

SEPTEMBER  
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FREDRICKSON  
LEARNING



## Community Newsletter

### Check out the 2018 Summit Online Experience



For me, one word comes immediately to mind when I think of last month's Learning Leadership Summit: *warmth*. Folks in our L&D community are so warm, friendly, and supportive of each other! Joyce and I feel blessed to be a part of this community, and we are grateful for the chance to enjoy and learn from all of you attending the Summit and our other events.

This year, we at Fredrickson decided to see if we could capture the essence of the Summit and turn it into an online experience. Our hope is to give attendees a fun way to revisit the event, and for those not in attendance, to have a chance to see, hear, and learn from the collective wisdom shared there. We also wanted to stretch our creative chops and practice our HTML and multimedia development skills.

Click to enjoy  
the 2018  
Summit Online  
Experience!

We invite you to take a look and browse around. There are some interviews with the presenter, Brandon Carson, along with snapshots of his presentation. There are video

comments from attendees, an inspirational message from Roz Tsai, the 2018 Learning Leader of the Year...and even a poll for those of you interested in comparing your organization to others.

And, since this is a learning opportunity for us, we'd love to hear feedback about the online experience or the Summit itself. You can send comments to any of us here, or to our [info@fredricksonlearning.com](mailto:info@fredricksonlearning.com) address.

Thank you!  
Dave Lasecke | Chief Financial Officer  
Fredrickson Learning



## CONGRATULATIONS TO THE 2018 LEARNING LEADER OF THE YEAR!

### **Roz Tsai, Ph.D., Chief Learning Officer at Ecolab**

The Learning Leader of the Year Award seeks to recognize leaders who have contributed both to the success of their organization and to the broader community of learning and development professionals.

Roz Tsai, Ph.D., contributed to Ecolab's success in many ways:

- She is a change leader and master learning experience designer who assembled and led a team in creating a flipped learning on-the-job application, and chatbot-supported leadership development experience that's being implemented worldwide.
- This new program is expected to help provide a consistent leadership experience for Ecolab's 6,000+ first-line leaders around the world.

Roz Tsai, Ph.D., has also contributed to the success of the broader L&D community:

- She serves on the board of BestPrep, a Twin Cities-based organization that supports the development of high schoolers.
- She presents and speaks at many events, including teaching at the University of St. Thomas and Harvard University.
- This past January, she was featured in CLO magazine.



## FIVE EXPERTS TALK ABOUT EFFECTIVE L&D PROJECT COMMUNICATION

*This blog post was written by members of our learning and development community. Click the "continue reading" link at the bottom to read the entire blog and see the list of contributors.*



Whether you are managing one large project or many small projects, effective communication skills can help reduce your stress and give your project(s) a higher probability of success. New learning and development professionals typically learn project communication skills on the job, often through trial and error. Five experts shared their tips so you can learn from their experience.

### **What communications should a new L&D professional be having about the overall business goals/desired outcomes for the project?**



**Mahlia Matsch | Corporate Training Manager | Patterson Companies**

Whether we are internal or external L&D professionals, it's becoming more imperative and expected that we position ourselves as strategic business partners to the organizations we support. Training, learning, and/or performance solutions not only need to be aligned to the mission of the business, but they also need to directly enable key organizational objectives.

- Meaningful conversations with project stakeholders need to incorporate important considerations:
- What are the main priorities for the business unit/function/team (at the moment, quarterly, annually)?
- What are some of the biggest challenges the business unit/function/team faces?
- How does the business unit/function/team acquire new knowledge, skills, and experiences currently? What metrics/KPIs ([Key Performance Indicator](#)) or other measurements are used by the business unit/function/team as indicators of success?

Using the feedback gathered, along with your functional knowledge of the business, you can start to lay the foundation for your L&D strategy. From there, consider how the training/learning services provided by your team help that particular business unit reach success. Sharing that vision throughout the project also contributes to stakeholder buy-in and ultimately to project success.

### **Do you have suggestions for how L&D professionals should set up expectations for team communications?**



**Jess Miller | Learning & Development Specialist | Thrivent Financial**

I try to set expectations by demonstrating the types of communication I expect from the rest of my team and the cadence at which I expect it. This is a more informal approach that boosts collaboration. We also have formal conversations at project initiation that reinforces these expectations. I try to be as predictable as possible about when and how I communicate internally so my team begins to anticipate and plan for where the project will take us. I never want the designers to feel caught off guard.

As the project manager, I'll typically be the one who business partners seek out and expect communications from, and I habitually bring the designer in when I'm drafting my regular business partner status updates so they have a voice in these updates. By doing this I also get their buy-in on the deliverables I'm putting forth because it gives me an opportunity to ask if our milestones are realistic for them.

[Click here to continue reading this post.](#)

## A JOINT EVENT FOR ROUNDTABLE AND LEARNING TECHNOLOGY MEMBERS

### A Learning Technology Journey

Thursday, November 8th, 2:30-4:30



**Scott Bishop**

VP Global Training, Global Institutional  
Ecolab



**Jeff Santo**

Global Learning Technology Manager, Global Institutional  
Ecolab

[Apply to join one of our communities!](#)

*(This joint event includes the Roundtable for Learning Leaders and the Learning Technology Network. Please visit those community pages to view requirements to join.)*

Jeff and Scott of Ecolab will provide an overview of their learning technology journey:

- **Map it:** develop a roadmap
- **Sell it:** build a business case
- **Book it:** work with procurement to select and buy the technology
- **Take it:** implement your learning technology
- **Receive praise for it:** Ecolab won a Gold Brandon Hall Award for "Best Use of Performance Support." (OK, OK, we can't guarantee this step.)

## EXECUTIVE CONFERENCE ON THE FUTURE OF HEALTH CARE

Health care is at a crossroads. The decisions made today will have far-reaching impact into the future. Be part of the discussions shaping the future.

Spend a day networking with 200+ health care leaders and learning from some of the best and brightest pushing us forward with digital transformation, artificial intelligence and disruptive innovations.



## Executive Education - The University of St. Thomas

Friday, November 2

7:30 a.m. - 4:00 p.m.

University of St. Thomas, Minneapolis Campus

Conference price: \$595

Join the 11th Annual Executive Conference on the Future of Health Care!

[Register for the Executive Conference on the Future of Health Care](#)

### Top five reasons to attend:

1. **Enlightening keynotes from:**

**Jean Wright, MD**, the chief innovation officer of Atrium Health, a national leader in innovative health care serving North and South Carolina.

**Tom Lindquist**, CEO of the newly formed Allina Health | Aetna, a payer-provider partnership.

2. **A full day of insightful local and national speakers** with experience ranging from start-ups to investors, health systems to health plans - all who share the desire and drive to move the industry forward.

3. **Potential to network with over 200 health care professionals**

. Get to know others in the industry. You never know who will give you the insight needed to move your strategy forward.

4. **Get out of the office to re-energize yourself**

with pertinent information for the important work ahead.

5. **Take advantages of a discount!** Register by Friday, September 7 to receive a 20% early bird discount. Just use discount code FOHCearly during the registration process.

## UPCOMING LEARNING OPPORTUNITIES IN THE TWIN CITIES

### Professional Association for Computer Training (PACT)

Workshop: Using Design Thinking to Craft Learning Experiences with Connie Malamed



Thursday, September 13th, 9:00 a.m.-4:00 p.m.  
7801 E. Bush Lake Road, Minneapolis, MN

Connie Malamed is a learning experience design consultant and publisher of The eLearning Coach website and podcast. Connie is an author, international speaker and workshop facilitator in the fields of learning experience design, design thinking, and visual communication. For 20 years, she has helped nonprofit, government, and corporate clients improve performance by creating meaningful learning experiences.

[Register for PACT's workshop](#)



The 21st-century workforce is unique; people have endless options for learning in the ways that best meet their needs. Yet many of the design and development models in L&D are decades old. That's where design thinking comes in. It's a modern approach to creative problem-solving that's iterative, collaborative, and experimental. And it's also fun!

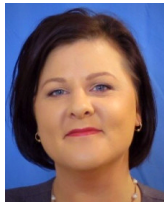
In this session, you will learn:

- About the modes of design thinking.
- How to adapt the model to your workplace.
- How to work with diverse team members.
- How to create low-fidelity prototypes.
- About various approaches to idea generation.
- How to test and refine your ideas.

*\*Note\* Connie will also present at PACT on Sept. 14th: "[Crash Course in Visual Design for Slides and eLearning](#)."*

### **Fredrickson's Healthcare Learning Leaders Forum**

Training for Behavior Change



Thursday, October 18th  
8:30-10:30 a.m.

Becky Lyons, Ph.D. | Performance Improvement Consultant  
Children's Hospitals and Clinics of MN

[Apply to join our Healthcare Learning Leaders Forum community!](#)

*(Registration for this event is not yet open.)*

People working in the healthcare industry today face unprecedented levels of change in performance expectations due to ever-evolving patient needs, technologies, and regulations. As learning professionals, our job is to help people improve existing or learn new knowledge, skills, and attitudes (KSAs) to adapt to those changes. Usually, we are doing this so they can improve their performance, which means changing their behavior.

Luckily, there is a lot we can do before, during, and after learning activities to make that choosing the new behavior easier for them. During this 90-minute interactive presentation and discussion, you will develop a checklist of specific strategies to use before, during, and after learning activities to encourage transfer of learning and behavior change.

### **Fredrickson's Young Learning Leaders Forum**

Delivering Professional Audio on a Budget



Wednesday, October 31st  
8:30-10:30 a.m.

Tyler Jaax | Document & Training Specialist  
Questar Assessment Inc.

[Apply to join our Young Learning Leaders Forum community!](#)

*(Registration for this event is not yet open.)*

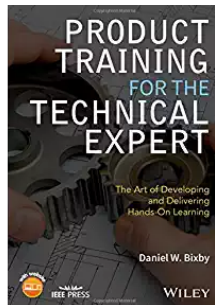
Tyler's presentation will focus on the following:

- The top three lowest-cost contributors to quality recording: does professional quality audio for eLearning and video need to cost a fortune? We'll discuss the greatest factors that contribute to a high-quality audio recording that you can put into effect today at little to no cost.
- The best equipment for the task at hand: microphones? Digital audio workstations? Accessories? We'll discuss what you actually need to buy, and when should you use it.
- Basics of audio editing: what basic software editing tools or features should you be using to create clear, consistent, professional audio? We'll discuss a variety of tools and concepts available in almost all software editing tools that will start you down the path to success.
- Your greatest challenges: what pain points or challenges are you presented with when recording or editing audio?

### **Fredrickson's Sales Training Excellence Circle**

Product Training for the Technical Expert:

The Art of Developing and Delivering Hands-On Learning



Wednesday, November 14th  
8:30-10:30 a.m.

Dan Bixby | Learning Leader Author

Dan is an experienced L&D professional who has held several leadership-level positions in the Twin Cities. Attendees will get the chance to hear him speak about his book, "[Product Training for the](#)

[Technical Expert](#)."

[Apply to join our Sales Training Excellence Circle community!](#)

*(Registration for this event is not yet open.)*



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