

JUNE  
2020

FREDRICKSON  
LEARNING



**Community  
Newsletter**

## 2020 LEARNING LEADERSHIP SUMMIT

Hello everyone! We're hoping the best for all of you during these trying times.

Of the many challenges, planning anything--especially something more than a few days out--has become really complicated. That's what we're finding for our annual Learning Leadership Summit.

In years past, by June we were usually done with the planning for the Summit. But this year, wow, it's hard to know what's the right thing to do, and whether it makes sense to even have the Summit.

Here's where we are with it: we are going to have the Summit in 2020. And the great news is that we have a wonderful keynote presenter with a really engaging learning topic for us. The next section below in this newsletter tells you about that.

These questions are still outstanding:

- **When** will we have the Summit? We've been waiting to see if there will be a safe time to have an in-person gathering that allows for 100+ guests. No final guidance on this yet, so our best answer for when the Summit will happen is in August or September.
- **Where** and **how** will the Summit happen? We would like to have everyone together in person, but it's looking like that may not be a considerate nor safe choice. We're preparing to hold the event as a virtual Zoom session. Maybe we can do a combination, with a limited number of in-person guests to allow for distancing, and have a virtual attendance approach also.

If you have thoughts or ideas on any of this, please let us know. In the coming weeks we intend to make firm plans, at which time we'll send out Summit invitations.

One more thing we do know: we will honor another Learning Leader of the Year in 2020. Please see our Call for Nominations later in this newsletter.

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## 2020 SUMMIT KEYNOTE PRESENTER: KEVIN WILDE



Keynote presenter **Kevin Wilde**  
Presenting on The Coachable Leader

We are thrilled to tell you that Kevin Wilde, an icon in the Twin Cities learning and talent development community, has generously agreed to be our keynote presenter for the 2020 Summit.

Kevin's work life has been a dedication to leadership: helping develop leaders in his organizations, researching, writing, and presenting about leadership, and most recently serving as an Applied Leadership faculty member at Carlson School of Management.

During the last few years Kevin has been examining the role of coachability in leadership development. At the Summit, Kevin will share research and insights for us about the coachable leader, with emphasis on how we can assess our own coachability as leaders, as well as incorporate techniques that can influence the coachability of the leaders we are helping in their journeys.

It would take a giant chunk of space in this newsletter to list all of Kevin's career accomplishments, but here are just a few of the highlights:

- 17 years in talent leadership at General Electric
- 17 years as VP and Chief Learning Officer at General Mills
- Named Chief Learning Officer of the Year by CLO Magazine
- Many publications, including his book "Dancing with the Talent Stars: 25 Moves that Matter Now"
- 8-year faculty member, Carlson School of Management, Executive MBA Applied Leadership

We should also note that Kevin has been on the stage at our Summits twice before, most recently as part of the wonderful panel of CLOs in 2016.



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## 2020 LEARNING LEADER OF THE YEAR: CALL FOR NOMINATIONS

We are now asking for nominations for the 2020 Learning Leader of the Year award, which we'll present at the 2020 Learning Leadership Summit.

*Make a nomination for  
Learning Leader of the Year*

Please take a look at this short video to see what the award is about.



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## WHAT IS THE LEARNING LEADERSHIP SUMMIT?



In case you aren't familiar with our annual Summit, here's a short video about it.



## EVENT RECAP: MAY ROUNDTABLE FOR LEARNING LEADERS

As our country grappled with the pandemic and quickly moved to working from home in March, we considered what would be the best way to continue to provide value to our Fredrickson Learning communities. We decided that making our meetings virtual so that we can continue to share information and exchange ideas are critical goals and you, our communities, certainly responded. Since then, we've hosted three virtual community events and are planning several more as we navigate the rules of in-person engagement during this pandemic.

On May 28, more than 100 learning leaders attended our first virtual Roundtable for Learning Leaders. The topic was Leading Learning in Challenging Times, and we were thrilled to have Paul Langlois, CLO at Ecolab, share his insights and experience around how his team has responded to the pandemic.

Some of the key insights from the session included:

- 50% of attendees said COVID-19 had a "major effect," and 25% said it has had a "*transformational* effect" on their learning programs.
- The enrollments for Ecolab's digital courses had a 300 to 400 percent increase during the month of April.
- They delivered a course on Design Thinking for Learning Professionals virtually for the first time.
- They branded a lot of digital courses as part of the virtual approach including:
  - "Dr. Lisa" courses--with Lisa being a fictional doctor--to provide associates with timely pandemic information.

- A Career Start virtual session and 1-on-1 with the manager.
- They have started discussions about a redesign of in-person practice sessions.
- A key question all learning leaders should be asking themselves is this: "What new practices that we've incorporated during this time should we keep in the future?"



A special thank you goes to Paul Langlois; we're so grateful for the time and effort that you put into preparing for the event. We appreciate your sharing your approach and experiences, and for leading a discussion that enabled us to learn from you and from each other.

*Learn about this community.*

## EVENT RECAP: APRIL LEARNING TECHNOLOGY NETWORK

On April 21, we hosted our very first virtual community event for the Learning Technology Network. Titled "Unlocking the Potential of Learning Experience Platforms," two community members--Jason Grom from Ameriprise Financial and Sivaram Jambunathan from General Mills--shared stories of implementing different learning experience platforms in their businesses. We heard about Degreed from both, and also about Axonify, Intrepid, and STRIVR.

Key insights from the presentation and audience participation through questions included:

- It's important to clarify and set expectations for why you are bringing an LXP into your learning ecosystem.
- A few key benefits for using an LXP are the ability to more easily create pathways and plans, demonstrate skill set improvements and performance growth, and incorporate AI and Data Analytics for learning programs.
- Know that you'll likely need to add these internal skill sets to your L&D team if you don't have them already: content curation, data analysis, and learning pathway programming.

We are grateful for the time and effort that both Jason and Siv gave to preparing for the event, presenting, and also answering several questions during the event. By telling us your stories, you helped us all to understand a bit more about this technology, while also learning from you and from each other.



We are planning the next LTN community event, which is a showcase of learning projects that feature new or different ways of using learning technology. If you have a **recent**

project that you'd like to share with this community, please contact Robin Lucas. We'd love to feature the talent and ideas of this community as we continue to share with each other.

*Learn about this community.*



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## EVENT RECAP: MAY HEALTHCARE LEARNING LEADERS FORUM

In early May, the Healthcare Learning Leaders Forum had its first virtual event - a panel on healthcare learning during a pandemic. Though this community's members are spread across the healthcare industry, some of the takeaways we heard from the panelists were the same regardless of the specific training their teams were delivering or who the learners they were delivering it to were.

There has been a sharp increase in the value perceived around agile processes, focused content, and learning and development best practices in general. Additionally, for healthcare learning leaders, it's critical to consider the personal experiences of the learners AND the team members creating learning under trying circumstances. Everyone is currently facing stresses, distractions, and unprecedented experiences and we need to keep that in mind at all times. The panel shared inspiring stories of resiliency and lightning fast adaptation, as well as key learnings that will be relied on for the foreseeable future.

The event was made great by our facilitator and panelists, so thank you to Cindy Colbert, Marybeth Dondelinger, Tara Florek, Julie Slick, and Lisa Weinberger for sharing your time and experiences.

*Learn about this community.*

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## SALES TRAINING EXCELLENCE CIRCLE JUNE VIRTUAL EVENT



We hope you can join us on Tuesday June 16th. **Rich Braden**, Global Leader of Customer Experience Training at Honeywell Building Technologies, will facilitate a discussion among sales training leaders about why and how to use Lean Sigma and systems thinking frameworks to create a more effective, customer-centric sales training process. Rich will outline ways you can improve the design and execution of your sales training function while covering the following topics:

- The importance of systems thinking to sales training process improvement.
- Applying Lean Sigma tools to analyze, create, and sustain an effective training process and eliminate waste.
- Process mapping techniques to ensure a thorough alignment between sales training process and sales productivity.
- Utilizing a Lean framework to drive adoption of new skills trained.

For information on this event, contact [Jay Kasdan](#).

*Learn about this community.*



## YOUNG LEARNING LEADERS FORUM JULY VIRTUAL EVENT

On July 1st, three of our founding members will join us to share their experiences, lessons learned, and insights on a career in learning and development. All of the founding members were honorees of the prestigious Masie 30 under 30. We are proud of what they have accomplished thus far and of their desire to give back to other young learning professionals like you.

Community members will have the opportunity to ask questions throughout the session.

For information on this event, contact [Jay Kasdan](#).

*Learn about this community.*

## UPCOMING LEARNING OPPORTUNITIES IN THE TWIN CITIES



### **PACT**

June 12th

Virtual meeting

Types of videos you can create for  
Learning & Development

[Visit the event page.](#)





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