Education

The American Council on Education College Credit Recommendation Service (ACE CREDIT) evaluates all types of training programs and makes college credit recommendations, helping adults gain access to academic credit at colleges and universities. Discover what ACE CREDIT is, about the criteria for participation, and how it aligns training with academic credit. Learn to:

- Gain a national recognition as providers of quality training.
- Motivate your workforce and strengthen your benefits plan.
- Save money on tuition reimbursement, while simultaneously enjoying increased revenue and productivity.
- Attract and retain employees by providing greater access to higher education and professional development opportunities.

SS29 Fierce Confrontation

Aimee Windmiller-Wood, SVP of Training and Program Development, Fierce

Creating a more engaged workforce is not always fun and games. Learn how to create and maintain a healthy work environment by addressing attitudinal, behavioral or performance issues with a colleague, a team or a boss. Participants will learn to confront tough issues with increased confidence and skill in a clear, direct and respectful way. Participants will practice the model during the session.

SS30 How to Get Reimbursed for Your Training Costs

Ryan Swier, SoCal Marketing Specialist, Employment Training Panel

The Employment Training Panel (ETP) is a business and labor supported State of California agency that assists California employers in strengthening their competitive edge by providing funds to off-set the costs of job skills training necessary to maintain high-performance workplaces. You'll learn:

- If your California business is eligible for ETP reimbursement.
- How ETP funded training may be delivered by any combination of internal or external training provider.
- About reimbursement ranges from \$15-\$26 per hour/person of training depending on the size and type of company.

WEDNESDAY, FEBRUARY 5
8:30 – 9:30 AM
BREAKOUT SESSIONS

601 Eliminating the Costs of Conflict Avoidance

David Maxfield, Co-author, Crucial Accountability

Some conflicts are hot—simmering with hurt feelings, gnawing suspicion, and verbal sparring. But most workplace conflict is cold. Resentments are clutched close to the vest, disagreements are quietly acted out rather than talked out, and mistrust is passed in whispers to third parties rather than confronted face to face. Maxfield will share research which shows that 95% of today's workforce struggles to hold their colleagues and managers accountable for breaking promises and violating expectations. They engage in resource-sapping avoidance tactics including ruminating excessively about crucial issues, complaining, getting angry, doing unnecessary work, and avoiding the other person altogether. Learn how given a script, employees can resolve conflict and avoid costly time and resources.

602 ROI in Action: An Integrated Case Study

Patti Phillips, Author, Show Me the Money

The use of the ROI Methodology is about making choices of how to collect data, analyze the data, and report the results. Explore a real ROI case study. You'll move through all the case steps to measure ROI, and at select intervals, will make decisions about the course of action to take. You will see the data collection and the analysis unfold and be actively participating in the calculation of ROI and the presentation of results. Learn to:

- Describe at least five ways to collect data.
- Describe at least three ways to isolate the effects of the program on the data.
- Identify four ways to convert data to money.
- Explain the misconceptions of ROI.

603 eLearning Design for Short-Attention Span and Busy Learners

Ray Jimenez, Chief Learning Architect, Vignettes Learning

With the barrage of distractions thrown at already overloaded and short-attention-span learners, our challenge is to help them focus on what is necessary and applicable to their jobs and tasks at hand. Learn how to design eLearning content and delivery systems that appeal to the busy learner in a highly distracting environment. Learn to:

- Dissect must-learn, learn-later, and as-needed content.
- Structure and build content for immediate competencies.
- Create micro content.
- Implement learning methods to support short lessons.
- Design navigation, support tools, index, search, tags, and alerts, tracking.
- Reduce cost of development and increase speed of delivery.

Participants will receive demos and examples to visualize the applications of the topics.

604 A Handful of Needs Assessments!

Jean Barbazette, Founder; Melissa Smith, Managing Partner; The Training Clinic

Learn to use five different “front-end” needs assessment tools effectively. Tools include performance analysis, target population analysis, job/task analysis, and training methods analysis.

- Learn to sort out training needs versus training “wants.”
- Given examples and sample data, conduct ten types of needs analysis to identify training needs.
- Given case studies, use pre-training and post-training performance analysis as a tool to identify what hinders the transfer of learning.
- Practice using these valuable tools.

605 Redesigning Your Future: 5 Learning Trends to Grab for Yourself

Dave Goodman, President, SoftAssist

Our world and the learning market are rapidly changing and will continue to change over the next two years more so than before. As change becomes reality, it might also mean that some learning professionals will be in a state of flux, turmoil or worse, displaced because they were not prepared. Create your own future by having a better understanding and applicable knowledge of the impact being brought by: Rapid Development, TinCan/Learning APIs, Social Network and Learning Integration, After Market Training, and, Active Learning. Know, understand and apply these trends and you will leave this session with a plan that keeps you in the future that you want.

606 Creating the Need to Know: Using Technology to Drive Learner Responsibility

Jason Bickle, Manager Instructional Design & Development, Experlogix, Inc.

What if we had no graphics? What if there was no audio or video? Would our online learners learn? As technology is changing, the way we think about teaching and learning online is evolving. Come discover how to improve cognitive engagement, create the need to know, and motivate learners to take responsibility for the learning process. You will accomplish this through discussion of learner challenges, mysteries, and games to ignite the need to know. Learners will be driven to find the information at their fingertips, and as a result increase retention.

607 Creating Executive Presence in the C-Suite: The Skills Gap

Dianna Booher, Author, Creating Personal Presence: Look, Talk, Think and Act Like a Leader

Are your high potentials ready for the executive suite? Do they quickly establish credibility when they brief your executives on their goals, budget, or strategic plans? How about you? How do you react when your executive changes the course of your presentation and budget discussion in midstream? How well do you “state your case” to the line manager or staff when your proposed change will mean extra work and shorter deadlines? Learn to:

- Apply a four-part model to think on your feet and build credibility during meetings, formal presentations, and classroom sessions.
- Respond to six difficult questions types with answers that build credibility, increase retention, and improve learning.
- Analyze gestures and movement to identify how these physical elements convey executive presence.

608 Creating Success in Your Succession Planning and Development Program

Doris Sims, Owner, The Succession Consultant, LLC

Learn what Johnny Carson, football teams, coffee beans and ladders can teach us about succession planning, successor identification and successor development plans. Learn more about why it is so important to discuss vacancy risk to plan for potential talent losses and changes in your organization. Get new best practice ideas to replace the “Ready Now” and “Ready 1-2 Year” Successor terms and “Qualified Successors” and “Future-Gap Successors.” Explore new ideas pertaining to a “pay for performance and potential” concept for the future.

609 The True Value of Training: What the Training Top 125 Really Means

Mark Allen, Author, Next Generation of Corporate Universities; Sean Jasso, Practitioner Faculty of Economics, Pepperdine University

Many of us have gone to great lengths to prove the value of training. While we can often pinpoint the value of specific programs, what is the true value of organizational excellence in the training function? Using *Training* magazine's Top 125 annual ranking as the starting point for excellence in training, you'll examine if the overall organizational performance of Top 125 companies outpaces the market as a whole. Looking back at several years of data, learn how the market value (as measured by stock price) of Top 125 companies compares to the market as a whole. Does excellence in training translate to better financial and stock performance? The answer will be revealed in this session.

610 Hottest New Tools for Cutting-Edge Virtual Training

Sheri Jeavons, President, Power Presentations, Inc.; Bob Lee, Senior Product Marketing Manager, GoToTraining

This session explores the latest virtual platform training tools including new ways to create visuals, virtual collaboration tools, webcam and how to avoid common pitfalls. Learn how to incorporate these new tools into your online training to deliver innovative and engaging events; and examine how to balance ever-changing technology with practical delivery techniques. No matter what virtual training platform you use, you will leave this session with ideas to create your own cutting-edge online training.

611 Secrets of a Scrum Master: Applying Agile Principles to Content Development

Donna Knapp, Curriculum Development Manager, ITSM Academy

How do you ensure that complex content development projects are completed on time and on budget? Hear how ITSM Academy is using Scrum—an agile framework for completing complex projects—to significantly increase the performance of its content development and deployment teams. Learn:

- How to fail fast, particularly when using new and emerging technologies.
- About samples of key scrum artifacts that you can put to use immediately.
- To create a Kanban scheduling board that you can use to know your project is on track.

612 Aspire to Be a Positive Deviant

Jane Bozarth, Doctor of Learnin' Stuff and Positive Deviant

What's a positive deviant? Researcher Jerry Sternin discovered that, "In every group there are a minority of people who find better and more successful solutions to the challenges at hand. Even though they have access to exactly the same resources as the rest of the group, their uncommon practices or behaviors allow them to flourish." One of *Training* magazine's favorite positive deviants, Bozarth, will lead you on an overview:

- Who are some positive deviants?
- What kinds of success have they had?
- How do they do it?
- And how can new tech tools help?
- Plus: 5 critical behaviors necessary for those who aspire to positive deviancy!

613 Create and Publish Amazing Multi-Touch Books for iPad

Jeff Batt, Product Development Manager, eLearning Brothers

Learn to create beautiful Multi-Touch textbooks—and just about any other kind of book—for iPad without being a programmer, using iBooks Author. Discover how with galleries, video, interactive diagrams, 3D objects, mathematical expressions, and more, these books bring content to life in ways the printed page never could. Learn how to:

- Get started with basic layouts and shapes.
- Convert an existing Word doc to iBooks Author format.
- Enhance your iBooks with tables and charts.
- Make your iBook interactive using Apple's learning widgets such as: interactive widgets including galleries; video; question reviews; keynote presentations; interactive images; 3D objects; scrolling sidebars; pop overs; and any other type of custom HTML you can create.

614 Understanding the Development of Global Leadership Competencies

Andrea McMullen, Director, Life Technologies

As businesses seek to gain a competitive advantage in a rapidly evolving global marketplace, the demand is increasing for guidance surrounding the development of global leaders. Although competency model frameworks have existed since the 1970s, the process of how an organization develops global leadership competencies (GLCs) has not been well documented. Despite the time, effort, and money spent on learning and development programs, there are few studies that evaluate the relationship of learning program efficacy and the GLC development of global leaders. McMullen will share a case study within the bioscience industry which will explore one organization's efforts to do so.

615 Sustaining Development: How to Make it Stick!

Annamarie Lang, Senior Consultant, DDI

Have you ever been amped up to launch a development program, only to see it fade away after a year? Have you ever witnessed a leader go through a training program resulting in no indication of newly developed skills? A yes answer to either of these means you need to reevaluate your sustainability measures. Sustainability, in terms of leadership development, can be looked at in two ways: the learner level and program level. Join us to learn how you can maximize your efforts by implementing a strategic approach to sustainability at both levels. Learn:

- Five key components you need to address to make development stick.
- How to make sure what your leaders learn in the classroom live on in the workplace—through application and ultimately business results.
- Best practices in implementing a development initiative that meets present and future needs.

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WEDNESDAY, FEBRUARY 5
9:45 – 10:45 AM
MASTER SESSIONS

M09 Applying the Power of Nice

Jeff Cochran, Master Facilitator, Shapiro Negotiations Institute

Cochran will provide a foundation and approach you and your organization can use to teach negotiation skills—an important competence for employees at any level. You'll discover how to negotiate in a way that is profitable, while also satisfying the needs of the other side so that negative ramifications down the line are minimized. Learn about habits and tools that can be applied immediately to achieve greater negotiation success.

M10 Brilliance by Design

Vicki Halsey, VP, The Ken Blanchard Companies

Learning transforms people's lives, and teaching is the art and science of bringing out the brilliance that drives those transformations. But often people who teach don't know how to transfer their great content to others effectively—they spend 70% of their time on what they are teaching and only 30% on how, when it should be the other way around. Halsey is here to reverse that equation, laying out a comprehensive instructional design model that deeply engages and energizes learners because it keeps them front and center every step of the way. You'll get a bevy of tips and techniques for developing a learner-centered mindset—focusing not on how smart learners are, but how they are smart. Building on this foundation, she will show how to create content that is clear, relevant, easily absorbed, and readily retained because it is tailored to each audience's specific needs, abilities, and inclinations.

M11 Leadership Development for Millennials

Kevin Oakes, CEO, i4cp

Sometimes referred to as the “trophy generation,” millennials are quickly moving, or preparing to move, into management and leadership roles. They have grown up in a time of breakneck technological advancement, global terrorism, and economic instability. Do they need special leadership development programs? Research indicates that millennials want frequent and clear performance appraisals, well-defined and specific expectations, mentoring programs, coaching and training, and opportunities to stretch and learn more [job shadowing and rotations]. They want to see a clearly defined path of advancement. This session will explore the latest research on the development of millennials, specifically within High-Performance Organizations. Learn how organizations are preparing this generation to

manage and lead effectively and about specific developmental competencies for millennials that address hard and soft skills.

M12 Thinking and Learning Agility: 10 Steps to Maximizing Learning Outcomes

Ann Herrmann-Nehdi, CEO, Herrmann International

Today's Volatile, Uncertain, Complex and Ambiguous (VUCA) world is making it difficult to capture learners' attention, ramp people up quickly, and get results that last. How can you fully engage your time- and attention-strapped learners to prepare them for increasing business and performance demands? Discover how to build your participants' thinking and learning agility, and turn VUCA from a threat into a competitive advantage. Herrmann-Nehdi will draw on decades of brain research and new insights from current studies to give you ten actionable steps for maximizing learning outcomes. Learn to create strategies that not only engage and leverage your learners' natural thinking preferences, but also develop the flexible mindsets necessary so they can collaborate effectively, solve problems faster, and manage shifting priorities and needs. You'll explore new models for aligning development activities with business objectives, and learn an easy-to-apply framework for improving learning outcomes and making sure they stick.

M13 Competency Building Done Right—It's All About Context

Judy Hale, Author, Performance Consultant's Fieldbook

Hale, a Fellow with The International Board of Standards for Training, Performance and Instruction (IBSTPI), will share common mistakes organizations make when funding studies to identify and develop competencies and how to avoid them. She will demonstrate the differences between well-formed and ill-structured competency models. You will learn the importance of knowing the marketplace and workplace variables that define competence. Attend and get a useful checklist to use before launching a competency initiative.

M14 Everyone Talks about Informal Learning, But What is it Really?

Allison Rossett, Author, Job Aids and Performance Support: Moving From Knowledge in the Classroom to Knowledge Everywhere

Thought leaders [from John Dewey to Jay Cross to Jane Hart to Roger Schank] advocate more informal learning. But what is it and what does it mean for your enterprise? What about the far less popular and overwhelmingly more prevalent, formal learning? What are these forms really and in what circumstances are they most

appropriate? In this session, Rossett nails the jellied concepts of formal and informal learning to the wall through three examples and an online tool—and presses you to become more mindful about decisions about freedom, choice, technology, synchronicity and asynchronicity, push and pull.

M15 Increase Trust, Improve Results

Sivasailam Thiagarajan, Author, More Jolts! Activities to Wake Up and Engage Your Participants; Tracy Tagliati, Training Manager, Move, Inc.

Bad news: During the past decade, trust levels have been decreasing rapidly among participants, team members, customers, employees, and organizations. Many powerful drivers are accelerating this decline. Good news: You can use activity-based training strategies to increase trustworthiness at various levels of your interpersonal interactions. Explore the components and outcomes of trust at a personal, group, and organizational level. Using an interactive lecture, identify factors that increase trust in different contexts. Using a textra game, you'll identify the advantages of trust and the disadvantages of distrust. You'll measure your level of trustworthiness in various contexts by using a validated self-assessment tool. And, you'll learn how to implement more than 50 guidelines for improving your trustworthiness to help you accomplish more and better results.

M16 Games, Interactivity and Gamification for Learning

Karl Kapp, Professor of Instructional Technology, Bloomberg University

This session introduces, defines, and describes the concept of gamification, games for learning and interactivity. Kapp will dissect critical elements of games and describe how they can be applied to the design and development of interactive learning. The presentation is based on solid research including peer-reviewed results from dozens of studies that offer insights into why game-based thinking and mechanics makes for vigorous learning tools. You'll learn how to create engaging learning using game-based thinking by matching instructional content with the right game mechanics and game thinking; how to move beyond the theoretical considerations; and three methods for designing interactive learning based on concepts from games.

WEDNESDAY, FEBRUARY 5
11:00 AM – 12:00 PM
BREAKOUT SESSIONS

701 Visual Storyboarding — Enhance Your Design and Build Relationships ●

Lisa Anderson, Instructional Design Manager;
Lynn Marks, Manager, Project Management &
Implementation; Wendy Lee, Materials
Development; PricewaterhouseCoopers

Visual storyboarding is a valuable technique to reduce production time and ensure that final deliverables mirror client expectations. Learn about an innovative approach to visual storyboarding at PwC—a model for rapid prototyping in course design allowing clients to visualize, evaluate and collaborate with the team throughout the design and development process. Learn:

- How a series of visual elements were created that mirror how learners interact and perform their jobs at PwC.
- About outcomes, including reduced time for design, client involvement, improved client collaborations and a framework for rapid prototyping.

702 Building Strategic Linkages: Mapping and Measuring Your Learning Strategy

Ajay Pangarkar, Performance Strategist,
CentralKnowledge Inc.

The role of training professionals is rapidly evolving to ensure that performance objectives are met and fully aligned with the organization's mission. You must go beyond simply assessing, designing, and delivering. Your role is to understand how to achieve performance expectations through many facets, not solely depending on effective training programs. Get the essential information you need to balance internal and external training expectations through financial and nonfinancial performance metrics within a scorecard framework.

703 Internal Coaching: Achieving Positive ROI with Internal Coaches

Lisa Ann Edwards, Partner, Bloom Coaching
Institute

For many years, costly coaching programs were reserved for senior executives and emerging leaders. Organizations now offer coaching beyond the executive suite. The difference is that these new coaching programs and services are provided by internal coaches: individuals who may not be certified in coaching, but are trained in a set of coaching skills to support a specific business need and produce monetary business impact. Attend this session and learn how to create a successful internal coaching program. Learn about:

- Internal Coaching: What it is and why it is important today.
- Three examples of Internal Coaching Case Studies.
- Three things to begin today.

704 Intelligent Learning Design: Redefining Blended Learning

Sarah Thompson, Senior Learning Consultant;
Jason DeLeon, VP, Intrepid Learning

What are we to make of the explosion of Web 2.0 technologies and their promise to transform how we learn? How do we integrate technologies such as collaboration tools, social networks, cloud computing and more into effective learning solutions that achieve tangible results? Thompson and DeLeon will share research, examples, and trends of critical new technologies, and describe their applications for learning. Get a framework that expands the common vision of learning beyond traditional categories to include new models of informal and social learning. You'll be introduced to a modality assessment tool set, apply it to a case study—and through examples—determine when and how to use different modalities and methods.

705 Lights, Camera, Action: How In-house Training Videos Can Transform Your Workforce ●

Amber Aziza, Director of Knowledge & Learning,
Check Into Cash

Training videos have proven to be effective in presenting information, but where should an organization begin? How do you minimize the cost to ensure ROI? Amber Aziza has tapped into an innovative, award-winning method of presenting needed training to tellers and managers in their 1,027 branches by using tools every organization already has. You will walk away from this interactive session with tools and resources on how to build your own training videos without the cost and without an external party.

706 Ace Hardware Changing Behavior and Getting Back to Helpful

Dan Keckan, VP Sales and Marketing, Cinecraft
Productions; Jay Heubner, Director - Retail
Learning & Development, Ace Hardware
Corporation

Many eLearning curricula provide some combination of reinforcement, good instructional quality, coaching, innovative technology, behavioral objectives, behavioral modeling, video, simulation, games or certification. However, very few have all of these instructional design strategies rolled into one. In this session you will learn how Ace Hardware created a sales training and brand fulfillment curriculum that is changing behaviors of 60,000 employees and yielding measurable results. You will also see examples of video demonstrations, simulations, interactive games, in-store activities, coaching and the certification process. Finally, as a result of attending this session you will be able to:

- Identify a successful behavior changing sales and brand fulfillment curriculum.
- Describe the difference between, and see examples of, knowledge transfer vs. behavior changing interactions.
- Detail how to use video in your eLearning courses to demonstrate and simulate sales and service behaviors.
- Describe how to certify learners and ensure measurable results. Recite the keys to success in the design and development process of a behavior changing eLearning curriculum.

707 Build Learning Support Web Apps Without Being a Programmer

Jeff Batt, Product Development Manager,
eLearning Brothers

Not a programmer? Not a problem. Learn how to create and publish dynamic learning support web apps for desktop and mobile devices that meet the latest web standards—without writing a single line of code—with Adobe Muse. Learn to:

- Build different layouts for desktop, tablets and phones.
- Build interactive light boxes for image viewing.
- Build other interactive content such as menus, accordions, tabbed panels, slideshows and more.
- Publish your web app for delivery on web browsers or even PhoneGap.

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708 Use Micro-Learning Techniques to Change Behavior and Improve Performance

Mark Clare, Adjunct Faculty, Northwestern University

Micro-learning is the tiny bursts of learning we do every day to solve problems, make decisions and improve performance. All training involves a micro-learning phase if the goal is behavior change and ROI. Trainers tend not to emphasize this last mile of learning because it is too personalized, short lived and entangled in work. Learn how new technologies and methodologies are changing that. Discover a new method for including micro-learning in training which breaks learning content into its smallest relevant chunks called knowledge cards. Successful examples and demonstrations in leadership, innovation, teamwork and emotional intelligence will be presented.

709 Lessons from the Trenches of Digital Learning Game Design

Sharon Boller, President, Bottom-Line Performance

This session is a primer on how to get started in digital game design. You'll examine a variety of games, and explore mistakes made. Learn what to do and what to avoid in digital game design. In addition, you'll get some nice tools and templates to use. You'll:

- Identify what's fun—and what's not fun — in a digital game as well as how much fun is required for a game to be effective.
- Recognize basic game elements that you can incorporate into digital learning games.
- Identify a game development process that goes beyond ADDIE.



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710 Improving Knowledge Transfer and Employee Retention via Informal Learning using Mentor Center

Linda Ross, Senior Principal Learning Architect, Oracle Corporation

In a recent study [Raytheon, 2012] only 39% of learning leaders said that their training organizations were very effective or somewhat effective at transferring knowledge from transitioning employees to their replacements. The greatest challenge reported is the lack of a formalized knowledge transfer approach. Implementing a knowledge transfer strategy that includes onboarding, OTJ skills building, and succession planning ensures not only more successful knowledge transfer but also greater employee retention within an organization. Learn how Oracle uses the Mentor Center—an application developed as a means of building cross-collaboration and informal learning cultures within a previously “silo-ed,” relatively large, global, virtual team. Ross will share the problem statement along with the relevant data, and their approach to forming a strategy and delivery mechanism to more readily track, document, and archive the various mentoring relationships that occur informally at Oracle.

711 The Current and Future State of the LMS

Michael Rochelle, Chief Strategy Officer, Brandon Hall Group, Inc.

Explore recent changes in the LMS market, changes to expect in 2014 and beyond, and how best to navigate these complex developments as companies adapt their learning functions and technologies to ever-changing business needs. You'll learn about:

- The merging of features and functions that have blurred the line between the capabilities of the LMS and the Learning Content Management Systems (LCMS).
- The rapid increase of Cloud LMS technology and services over the older installed or even hosted model.
- The need to increase insights about employees, with a growing vendor focus placed on Big Data, analytics, and integration of the LMS into other systems, including Human Resources Information Systems and Talent Management Systems.
- The ADL Experience API which looks to replace SCORM and which will impact LMSs going forward.

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712 Jet Propel Your Leadership Culture and Effectiveness: Collaborative Peer Advisory Groups

Bob Dabic, Master Chair in Leadership Development, Vistage International

2013 Human Capital surveys of organizations reveal that CEOs gain more traction and results from their management teams when the group is developed using a hybrid approach to learning, including the use of peer-based, interdependent, high accountable and engaged problem solving methods (group development) and personal coaching (individual development). Learn a proven hybrid approach for transforming your team into an effective and aligned super-group that is more, communicative, committed and accountable for innovation, problem solving or talent management. Learn to:

- Contract members of your team to be “all in”.
- Identify and clarify the most critical obstacles to progress.
- Honestly address behaviors and attitudes that block and that propel results.
- Conduct private coaching sessions to augment group focus on a problem, issue or need.

713 Building a Winning Game Plan with Practical Elements

Crisa McCarty, Senior Content Developer; Ruby Jones, Content Developer, Aflac

Play and analyze board, PowerPoint, Captivate and Instructor-led learning games produced with common tools and little budget. Study the step-by-step process to create the samples shown. You'll walk away with lessons you can apply when creating mini-games for your own future use. You'll learn to:

- Define and devise fun, well-written questions and structure the flow appropriately.
- Choose a theme and art to support it.
- Prepare a rough draft of the critical-to-success debriefing to deliver.
- Outline realistic metrics by which to measure proficiency/attainment after game delivery.

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Pick up your lunch between 12:00 – 12:15 pm outside room 33C. To add a clinic or change a clinic, please stop by the registration counters by 4:00 pm on Tuesday, February 4.

C01 Developing Excellent Facilitation Skills

Michael Wilkinson, Author, The Seven Separators of Facilitation Excellence

Get the skills you need to be an excellent facilitator from a master—Wilkinson is a Certified Master Facilitator, Certified Professional Facilitator, and Board member of the International Institute for Facilitation. You'll learn to:

- Establish and maintain a high energy level.
- Ask starting questions that draw a vivid image.
- Employ a full toolkit of follow-up question types.
- Respect the “power of the pen.”
- Carry the group through the process.
- Prevent, detect and resolve dysfunction.
- Isolate and address sponsor's key needs.

Plus:

- The 4 keys to an engaging opening.
- The secret to asking questions that ignite a bonfire of responses.
- How to prevent dysfunctional behavior.
- How to effectively maximize energy.

During this interactive clinic, you will practice applying each of the facilitation techniques—the Seven Separators—to facilitate a group in a step-by-step framework.

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C02 Using Social Media for Learning

Jane Bozarth, Author, Social Media for Trainers

Practice using social media tools to support and extend learning. You'll engage in activities such as openers, introductions, quick-answer, reflective work, group work, quiz games, and photo-based work. Bozarth will extend the discussion beyond the bounds of traditional T&D practice to the realm of informal and social learning. Participants will take away supplemental guidelines for supporting change and contributing to conversations regarding governance. You'll:

- Engage in supporting learning with social-media based tasks and activities.
- Develop a plan for incorporating new ideas into practice.
- Choose tools and approaches that support instructional goals.

Prerequisites: Some experience commenting on blogs or sites like LinkedIn, posting status updates to Facebook, participating in online communities, or using similar tools. Work in environments where some social media use is permitted.



Please bring a laptop with security configured to allow access to popular sites like Twitter and Facebook.

C03 Using Brain Science to Improve Learning Design

Art Kohn, President, AKLearning

Join neuropsychologist Art Kohn and explore how the brain controls learning and memory and how to apply this knowledge to create engaging eLearning. Come prepared to have fun and learn to:

- Understand how the brain uses metaphor and emotion in the encoding process.
- Develop incentive systems based on established principles of conditioning that reinforce desired behaviors.
- Improve attention span by understanding the secrets to levels of consciousness.
- Design effective “follow-up training” by tapping into mnemonic principles of memory.
- Improve long-term retention by understanding the connectionist model of memory.

C04 A Handful of Knowledge — Creating Mobile Learning Assets and Courses

Jason Bickle, Manager Instructional Design & Development/ Implementation Engineer, Experlogix, Inc.

Creating a mobile learning course isn't just about wrapping your content and pushing it to the learner. In this clinic, you'll get the knowledge you need to make the right decisions to create your mobile program. You'll learn and discuss:

- Basic Mobile Architecture and Instructional Design.
- A Basic Mobile Template and HTML5 Basics.
- Mobile Graphics—Model Building, Tools and Tips.
- Video—Converting Video & SWFs to Mobile Video.
- Methods of building your first mobile course.

During this hands-on clinic you will build a small mobile course as you go.



You will need the following (demo or trial versions are fine): Smart Phone or Tablet (if you have one), Adobe Fireworks, Adobe Media Encoder, Adobe Dreamweaver, Rapid Intake.

C05 Auditing and Benchmarking Your Training Function

Jean Barbazette, Author, Managing the Training Function for Bottom Line Results; Melissa Smith, Managing Partners, The Training Clinic

Audit and benchmark your training function in ten key areas. Whether your training function is strategic or reactive (and wants to be more strategic), it is helpful to clarify and identify how your function is operating. First consider which of the ten key areas apply in your organization. Then, identify the stage of development at which your function is operating in the applicable areas. Finally, decide specific activities to move your function to the next level. You will:

- Clarify which roles and responsibilities apply to ten key functional areas.
- Complete and interpret a minimum of four key areas of the Training Function Systems Audit.
- Learn how to use the entire Training Function Systems Audit as an ongoing benchmarking tool.

C06 Forecasting ROI: The Newest Tool for L&D Professionals

Jack Phillips, Author, The Value of Learning

The expression “Show Me the Money” is often demanded before a project is even considered, leaving you with: “How do we forecast the ROI in a credible and rational way to secure the project approval?” This clinic will detail how the ROI for projects is forecasted in advance using the most credible sources and a set of conservative standards. This ROI Methodology, based on hundreds of proven studies, forecasts up to six types of data, including financial ROI. Learn to:

- Explain the rationale for using ROI on a pre-project basis.
- Describe the six types of data that can be forecasted.
- Conduct a pre-project forecast of data in a convincing way to senior executives.
- Conduct an ROI forecast from reaction data.
- Present the forecast of data in a convincing way to senior executives.

Participants will receive a workbook and job aids.

C07 Designing eLearning Using Stories and Scenarios

Ray Jimenez, Chief Learning Architect, Vignettes Learning

For eLearning to be engaging and effective, learners must instantly understand the content, and the best way to make that happen is through the use of stories and scenarios—real-life events that are meaningful and relevant. Learn how to:

Break-down long, boring and hard-to-learn content.

- Get learners involved and active in learning.
- Find powerful real-life work events and stories to connect the content with instant learning.
- Methodically apply the story design process to your content by using repeatable, scalable and flexible templates applied in multiple content areas.
- Apply stories and scenarios to all types of training—compliance, technical, people skills, process, systems, sales and more.

During this hands-on clinic you will build a mini-project as you move along.

LAPTOP REQUIRED You will need the following (demo or trial versions are fine): PowerPoint or Storyline or Captivate or other authoring tool that you now use.

C08 PowerPoint as a Graphics Editor: Simplified Visual Design for Learning

Kevin Thorn, Owner, NuggetHead Studioz

As instructional designers, we want our designs to be visually appealing and relevant. How much time do you spend hunting for images or that ‘just right’ graphic? What if a few strokes of a pen or the arrangement of a few simple shapes could convey the same message more effectively? You’ll discuss the basic principles of visual communication. And, look at examples of perceived affordances, and how making subtle changes to your eLearning graphics can be a powerful companion to the instruction. You’ll also look at techniques for creating on-demand graphics following basic visual communication principles. Learn:

- What the Visual Cortex is and why it’s important in eLearning design.
- How to use your own experiences to complete a visual message.
- To apply simple visual communication techniques following basic principles.

LAPTOP REQUIRED Please bring a WiFi enabled laptop with PowerPoint 2007 minimum installed.

C09 Making Your Training Stick for Results and Payoff

Carolyn Balling, Consultant, Training that Fits

The training you provide must be well designed, delivered and received. More importantly, it needs to stick enough to get used by learners on the job, so it brings the needed results and payoff to your organization. Luckily for you, when you “do good training” it works on all counts. You’ll leave this clinic equipped with more than 30 specific, proven techniques you can use to increase training payoff by improving the transfer of the learning experience to the job. Learn:

- What keeps training from being learned and used, and what works instead.
- How to identify and reinforce factors that make training stick and address those that impede it.
- What common elements of training help make it deliver results.
- How to build in techniques, before, during, and after training to increase learning, retention and transfer.
- Who can best help you get the results you want.
- Where to modify what you do now to improve your results.

C10 The Learning Experience Canvas: A Design Template for Engaging Training

Peter Honebein, Principal, Customer Performance Group

A memorable learning experience must effectively balance rational and emotional design elements to engage learners in a way that results in flow, transmergence, and loyalty. This requires designers to see learning experiences in a new way, and design in a new way. The Learning Experience Canvas is the new way. Attend this clinic and learn to create learning experiences (and not commodity courses). You’ll:

- Determine the key elements of your learning experience.
- Work with a high-level template where you and your co-designers sketch out the learning experience framework.
- Transition what’s in your canvas to blueprints, storyboards, prototypes, and design documents.

Examples and case studies will be shared. As a group, you’ll have the chance to participate in developing a canvas for a learning experience—and you’ll walk away with a plan to use in your own organization.

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Monday, February 3, 11:30 am – 5:30 pm

Tuesday, February 4, 11:30 am – 5:00 pm

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Booth #801

Philip Forte
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sdufault@bobpikegroup.com
<http://www.bobpikegroup.com>

Bob Pike began revolutionizing trainer training with a focus on interaction and participation by the learners. With this change from lecture to participation came greatly increased content retention and learning transfer! Since then, we have provided training for trainers and managers, and consulting services to individuals and corporations.

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Booth #401

Dave Hemsath
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dave@breakpointbooks.com
<http://www.breakpointbooks.com>

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Booth #404

Paul Michaelson
(612) 332-3356
paulm@c3softworks.com
<http://www.c3softworks.com>

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Joe LiVigni
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joe.livigni@capsim.com
<http://www.capsim.com>

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sbrannon@cedsolutions.com
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Drew Phelan
(919) 335-8822
dphelan@perform-impact.com
<http://www.situational.com>

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<http://www.clarityconsultants.com>

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Bruce Ahern
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John Walber
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john@credly.com
http://credly.com

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Leslie Tedgui
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leslie.tedgui@crossknowledge.com
http://www.crossknowledge.com

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Thomas Stone
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tom.stone@dalecarnegie.com
http://www.dalecarnegie.com

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Deb Arnold
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Booth #609

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Booth #210

Matt Adams
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* See page 6 for details.

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Katie Batten
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katie.batten@hrci.org
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