

APRIL  
2019

FREDRICKSON  
LEARNING



## Community Newsletter

### 2019 Learning Leadership Summit Save the Date

Our annual Learning Leadership Summit will be on Thursday, August 1<sup>st</sup> from 8 a.m. to noon. We are thrilled to have Trish Uhl, PMP, CPLP, leading the Summit this year with a presentation and discussion about analytics and artificial intelligence in learning. Trish is a widely-known consultant and speaker, helping organizations throughout the world with their learning and talent strategies.



Trish Uhl

Registration for the Summit will open in June.



### Invitation for a focus group

Trish has offered to hold a focus group with members of our L&D community who would like to help Trish tailor her content to our Summit audience. If you would like to be a part of this focus group, please contact Jay at [jkasdan@fredricksonlearning.com](mailto:jkasdan@fredricksonlearning.com).

The Learning Leadership Summit is an annual gathering of leadership-level L&D professionals from the Twin Cities area.

[Learn about the Summit.](#)

*An Interview with Mike Sokol, Sr. Sales & Operations Training Manager, B2B, Best Buy*



Mike Sokol

At last month's Sales Training Excellence Circle event, Mike Sokol of Best Buy led us in a lively discussion about sales methodologies-what they are, what they have to offer, and how to leverage them in our organizations.

As a follow-up, we at Fredrickson thought it would be interesting to hear the full story of how Mike's team helped select and implement the new sales methodology at Best Buy. So we asked Mike for an interview, and he was happy to oblige.

**FL: What was your L&D team's role with the new sales methodology?**

**Mike:** We led the effort.

**FL:** You mean the whole process, from evaluation and selection, through implementation? Can you tell us how that all went?

**Mike:** Yes, we led the process from the start. We began with an exploration of our current methodology that lasted about 10 months. We did a lot of interviews and focus groups, we talked with others in the industry about what they were using, and we issued an RFI to vendors.

You have to be cognizant of when you're making a change like this. Is the change necessary? Is it clear that you can realize positive net benefits? It's really important for the answer to be yes, that change is necessary.

Our current methodology was stale. We wanted something more scientific - a more scientific method that could be predictably effective. We needed a methodology that could be distilled down to certain behaviors. Those behaviors have to be aligned with our values and our processes, and with our core beliefs.

We researched everything we could. Out of the forty or so options, ten rose to the top. And then we took an honest look at what we tried to solve for and what our core beliefs were. By sticking to our beliefs, we were able to eliminate a lot, and finally arrived at our choice.

You can't just say, "Here's a product or a solution." Is your vendor going to be a business partner moving forward? We have to pivot, adjust, etc. So we need our vendor to grow and adapt with us. You have to really vet your suppliers and make sure they're going to be with you.

**FL: And next for your team, on to the adoption and change management stage?**

**Mike:** Yes, we had to wear multiple hats. We were the change agents. We did a lot of legwork in the L&D function.

We formed a team with stakeholders and sales leadership. We got a rhythm on the calendar. That forward-looking process helped. We did bi-weekly rhythms with the leadership group, keeping the meetings to 5-8 people so they were manageable.

Our (L&D) role was both to influence and to facilitate. We made sure that everyone's voice was heard so they felt they owned the plan going forward.

These three things were CRITICAL:

- Stakeholder alignment
- Role clarity and accountability
- Having a sustainability plan with coaching as the focal point

I can't stress enough how many times we reviewed these with folks. It's wishful thinking to expect people to get something with only one meeting. You need to anchor and allocate the appropriate amount of time to make sure your change fits. It's really about making sure the stakeholders have ownership. You need to make sure the leadership understands their own role, etc.

[Read the full post.](#)

## TEN L&D EXPERTS SHARE THEIR ADVICE FOR EARLY-CAREER PROFESSIONALS



Starting your L&D career on the right foot is important. The habits you create early on tend to stay with you. Some habits strengthen your connections, personal growth, or expertise -- i.e., your career -- while others leave those things untouched.

You've probably experienced moments when something you wanted passed you by. It's not a great feeling. We've all been there.

We need to *care* for our careers by forming the right habits, and that sometimes means stepping outside our routine or comfort zone. Not only is it tough to do this, it's tough to know what habits to cultivate.

I'm pleased to say that these ten L&D professionals have some excellent advice for you. Each person is either in the early stages of their career or they recently were. And, in my humble opinion, they're each exceptionally good at navigating the field of L&D.



**Tara Aiken**

Senior Manager, L&D Strategy & Operations  
(Retail Industry)

I did two things when I first started in learning. First, I found every blog or newsletter I could and subscribed to it, and I signed up for every webinar. Then, I researched professional learning networks and organizations and either joined them or made connections on LinkedIn. This essentially became my informal education to learning. Today, my subscriptions and webinar registrations are much more tailored, but early in your career, go all in!

It's also important to not settle, especially in today's world of ever-changing technology. You need to keep a finger on the pulse. Networking can seem overwhelming when you're just starting out, but it will get you far. It's something you have to continue to nurture though and work at, so I recommend prioritizing networking events whenever possible (even when things are busy). I'm always walking away with a new connection or someone who's been through the exact situation I'm in.



**Elle Cruz**

HR Consultant  
Thomson Reuters

A technique that I have found helpful is keeping a career journal. Place 10-15 minutes on your calendar each week and reflect on a specific situation. Use the STAR framework to document the experience. This allows you to immediately reinforce what you learned during the week. Writing in the STAR format will also create an invaluable repository of scenarios that can be used to prepare for behavioral interview questions asked during your next job interview.

[Read the full post.](#)

---

## EVENT RECAP: MARCH YOUNG LEARNING LEADERS FORUM

Over 30 young learning leaders participated in the Design Thinking Workshop held at Graco on March 6.

A special thank you to Travis Lettner, Training Director, Best Buy, for developing and facilitating the session. Based on the energy in the room and the survey results, the workshop was a success. (Travis is pictured below, and is also pictured in the newsletter's header image.)



100% of the participants that provided feedback on the session rated the session excellent, and said they'd recommend the session to their peers in learning and development.

Comments on what the young learning leaders liked best about the session:

- *Loved the combination of content to learn and time to practice applying the concepts. Inspired creative thinking. Concepts are immediately applicable.*
- *The group work was great. We were able to pick an example list all of us could relate to.*
- *I really appreciated the overall approach/framework and thought process. It's something I'll be able to apply to a lot of my projects!*

[Learn about this community.](#)

EVENT RECAP: APRIL HEALTHCARE  
LEARNING LEADERS FORUM





Many thanks to Cindy Langanki for leading our April 23 Healthcare Learning Leaders Forum! Cindy is a Global Curriculum Manager at Medtronic and a Silver Level Kirkpatrick Certified Professional. She led participants through three small group exercises and a case study to engage us in planning for Kirkpatrick Level 3 and 4 evaluation.



If you were at the event, we'll see you on the Healthcare Learning Leaders Forum Slack channel, where you'll find Cindy's slides and continued conversation from the event.

[Learn about this community.](#)

## UPCOMING LEARNING OPPORTUNITIES IN THE TWIN CITIES

### Twin Cities Articulate User Group

Topic: Using video in Storyline



**Gerry Wasiluk**

Learning Developer/Consultant and Articulate MVP/Super Hero  
Affiliate, Fredrickson Learning

**When:** Wednesday, May 8th, 6 to 7:30 p.m.

**Where:** Golden Valley Library, 830 Winnetka Ave N, Golden Valley, MN 55427

**Description:**

Video is everywhere these days and increasingly we see it used in e-learning courses. And when done well, video can make a huge difference in the effectiveness of your e-learning courses, as well as engage your learners.

For this meeting, we will be discussing and sharing:

- Where using video makes sense and why.
- Ways to use video in Storyline and how to optimally design it in.
- Creative examples.
- Community experiences, knowledge, and tips and tricks from our recent survey.

Last, we will briefly look at possible sources of video for your courses, as well as some software tools that you can use to create videos, like for popular whiteboard/explainer videos (e.g., VideoScribe, PowToon, or Vyond).

[Register for this event.](#)

### Roundtable for Learning Leaders

Topic: Applying Agile in L&D Projects





**Wayne Kaul, MBA, PMP, PMI-ACP**

Adjunct Faculty Member

University of St. Thomas Executive Education

Click [here](#) to read Wayne's bio.



**Sarah Walz**

Training Manager

Optum



**Kim Johnson**

Learning Solutions Manager

Allianz Life

**When:** Thursday, May 23rd, 8:30 to 11:00 a.m.

**Description:**

On May 23, we will convene a panel of Agile educators and practitioners to share their advice and field our questions.

Wayne Kaul, adjunct faculty member of the University of St. Thomas, will start off the discussion by giving us an overview of Agile and comparing it to ADDIE and Waterfall. He will also help us understand some of the obstacles as well as opportunities for the most benefit.

Sarah Walz of Optum and Kim Johnson of Allianz are two learning leaders who have been working in an Agile environment for several years. They will relate some stories and insights from their experience with applying Agile to L&D projects.

[Visit the event page.](#)

## **PACT**

May 10th

The End of Flash: What it Means for Your Learning Assets

[Visit the event page.](#)

## **Digital Learning Forum**

May 13th

The National Science Foundation Grant Process and the Value of High Speed Research Networks to Smaller Institutions

[Visit the event page.](#)

## **ATD-GTC**

May 16th

Building a Learning Culture

[Visit the event page.](#)

## **MNISPI**

May 24th

Translations Tips & Tricks

[Visit the event page.](#)



Click [here](#) to unsubscribe from Fredrickson Learning's newsletter.