The Learning Leaders Conference
November 16 – 18 • Online

program guide

Produced by
Welcome to Learning 2020 Online

Our team at the Learning Guild is honored and excited to begin managing the Learning Conference this year. While the effects of the pandemic have altered our plans for this year’s event, it has not diminished our excitement about supporting this community. In fact, our decision to make this year’s event free for all attendees is reflective of the environment of celebration we’re feeling about this year’s event. While we’re disappointed we can’t be together in person, we’re excited to be welcoming over 5,000 learning leaders from all around the globe to Learning 2020 Online.

When we realized we were going to need to pivot this year’s event online, one of the goals for us was to bring the energy of the face-to-face event into the virtual experience. We’ve built the event with that in mind, choosing a platform that makes it easy for you to connect with each other and with the speakers sharing their stories. You’ll also have access to all of the session recordings through the end of the year, providing the opportunity to revisit key learning points and view sessions you may have missed live.

We hope this event enables you to connect, share, and learn with each other.

Thanks for joining us for Learning 2020, and for being a part of our community.

David Kelly
Executive Director
The Learning Guild
Attendee Information

We are so excited to connect with everyone during Learning 2020! Below you will find all the information you need about gaining access to the platform, pre-event orientations, and more.

If you have any further questions, please reach out to us at Service@LearningGuild.com.

**How do I access the Learning 2020 platform?**

You will receive an email once you have been added to the Learning 2020 platform. Once you are added, complete the following steps to set up your password and log in.

1. Visit Learning2020.com/Online to access the platform.
2. Login using the same email address you used to register for Learning 2020.
3. Choose a unique password (Tip: Take note of your password, you’ll need it for the app!)
4. Once in the platform, you will be prompted to complete your attendee profile. A detailed profile makes it easier to connect with other attendees. Just keep in mind anything in your profile will be visible to others on the platform.

**Please note:** The latest version of Chrome is the recommended browser for the Learning 2020 platform. Safari, Firefox, and Edge are also supported. Please note that Internet Explorer is not supported.

**When can I access session materials?**

All session descriptions, speakers bios, and session materials provided to us by the presenters will be available in the Learning 2020 platform throughout the conference and until the end of the year. Links will be added as they are received.

**How can I get technical assistance with the Learning 2020 Platform?**

Members of our team will be available to answer your technical questions throughout this week. You can contact us via email at L20Support@LearningGuild.com.
Schedule At-A-Glance

All times are listed as Eastern Time (UTC−05:00).

**day 1—monday, november 16**
- 11:00 - 11:45 AM: Opening General Session
- 12:00 - 12:45 PM: Choice of 4 Concurrent Sessions
- 1:00 - 1:45 PM: Choice of 4 Concurrent Sessions
- 2:00 - 3:00 PM: General Session

**day 2—tuesday, november 17**
- 11:00 - 11:45 AM: Choice of 4 Concurrent Sessions
- 12:00 - 12:45 PM: General Session
- 1:00 - 1:45 PM: Choice of 4 Concurrent Sessions
- 2:00 - 2:45 PM: Choice of 4 Concurrent Sessions

**day 3—wednesday, november 18**
- 11:00 - 11:45 AM: Choice of 3 Concurrent Sessions
- 12:00 - 12:45 PM: Choice of 3 Concurrent Sessions
- 1:00 - 2:00 PM: Closing General Session

**post event—november 19 thru december 31**
Recordings of ALL sessions will be available through the end of 2020 for your continued learning and development!
Thirty Under 30 is entering its 11th year and we couldn't be more excited! The Thirty Under 30 program was started to provide support, visibility, voice, and development to thirty learning colleagues as they become the next generation of learning leaders. We're so excited for this amazing program to return for another year and we look forward to this year’s amazing members.

This year's Thirty Under 30 program will be led by two alumni from last year's program: Hannah Duffy and Megan Underwood.
## Daily At-A-Glance

### 11:00 – 11:45 AM ET

**GS1: What Is Learning Leadership? (Panel Discussion)**

- Lisa Christensen, McKinsey & Company
- Frank Nguyen, Learning Executive
- Megan Torrance, TorranceLearning
- David Kelly, The Learning Guild

### 12:00 – 12:45 PM ET

#### 111: Transforming from Learning Professional to Learning Leader

Frank Nguyen  
Learning Executive

#### 112: Redesigning a Live Course in a Virtual World

Sravani Tammiraju  
Visa

#### 113: How to Strategically Approach Learning Technology Trends

John Sangimino & Jake Gittleson  
McKinsey & Company

#### 114: Beyond the Letters—The Real Impact of DEI (Diversity, Equity, and Inclusion)

Liza Wisner & Abby Miles  
OpenSesame

### 1:00 – 1:45 PM ET

#### 121: Using a Virtual Card Game to Teach Leadership, Sales Skills, and Critical Thinking

Karl Kapp  
Bloomsburg University

#### 122: Reimagining Learning and Talent Development

Alex Banks  
Vyond

#### 123: Animating Relationships: Enabling Sales Teams to Adapt in 2020

Matthew Donovan  
GP Strategies

#### 124: Use This, Not That: Zeroing in on the Right Learning Platforms

### 2:00 – 3:00 PM ET

**GS2: Five Perspectives on the Future of Learning and Work**

- Julie Dirksen, Usable Learning
- Frank Nguyen, Learning Executive
- Hadiya Nuriddin, Duet Learning
- Karl Kapp, Bloomsburg University
- David Kelly, The Learning Guild
## Daily At-A-Glance

### 11:00 – 11:45 AM ET

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### 12:00 – 12:45 PM ET

**GS3: The Learning 2020 CLO Panel: Navigating the Pandemic**
- Rob Lauber, McDonald’s
- Karen Kocher, Microsoft
- Matt Smith, McKinsey & Company
- Frank Nguyen, Learning Executive

### 1:00 – 1:45 PM ET

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Manoj Kulkarni, Realizeit |

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Daily At-A-Glance

11:00 – 11:45 AM ET

311: Building Belonging in the Workplace
Wendy Gates Corbett
Refresher Training

312: Supporting Training During Pandemics
James Backus
Defense Intelligence Agency

314: A Guide to an Agile eLearning Development Process
Greg Kozera & Beth Epperson
Defense Intelligence Agency

12:00 – 12:45 PM ET

321: Revolutionizing L&D: Having a Seat at the Executive Table
Tomissa Smittendorf
Kelloggs Company

322: Intentional Learning: The Most Fundamental Skill
Matt Smith & Lisa Christensen
McKinsey & Company

323: Using a Chatbot for Training Reinforcement
Vincent Han
Mobile Coach
David Livingston
Kaiser Permanente

1:00 – 2:00 PM ET

GS4: Preparing for the New Normal (Panel Discussion)
Bob Mosher, APPLY Synergies
Nigel Paine, NigelPaine.com
Frank Nguyen, Learning Executive
David Kelly, The Learning Guild
GS1: What Is Learning Leadership? (Panel Discussion)

Lisa Christensen, Director of Learning Design and Development, McKinsey & Company
Frank Nguyen, Learning Executive
Megan Torrance, CEO, TorranceLearning
David Kelly, Executive Director, The Learning Guild

The workplace is in a period of transition. The future of work was already rapidly evolving based on numerous forces of change; the addition of the pandemic to the equation only makes things more complex. The role of learning professionals to be leaders is more important than ever as we support individuals and organizations through these changes. But what exactly does it mean to be a learning leader?

In this opening session for Learning 2020 Online, we will explore what “Learning Leadership” means in a modern learning organization. We will look beyond learning leadership as an idea and examine what it looks like as a practice, targeting specific skills and behaviors that can be built and nurtured. We will explore not only the knowledge and skills you need as a learning leader today, but what you need to develop in order to prepare yourself and your teams for the challenges still to come.

In this session, you will learn:

• What “learning leadership” means in 2020
• The types of skills today’s learning leaders need to develop
• The role learning leaders need to play in supporting organizations through the challenging times ahead

Monday, November 16 • 12:00 – 12:45 PM ET

111: Transforming from Learning Professional to Learning Leader

Frank Nguyen, Learning Executive

Whether your job title is instructional designer, learning experience designer, or trainer, the career path forward (and upwards) may not always be clear cut. There are often critical moments that can shape one’s career. Understanding how to recognize these moments, and the context of the questions and answers that shape your decisions, can make a huge difference in your career.

In this session, we will have an intimate conversation exploring various learning leadership stories. Each story with target a different stage in a learning professional’s career, and dive into the key actionable insights that you can apply in your own work. Join us for an informal discussion around how learning professionals become learning leaders.

In this session, you will learn:

• From stories of learning leaders overcoming project and career challenges
• The key insights and lessons learned from each of those stories
• How to apply these insights into your own work
112: Redesigning a Live Course in a Virtual World
Sravani Tammiraju, Product Owner, Visa

The pandemic has created a number of challenges for learning and development professionals. One specific challenge is the how to deliver training and education programs that have historically been delivered face-to-face via virtual means.

In this session, you will discover how our team took a highly interactive 5-day face-to-face onboarding program and redesigned it for a purely internalized virtual delivery. You will explore the specific constraints we had to work under, including working with only 6% of the original budget and working with no external vendor support. We will discuss the challenges and roadblocks we encountered, and explore the solutions we put into place. The lessons we learned will help inform your own projects during these challenging times.

In this session, you will learn:
- Critical factors to consider when resigning face-to-face experiences for virtual delivery
- How to manage learner expectations along the way
- The importance of communication and creativity

113: How to Strategically Approach Learning Technology Trends
John Sangimino, Senior Expert, Learning Design, McKinsey & Company
Jake Gittleson, Senior Expert, Learning Design, McKinsey & Company

Learning technology is advancing faster than ever, making the task of keeping up with the latest trends seem overwhelming. Today’s learning leaders need to be able to prioritize and build a strategy that enables your organization to anticipate and respond to disruptors and trends affecting our work and the work of those we support.

In this session, we will discuss various disruptors and trends that are affecting the learning technology landscape. We will walk through the steps needed to prioritize which trends affect your organization so we can then identify the challenges, enablers, and approaches to strategically address them. You will leave this session understanding the best ways to leverage the highest priority trends in your organization.

In this session, you will learn:
- Technology disruptors and trends affecting the learning landscape
- How to prioritize and organize trends affecting your organization
- Strategic enablers and approaches for addressing disruptors and trends
- How to anticipate and get ahead of disruptors and trends

114: Beyond the Letters—The Real Impact of DEI (Diversity, Equity, and Inclusion)
Liza Wisner, Senior DEI Curation Specialist, OpenSesame
Abby Miles, Senior Director of People, OpenSesame

Further your Diversity, Equity, and Inclusion (DEI) journey with an illuminating discussion led by Liza Wisner, OpenSesame senior DEI curation specialist, joined by Abby Miles, senior director of people at OpenSesame. They come together with pooled perspectives from HR, learning, and DEI experts to provide practical tips to facilitate your organization’s DEI progress.

In this session, you’ll learn who to involve in the process of DEI development and improvement, how to navigate difficult conversations, and how to move beyond one-off training sessions to ensure the sustainability of a well-rounded team.

In this session, you will learn:
- Who to involve in the process of DEI development and improvement
- How to navigate difficult conversations with your diverse workforce
- How to move beyond one-off training sessions, if not now, when?
121: Using a Virtual Card Game to Teach Leadership, Sales Skills, and Critical Thinking
Karl Kapp, Professor, Bloomsburg University

One difficulty encountered by designers of online learning games is that the games turn out to be either too complex or too simplistic. We've all played online games where you answer a multiple-choice question and earn points. Fun for a while but doesn't do much more than reinforce knowledge or teach basic facts. More is needed if we are really going to leverage online, virtual classroom software for higher order thinking. If you need to teach skills like sales, negotiation or leadership, you need more than multiple choice questions. You need interactivity, role-plays and a bit of critical thinking. But, how do you fit interactivity, a role-play experience and critical thinking into a live, virtual classroom training session in a simple, straightforward manner? It's not as hard as you think.

In this session, you will discover how a virtual card game can be used to teach leadership, sales skills, and/or critical thinking. In this interactive session you will apply your own critical decision making skills into an interactive role play. You will challenge your fellow attendees for victory and discover a new way of adding interactivity to any virtual, instructor-led classroom experience.

In this session, you will learn:
• How a digital card game can be used to foster critical thinking and leadership training
• How to build a role-play activity without the typical “moans and groans” of an online role-play
• How to apply the engagement and fun of playing cards while learning virtually

123: Animating Relationships: Enabling Sales Teams to Adapt in 2020
Alex Banks, Head of Sales, Vyond

Burnout and fatigue are at an all-time high. As a result, more and more of our interactions have defaulted to asynchronous communication. This radical shift in how we connect has transformed internal collaboration, but sales techniques remain somewhat unchanged and ill-suited for today’s fragmented landscape. How can we enable the teams who trade in relationship currency to meet this imperative of a “new normal”?

In this session, you’ll learn how to help sales teams embrace different communication strategies to adapt to today’s reality.

In this session, you will learn:
• How personalized content can create authentic, people-driven connections
• How to empower a sales force to create their own materials through the example of Vyond Studio, a platform where anyone can easily create animated content
• New ideas of what pandemic-era sales training and client communications can look like
• A robust toolkit for making media that moves

124: Use This, Not That: Zeroing in on the Right Learning Platforms
Matthew Donovan, Chief Learning & Innovation Officer, GP Strategies

When tasked with finding the right learning technology platform—the platform that checks the boxes to meet a range of intended outcomes—CLOs are faced with an array of choices and few clear answers.

The session will guide attendees through the process of prioritizing learning needs, signposting what platforms deliver, and narrowing the technology that supports their requirements.

In this session, you will learn:
• How to prioritize your learning needs
• How to identify what individual learning platforms deliver
• How to find the technology that supports your learning requirements
GS2: Five Perspectives on the Future of Learning and Work

Julie Dirksen, Learning Strategist, Usable Learning
Frank Nguyen, Learning Executive
Hadiya Nuriddin, CEO & Learning Strategist, Duets Learning
Karl Kapp, Professor, Bloomsburg University
David Kelly, Executive Vice President & Executive Director, The Learning Guild

The world of work is changing. Numerous forces are motivating organizations to pivot their strategies, causing a paradigm shift in what is expected from the workforce. This, in turn, fundamentally changes the work learning teams need to do in supporting workers and the organizations we serve.

In this general session, we will hear from five learning leaders, each of whom will provide a short TED-like talk exploring one aspect of the future of work that we need to pay attention to, and why that change matters to our profession. Be prepared for a fast-paced and thought-provoking session.
Tuesday, November 17 • 11:00 – 11:45 AM ET

211: Making Webinars More Engaging
Donald Taylor, Chairman, The Learning and Performance Institute

Let’s face it. Webinars can be dull. It’s true. But they don’t need to be. Webinars can be interesting, provocative, productive, and engaging—if done right. The trick is to stop presenting at your audience, and start working with them.

In this session, you will explore the secrets of delivering engaging and interactive webinars. You will discover the core principles that have emerged from conducting over 500 different webinars over the year. By attending this session, you will learn how to apply these principles to ensure you are delivering great webinars in your own work.

In this session, you will learn:
• How to start with your audience and your story
• The important role of your voice—you don’t have to be Shakespeare, just yourself
• How to work with your audience, not against them
• Where to focus your preparation effort
• Why you need a host by your side

212: Dynamic Design in an Agile Framework
Mousumi Saha, Advisor, Customer & Technical Training, Dell Technologies

Effective project management can often be the difference between a successful learning program deployment, and one that fails. While there are a number of common frameworks applied in L&D (such as ADDIE), too many fail to accommodate today’s rapidly changing environments.

In this session, you will explore how agile frameworks can help learning leaders manage their projects more effectively, and better support their organizations. You will discover how, like ADDIE, agile methodologies also include analysis, design, development, implementation, and evaluation. You will examine the distinct characteristics that set agile methodologies apart from ADDIE, such as incremental organization, flexible schedule, collaborative, and transparent process. By attending this session, you will learn the principles needed to begin applying agile methodologies to your own projects.

In this session, you will learn:
• How ADDIE and Agile work together
• How agile frameworks support rapid prototyping
• How to apply a checklist to develop prototype
• The role of rapid prototyping for stakeholder visibility towards the output

213: Developing Leadership at Every Level: An Improvisational Approach
Kelly Leonard, Executive Director of Learning and Applied Improvisation, Second City Works

The World Economic Forum has identified creativity, collaboration, and adaptability as key skills for the future of work. Increasingly, we are asking for leaders to execute at every level of our organizations, whether it’s in communication with our customers, giving feedback to develop their teams, or co-creating systems across an entire business. But how do we best build these skills?

In this session, you will examine how improvisation uniquely provides opportunities to playfully practice leadership skills that speak to individuals, teams and organizations. You will explore the behavioral science that improvisation builds upon. By attending this session you will discover how improvisation helps promote behaviors that are highly collaborative, inclusive, and resilient.

In this session, you will learn:
• The rich history of improvisation as a practical tool for leadership
• The underlying behavioral science that supports an improvisational approach
• The leadership stories of Tina Fey, Stephen Colbert and Keegan-Michael Key
• Practices you can implement right away at home and at work
214: Moving from Concept to Launch with Design Thinking

Nick Floro, CEO & Learning Architect, Sealworks Interactive Studios

Many teams repeat the same mistakes, running into the same walls and trying to avoid the same obstacles with no luck. Will we ever design a better way to create great experiences in Learning? But what if there was another option for prototyping concepts and gathering feedback to test before development?

Using design thinking with agile principles can help your team ideate, visualize, test, and gather feedback to create an iterative process that will lead to improved results for your audience. With the majority of us working remotely, we can apply this vision to create amazing learning experiences that focus on agility, flexibility, adaptability, and individuals. Starting with a need, a concept, or current implementation and we’ll share how to evaluate, design, and gather feedback to make a decision based on how you can best help your audiences.

In this session, we’ll break down the steps needed to help you learn and discover how to brainstorm, test, gather feedback, and design quickly with collaboration to transform your experiences. You’ll learn about practical apps and techniques to create an optimal workflow to create amazing experiences. Finally, we’ll look at resources and provide the next steps so that you can implement them right after the event.

In this session, you will learn:

- Understanding design thinking and how to practically apply each step to your next project
- Practical examples and templates to adapt for your process
- Which tools and resources can help you optimize your workflow
- About real-world experiences so you can avoid common mistakes
- How to improve remote collaboration with tools and resources that you can apply immediately

Tuesday, November 17 • 12:00 – 12:45 PM ET

GS3: The Learning 2020 CLO Panel: Navigating the Pandemic

Rob Lauber, Former Chief Learning Officer, McDonald’s
Karen Kocher, Global General Manager, Talent & Learning Experiences and Workforce/Workplace of the Future, Microsoft
Matt Smith, Chief Learning Officer, McKinsey & Company
Frank Nguyen, Learning Executive (Moderator)

COVID-19 has created the largest disruption to learning and work that most of us have ever seen in our careers. The pandemic has affected almost every company around the globe, requiring learning organizations to pivot in ways many of us never expected. Supporting workers during these disruptions is a critical challenge organizations face, and learning leaders will play a major role in helping us navigate these uncharted waters.

In this year’s Learning 2020 CLO Panel, we will explore these challenges and learn how we can help lead our organizations through the COVID-19 pandemic. We will examine the critical role that learning plays during a crisis, and discover the opportunities that emerge for learning leaders to help their organization navigate the difficult times and support workers through the crisis.
221: Getting Started with Workflow Learning

Conrad Gottfredson, Chief Learning Evangelist, APPLY Synergies
Bob Mosher, Chief Learning Strategist, APPLY Synergies

Workflow learning is one of the hottest buzzwords in our industry these days, but understanding the concept is very different than putting it into practice. In order to harness the power of workflow learning in your organization, you must unearth the business justifications and learn the nuts and bolts of how to put it into action. Given the context of the pandemic, you must also learn how to blend it with virtual instruction.

In this session, you will explore how workflow learning can solve performance problems in ways no other solution can effectively accomplish. You will explore why real skill development only occurs while continuously performing work (in the workflow). You will also examine the intrinsic motivators for learning, and the role they play in workflow learning. By attending this session, you will be able to apply the principles of workflow learning to your own projects.

In this session, you will learn:
• How to develop the adaptive capacity of your workforce
• How to increase retention by spreading learning over time
• How to engage the intrinsic motivators of Attention, Relevance, and Need
• How to increase self-efficacy to fuel greater engagement

222: A Time to Skill: The Impact of 5G on Education and Work

Vidya Krishnan, Head of Competence & Capability Consulting and Education, Ericsson

According to the World Economic Forum (WEF), “the world is facing a re-skilling emergency.” WEF estimates that “by 2022, over 40 percent of core skills required to perform existing jobs are expected to change”, and that by 2030, “more than 1 billion people will need to be re-skilled” into the transformed jobs of the Fourth Industrial Revolution. It is therefore essential to bridge the gap between the skills of current and future workers to address the rapidly changing skill requirements for a world increasingly shaped by 5G. What can companies do to be 5G-powered in their re-skilling strategies?

In this session, you will examine why 5G is key to empowering new services and use cases in education and work. You will discover why 5G is a watershed moment for the virtual learning movement. You will explore three critical areas in which 5G will transform learning and work: evolving the ecosystem to make it an Empathy Engine, evolving the culture system to know, show, and grow the people who demonstrate a growth mindset, teach, and lead as learning drivers, and evolving the business system with intensive upskilling and re-skilling programs aligned to our most critical growth areas in technology, sales, sustainability, and more.

In this session, you will learn:
• The latest about 5G and how it will shift work and the workplace
• Key digital skills that will be essential to re-skill for
• A framework for evolving the L&D technology ecosystem
• How 5G will reshape virtual learning and how to use this to your advantage
223: Learning Analytics: Inception to Maturity

Ben Betts, Chief Product Officer, Learning Pool

Learning analytics has been around for many years, yet few companies are fully realizing their incredible power in guiding learners, shaping learning, and proving the ROI of its learning investment.

Dr. Ben Betts, CPO of Learning Pool, will deliver the results from Learning Pool’s latest research; the Learning Analytics Maturity Model. Initial results showcase how organizations rank themselves in their use of data for learning across five key stages of learning maturity; from simply ‘describing’ what’s happening to your learning all the way through to predicting and prescribing the next learning action.

Ben will give participants a whistle-stop tour of the Learning Analytics Canvas, a new tool that any L&D professional can use to help bring their practices up to the next level of maturity.

In this session, you will learn:

• The Learning Analytics Maturity Model and our diagnostic tool
• Key benchmarking information from the first 100 companies to take the diagnostic
• Five key takeaways we’ve seen from the early results
• How the Learning Analytics Canvas can help you scope and design your next learning experience with data in mind

224: Transform Training from ‘Table Stakes’ to a Highly Valued Differentiator

Mark Jack Smith, Vice President, Global Human Resources, Petroleum Geo-Services
Manoj Kulkarni, Chief Executive Officer, Realizeit

Too many companies and their leaders view training as nothing more than a “requirement” whose value is usually confined to compliance or regulatory obligations. And the dissatisfaction with training in terms of delivering operational value persists for all stakeholders—leaders, trainers, and employees alike. This is the primary reason why businesses struggle to make the case for new investments in training.

Meanwhile, the task of keeping employees adequately trained in a fast-changing world is getting increasingly difficult to manage, particularly for those with a large distributed workforce... amplified by the impact of Covid-19 on business operations. The strategic questions to ask are: “How can an organization not just keep up, but turn the tables to convert training into an offensive weapon that extracts quantifiable value that continuously improves business performance? What needs to be true to drive a transformation like this at scale? What role does technology play?”

In this session, you will hear how one international organization was compelled to take a fresh look at their training operations and why they began to shift their thinking. Learn how they came to the conclusion that their training programs had to become the primary mechanism for knowledge and competency management, and why leveraging personalization and adaptivity at scale became their imperative. Learn about the challenges and barriers they are encountering and why they are turning to new (non-LMS) technology to power their transformation.

You will come away from this session with fresh ideas and a new framework for how to transform workforce training at your organization into a strategic, offensive weapon that pays dividends in real operational and business performance improvements!

In this session, you will learn:

• Why it is imperative to start thinking differently about your organization’s approach to frontline training
• How to reframe workforce training as a highly valued strategic tool that consistently and measurably improves operational performance and delivers a strong ROI
• How to define the “right technology” necessary to power this transformation
• Why personalization and adaptivity at scale is mission critical for success
231: 2020 Research Trends
Jane Bozarth, Director of Research, The Learning Guild

As a benefit to our members, The Learning Guild publishes one research report per month and hosts popular #GuildReads Twitter chats throughout the year. These reports provide actionable data and insights that can inform the work of today’s modern learning leaders.

In this session, Learning Guild Director of Research Jane Bozarth will offer highlights from some recent reports. You’ll get an overview of our upcoming report on leadership responses to COVID-19 and the opportunities this provides for L&D to enhance their work in leadership development. You will take a look at diversity training—what works and what doesn’t, and how to improve it. You will also take a quick look at our in-depth reports challenging some popular ideas in L&D, such as teaching to learning styles and working with “generations”.

In this session, you will learn:
• Ideas for enhancing leadership development programs based on lessons learned in 2020
• Evidence-based suggestions for making diversity training efforts more effective
• Strategies for responding to stakeholders wishing to impose popular, if ineffective or harmful, ideas on learning experiences

232: It Is Time for Learning to Step Up
Nigel Paine, Managing Director, NigelPaine.com

The recent challenges of the pandemic have brought both the strengths and weaknesses of learning inside organizations into stark view. There are changes every learning professional should consider in order to move forward and ensure that once this crisis is over a stronger L&D can emerge.

In this session, you will explore the key lessons learning professionals need to take away from the COVID-19 pandemic. You will examine the importance of focusing on impact and building a culture where learning is supported. You will discover how to empower your staff to take charge of their own professional development. By attending this session, you will learn how to be a contributor to remaking your organization, rather than reacting to the changes.

In this session, you will learn:
• How to focus on impact rather than numbers
• How to build a climate where learning is embraced rather than tolerated
• How to contribute to remaking your organization rather than being told what to do once all the big decision have been made
• How to empower your staff to take charge of their own learning and skills destiny

233: Why 2020 has Forever Changed L&D
David Kelly, Executive Director, The Learning Guild

This has been a year of unprecedented challenge for learning leaders. It’s no wonder that many of us are looking forward to 2021, with hope that vaccines begin distribution and we can begin to return to “the new normal”. But the experiences we’ve had this year—experiences that extend beyond just the pandemic—will shape learning and development for years to come, if not forever.

In this session, we’ll explore seven ways that learning and development will change as a result of our experiences in 2020. We will put the events of 2020 into global and cultural context, and examine how what we’ve experienced has changed our work, and how those changes will affect our work in the future. We will discover the hidden opportunities presented to us this year, and how we can take advantage of them. By attending this session you will explore the silver linings of a challenging year, and how we as learning leaders can apply those learnings to a brighter future.

In this session, you will learn:
• Why 2020 has forever changed learning and development
• Seven areas in which our work will change
• How to shape the lens through which you view disruption
• Tips on how learning leaders can harness the potential of 2020
234: Finding Value in Your Pile of Learning Data

Chris Bond, CEO, Bluewater Learning

Over the past seven months we have seen a dramatic increase in the volume of learning data accumulated. What are organizations to do with this data? Is it meaningful? Is it strategic? Does it have value or is it just another pile of data? Effectively looking at any data set will typically result in finding some diamonds in the rough. The is question is ... how do you find those gems?

In this session, we will help you prioritize your focus on data and simplify the process of locating the elusive “hidden gems” in your learning and talent data.

In this session, we will look at prioritizing business challenges, looking at learning and talent initiatives, prioritizing your data and where it’s all coming from, aligning business, learning and data, and discover hidden gems in everyday data and information.

In this session, you will learn:
- How to find the insights you need about your people in your data
- What you should be reporting on with your available data
- How to calm down the reporting chaos and regain valuable time in your day
- The importance of data in your decision making
- How to build a Decision Analytics Framework to translate your data into meaningful action for your business

Wednesday, November 18 • 11:00 – 11:45 AM ET

311: Building Belonging in the Workplace

Wendy Gates Corbett, President, Refresher Training

Inclusion initiatives are everywhere! Sadly, most are cursory at best. Do you want to just check the ‘D&I Training’ box or do you want a program that goes beyond the box and invites true behavior change? Work cultures that don’t truly include all employees create environments where time is wasted, employees are disengaged, and they don’t care about their work. Organizations with inclusive cultures reap the benefits of employees who are fully engaged, care about their work, and love what they do. But how do we build that?

In this program, you will gain practical strategies that can be used to remind ourselves, each other, and the team members we work with that we all belong. You will discover strategies we can use to show or tell ourselves that we belong, strategies to show other people that they are welcome and included, and strategies that groups or teams can use to make others feel included.

In this session, you will learn:
- I Belong strategies we can use to show or tell ourselves that we belong
- You Belong strategies we can use to show other people that they are welcome and included
- We Belong strategies that groups or teams can use to make others feel included

312: Supporting Training During Pandemics

James Backus, Senior Training Advisor, Office of Partner Engagement, Defense Intelligence Agency

The Coronavirus Pandemic likely questioned all conventional thinking on training and education. Instructor-led training either shut down completely or struggled to maintain social distancing. Virtual training, while seemingly more appropriate for pandemic learning, also confronted change where social distancing in a shared classroom was required, instructors scrambled to set up and learn new technologies, or found their classrooms invaded by bombers.

In this session, you will discover the creative solutions required to support workforces during the pandemic. You will explore the specific ways the Coronavirus disrupted training. You will examine strategies needed to support works shift to telework. You will leave this session with ideas that will help you be ready for the next major disruption to work.

In this session, you will learn:
- How the Coronavirus impacted training
- Creative methods employed to continue training
- How we can be ready for the next Pandemic, National Emergency, or other situation causing deviation from status quo
- How leveraging other sources can fill the void
Creating eLearning content can be daunting: it takes an army of contributors and months to build, but without the right process, the end product may fall short of the vision. Developing effective eLearning is a process that requires careful planning and collaboration at every step: it’s an iterative process that requires all stakeholders to understand the learning objectives, learning environment, end users, and intended content—and welcomes stakeholders’ feedback along the way.

It’s an old cliché, but it does take a village—with a lot of opportunities for interaction—to create a strong learning experience.

In this session, you will learn how the above methods fit into the following development steps:

1. Kick-off with the client, where we ensure that we’re aligned with the client’s expectations on the process, timeline, project strategy, user needs, and business goals. From that, we can define the project scope.
2. Content analysis, where ideas turn into tangible outcomes. This is where we create content outlines to evaluate our learning objectives, then match them to the available content. Having an outline helps us identify any gaps in the content, and is our first touch point with the Subject Matter Experts and stakeholders.
3. Scriptwriting, where all of the working content in the course is developed.
4. Working through the Look, Feel, and Tone of the course. It’s very important that whatever you create “feels” authentic to the client’s culture, which we call Empathy Implementation.
5. Storyboarding, which is where treatment and content come together. The storyboard shows how the narration aligns with interactions, on screen text, animations and visuals.
6. Development stages, which ensure space for client feedback as we improve each step of the build, with the final goal of delivering a perfect working module that exceeds the client’s expectations and delights the end user!
7. You will also discover how collaboration tools and templates fit into the process.

In this session, you will learn:

• The learning and development process
• Effective cross-department collaboration
• How to create effective feedback loops
• Great tools for collaboration
322: Intentional Learning: The Most Fundamental Skill
Matt Smith, Chief Learning Officer, McKinsey & Company
Lisa Christensen, Director of Learning Design and Development, McKinsey & Company

Learning itself is a skill, and developing it is a critical driver of long-term career success. The level of intention we bring to improving our performance readies us for challenges, prepares us to raise our capabilities when needed, and ultimately keeps us inspired and engaged.

In this session, you will discover why unlocking intentional learning can boost personal and professional lives and deliver a competitive edge. You will explore the core mindsets and skills of effective learners and discuss how you can apply those skills for yourself and with your teams.

In this session, you will learn:
• Why intentional learning is so important
• How to unlock intentionality in yourself and others
• How to foster learning by adjusting mindsets
• The core skills of intentional learners

323: Using a Chatbot for Training Reinforcement
Vincent Han, CEO, Mobile Coach
David Livingston, Executive Director, Health Plan Workforce Development, Kaiser Permanente

Once learners leave a training experience, how do you help them remember what they learned and apply it on the job? This challenge not only includes the natural forgetting that happens with learners but the added dynamic of how to engage a learner in the flow of work with training prompts and reminders.

In this session, you'll learn how one major healthcare organization decided to try a new approach to tackle training reinforcement—one that took advantage of the ever-present smartphone and chatbot technology. This healthcare organization created Coach Grover, a chatbot that engaged participants after a performance coaching workshop. You’ll see how Coach Grover was designed to proactively reach out to participants via SMS with reminders and quizzes in a fun, interactive way. You’ll see what the overall engagement statistics were like as well as see feedback from participants themselves. You’ll get a clear sense of the resources and skills needed to execute this project including how many team members were required. You’ll leave this session with an appreciation for how chatbots work and how they can be designed to proactively engage a target audience in a way that is both pleasing to the learner and satisfying to the organization by delivering a solid ROI.

In this session, you will learn:
• What a chatbot is and how it works
• How a chatbot can be used to reinforce learning
• To identify common use cases for chatbots for learning
• Best practices for authoring and setting up a chatbot
While we are still actively supporting organizations through the daily disruptions of the COVID-19 pandemic, we must also prepare for the future and what the “New Normal” will look like once the urgent risks of the pandemic are behind us. While most predictions agree that we will not be returning to pre-pandemic “business as usual” any time soon, there’s much less consensus around what the new normal will look like.

In this closing session of Learning 2020, we will examine the critical role learning will play in leading organizations through the pandemic, and how learning leaders can prepare to meet the challenges to come. We will discuss what we know about the new normal and how that informs our work. Join us for a tactical discussion that provides guidance on how to use what you’ve learned at Learning 2020 to help prepare yourselves, your teams, and your organizations for success in a post-pandemic world.
OpenSesame Premium Sponsor

OpenSesame helps develop the world's most productive and admired workforces. With the most comprehensive catalog of elearning courses from the world's top publishers, we are here to help you every step of the way, from finding courses, mapping them to your core competencies, syncing them with your LMS to increasing utilization and improving your L&D programs. Not only will you have the flexibility of multiple purchasing options from OpenSesame, you'll find it simple to use and administer your eLearning courses.

114: Finding Value in Your Pile of Learning Data
Liza Wisner, Senior DEI Curation Specialist, OpenSesame
Abby Miles, Senior Director of People, OpenSesame
Monday, November 16 at 12:00 PM ET

Bluewater Learning Sponsor

Bluewater Learning has helped great companies care for and develop their people to positively impact the future of their business and the transformation of the world. They do this by maximizing employee engagement and optimizing Learning, Talent, and HCM technology.

With over 1000 organizational transformations achieved, Bluewater is known for their dramatic, responsive, and rapid impact. Founded in 2003, Bluewater has grown alongside many of their world-renowned clients expanding to a global presence. Our deep expertise across enterprise, extended enterprise, and SMBs has given us the ability to swiftly diagnose root causes, end the day-to-day inefficiencies, and proactively shift learning and talent systems to support today's pace of change.

Bluewater Learning is one of the few consultancies capable of driving end-to-end impact. They've seen firsthand that for true transformation to occur, the entire employee experience across the life cycle and learning spectrum must be taken into account while planning for the organization’s future needs.

“We are insanely passionate and honored to fill a role that drives both individual and organizational success,” explained CEO Chris Bond. “True transformation and future-readiness cannot be achieved without both.”

234: Finding Value in Your Pile of Learning Data
Chris Bond, CEO, Bluewater Learning
Tuesday, November 17 at 2:00 PM ET
GP Strategies is a leading workforce transformation partner—one of the few truly dedicated global providers in the marketplace providing custom solutions. We believe our transformation focus, when paired with deep listening, a customer-centric approach, and innovative expertise, enables our clients to routinely achieve superior business and operational results from our evidence-driven and technology agnostic recommendations. From rapid learning conversions and global deployment to engaging and collaborative virtual events, we offer the support to deliver a cost-effective, customizable, and scalable learning solution mapped to your goals.

Founded in 1966, we are at our best when driving innovation—integrating leading technologies, developing new learning paradigms, and instituting fresh business processes and measurement approaches. We are proud to say that clients see us as an extension of their own team when it comes to providing technical, managed learning, leadership and technology adoption solutions.

Whether your business success requires a change in employee performance and mindsets, learning technologies, or critical processes, GP Strategies is the transformation partner you can trust.

124: Use This, Not That: Zeroing in on the Right Learning Platforms
Matt Donovan, Chief Learning & Innovation Officer, GP Strategies
Monday, November 16 at 1:00 PM ET

Learning Pool is a full-service online training provider, offering courses, tools, and content creation to over 800 organizations and 3.5 million learners around the world. Annual revenue growth increased 34% last year and our team has grown to 200 colleagues across our six global offices.

We also won a vast array of awards, including Gold for Innovation at the most recent Learning Technologies Awards, Gold at the International CSR Awards for our commitment to being a responsible business and scooped Gold for Customer Service Success at the 2020 Stevie® Awards. It's not all about the awards though. We deliver on our promises and listen to customers, constantly looking at ways to improve and innovate, to delight clients and make sure Learning Pool is a fantastic place to work.

223: Learning Analytics: Inception to Maturity
Ben Betts, Chief Product Officer, Learning Pool
Tuesday, November 17 at 1:00 PM ET
Mobile Coach - Sponsor

Founded among the buzzing tech community of Silicon Slopes in the beautiful Wasatch Mountains of Utah, Mobile Coach is the leading enterprise SaaS platform for designing, deploying, and managing chatbots.

Mobile Coach was founded by technologist Vince Han who created his first chatbot in the 6th grade! We invite you to get to know our talented team of chatbot writers as well as check out a demo of our powerful, yet easy-to-use platform.

323: Using a Chatbot for Training Reinforcement
Vincent Han, CEO/Founder, Mobile Coach
David Livingston, Executive Director, Health Plan Workforce Development, Kaiser Permanente
Wednesday, November 18 at 12:00 PM ET

Realizeit - Sponsor

Realizeit® is on a mission to transform workforce training and drive learning innovation for large scale organizations by maximizing the value of training operations with our first-of-its-kind intelligent technology.

The changing complexion of the workforce and the increasing speed of business leaves training organizations struggling to keep up with the pace and puts them under constant pressure to justify the value of their training programs and their learning system infrastructure. For many, the legacy systems and traditional ways of thinking are no longer effective. Realizeit solves all of these challenges.

Realizeit delivers unprecedented levels of precision in corporate training and learning by leveraging the power of adaptivity and personalization at scale. This allows companies to transform from conventional one-size-fits-all, content-centric learning model to one that is personalized, knowledge-based and performance-linked for every employee. With Realizeit, organizations can significantly optimize workplace training, maximize job performance for every employee and validate their return on investment (ROI) for training. Additionally, continuously measuring each individual’s knowledge against their role-based competencies, Realizeit can help uncover potential risks to the operation or brand.

Our platform is powered by an intelligent and self-learning engine fueled by machine learning. The system continuously shapes the learning experience to deliver the personalized training that learners need to best perform in their individual job and role. It is designed to build confidence and competence in every employee and optimize their learning experience.

Realizeit's adaptive learning platform is a cloud-based software as a service (SaaS) technology. For more information, visit: www.realizeitlearning.com

224: Transform Training from ‘Table Stakes’ to a Highly Valued Differentiator
Manoj Kulkarni, Chief Executive Officer, Realizeit
Mark Jack Smith, Vice President, Global Human Resources, Petroleum Geo-Services
Tuesday, November 17 at 1:00 PM ET
Sealworks Interactive Studios  Sponsor

Sealworks develops custom solutions blending design and technology with a focus on your audience to create amazing experiences. We take ideas from concept to launch with a roadmap to grow and expand as your needs evolve. We offer a full line of services from planning, prototyping, design, user interfaces to user experience, development of courses, apps, learning experience platforms, and ecosystems. We utilize our LaunchCycle.com platform for managing project development, teams, and tasks. We love partnering with organizations to collaborate and develop amazing learning experiences from ten to millions of learners.

214: Moving from Concept to Launch with Design Thinking  
Nick Fioro, CEO & Learning Architect, Sealworks Interactive Studio  
Tuesday, November 17 at 11:00 AM ET

Vyond  Sponsor

Vyond puts the power of video in the hands of everyone, allowing people of all skill levels and in all industries to create dynamic and powerful media. With features that go beyond moving text and images, you can engage your learners in a truly captivating way.

Grab attention with video. Video is an impressive catalyst for engagement and has been shown to improve the ability to remember concepts and details, with effects that even increase over time. Plus, employees today are tired of slides and text. Video is simply more interesting -- and easy to create in Vyond.

Captivate through storytelling. Don’t talk at your learners. Make training something that surprises and delights by teaching through story. With Vyond, you can build character-driven stories, repurpose and customize content, and create compelling data visualizations that engage audiences and deliver results.

Enhance your existing content. Everything goes better with video. Use Vyond as part of a blended learning approach to supplement your existing material, or create videos to replace outdated printouts. Vyond MP4 videos are mobile-friendly and can be shared via LMS, in PowerPoints, or online.

Customize your learning. Use dialogue, lip-sync, and realistic movements to speed learners’ immersion in the content and improve their learning outcomes with better, more visual communication. Vyond has thousands of colors, characters, and movements make your content unique to every situation.

Start a free trial at Vyond.com.

123: Animating Relationships: Enabling Sales Teams to Adapt in 2020  
Alex Banks, Head of Sales, Vyond  
Monday, November 16 at 1:00 PM ET
zipBoard is a visual content review and bug tracking platform for accelerated learning development. We are based in Vancouver, Canada.

Our solution works well for teams or individuals collaborating on building, e-learning courses, apps, videos, PDF documents, images or mocks.

What makes zipBoard stand out from other e-learning review tools is:

- Our projects are flexible to set up. We let you collaborate on different digital content in a single project— including webpage URLs, HTML (for SCORM courses), videos, PDF documents, images.
- Our visual review tools make it easy for anyone to share reviews without leaving the content using annotations and screen recordings.
- You can separate access for internal team members and external stakeholders like clients and SMEs.
- Once feedback is received you can add a workflow to organize it.
- You can add unlimited collaborators and projects.
- Integrate with other tools like JIRA or using our API.
- Easy to set up and get started.

We currently serve teams across the world in simplifying their e-learning development process and making feedback part of the development process. zipBoard has helped teams which are particularly interested in scaling their development process and develop more quality courses.

zipBoard helps simplify this process of QA and review when building e-learning content.