

APRIL
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FREDRICKSON
LEARNING



Community
Newsletter

SAVE THE DATE!

Learning Leadership Summit



Hello! Somehow we find ourselves at the end of April...wasn't it just New Year's? If that's how you feel too, then get excited because our favorite event of the year, our annual Learning Leadership Summit, will be upon us in the blink of an eye.

Save the date! We are thrilled to announce that this year's Summit will be held on **Wednesday, July 27th** from **11:30 am - 3:30 pm CDT**.

What can you expect from the Summit this year? A great new location at the University of Minnesota's McNamara Alumni Center for one. We're excited because this is an elegant space, centrally located with an open vibe, and D'Amico Catering will be providing a beautiful lunch buffet that we'll all get to enjoy.



As for the main event, we are excited, elated, over the moon--and dozens of other superlatives--to describe how honored we feel to have a panel of **five C-level learning and talent leaders from some of our largest organizations around the Twin Cities.**

Who are these panelists? We'll let you know later in May when we open the registration for the Summit. What we want you to know for now is that we intend to approach this time together as an open conversation with all of us and the panelists. A true learning event!

We're sure this is going to be one of our most memorable events yet and we're looking forward to seeing you there.

Please remember to save the date:

Wednesday, July 27th

11:30 am - 3:30 pm CDT

CALL FOR NOMINATIONS: 2022 LEARNING LEADER OF THE YEAR

Each year at the Summit we present an award for the Learning Leader of the Year, a tradition we started in 2012 to celebrate and honor learning leaders in the field. Any individual or team can nominate a person who they feel deserves to be recognized for outstanding vision, leadership, and commitment to the L&D community.

Making a nomination is easy - just fill out a short form via the button below. We will then contact you to chat about what makes your nominee a great learning leader. Please note that the **nomination period closes on June 1st**.

[Make a nomination!](#)

We created the Learning Leader of the Year award to honor learning leaders who have made great contributions both within their organizations and in the greater L&D community.

We rely on YOU, the learning and development community, to make nominations. They are then judged by a panel of past award winners.

We do our best to create a blind, impartial selection process, and we really view this as a chance to bring some additional recognition to some of the great leaders out

there whether they are chosen as the winner or not.



Past Award Winners

2021	— Kim Wiemer —	Director, Organization Effectiveness	
2020	— Julie Dervin —	Head of Global Learning and Development	
2019	— Mike Dillon —	Manager, Operational Excellence	
2018	— Roz Tsai —	VP, Talent, Learning, and Organizational Effectiveness	
2017	— Mike Willis —	Director of Learning and Development	
2016	— Laurel Ley —	Global Sales Learning and Enablement Executive	
2015	— Denise Brinker —	VP, Learning and Development	
2014	— Phyllis Dozier —	VP, Talent Development	
2013	— Julie Stone —	Senior Director, Learning and Development and Performance Support	
2012	— Kathy Shields —	Learning and Development Manager	

THOUGHT LEADER SERIES FOLLOW UP: WORK-BASED LEARNING

The Thought Leader Series is a new event concept we started in 2021. With more virtual event experience under our belts, we wanted to do something to forge even greater connection within the broader L&D community. Connection is at the core of a lot of what we do, and while our learning communities like the Roundtable for Learning Leaders allow groups of individuals with similar organizational experiences to gather, network, and share, we wanted to also provide experiences for all of us think and learn together.

Thus, this series was born. These events are open to all L&D professionals, and we have been honored by the forward-thinking learning leaders who have presented at

these events so far, including Dr. Kevin Anderson, Rich Braden, and Dr. Ron Jacobs over the past few months.

These individuals truly want to contribute to the growth of the industry through dialogue with those who are in it, and we are lucky that many of our presenters are happy to answer your questions both during and after sessions. Rich Braden and Dr. Ron Jacobs share some additional thoughts below as a follow-up to their early April session, "Work-based Learning: even more important in today's fast-changing workplace."



Structured on-the-job training (S-OJT) creates a bit of a Catch 22 when ramping up a program in departments that have high turnover or that have a hard time filling job openings. When management needs all employees to spend their full time doing the job and can't spare any amount of time for them to train new employees, new employees aren't trained well, and they will likely quit and leave the department understaffed. How can you show ROI from S-OJT for a department that is not fully staffed?

Great question. I did research on this and found just the opposite. That is, the argument for using S-OJT in higher turnover positions is even greater, because there's the need to get people up and working sooner. But this is true only when you calculate the financial benefits in reducing the learning time. I reported this research in HRDQ and in a chapter for ASTD. The question for management is whether they have the insights and courage to forego a bit of productivity upfront, knowing that they will benefit from that investment more in the long run. We tell our clients to believe in this principle. But in my work, we have actually shown this to be true with real numbers.

How do we continue to integrate the knowledge of the younger generations with the wisdom of the elders in the workplace?

This sounds like the idea of "tribal" knowledge that often occurs in organizations. In one client – Kenworth Truck Company – they called this "Build" knowledge. S-OJT is not meant to necessarily provide all the tribal knowledge per se. But it does embed practices that comprise what this means, such as safety and quality. In addition, S-OJT brings together experienced employees as trainers and novices in a planned way, that no other opportunity might provide. A dissertation I directed that was published in HRDQ several years ago showed that when organizations increased the amount of formal learning opportunities, there was also an increased amount of informal learning occurring as well. So if you want people to share, there are some direct and indirect strategies that can be used.

[Continue reading...](#)

UPCOMING EVENT: TWIN CITIES ARTICULATE USER GROUP



Articulate Rise is great for creating well organized informational training. But how do we create something with business impact?

In this session, **Lee Engeswick**, Learning & Development Analyst at Radisson Hotel Group, will share how Radisson Hotel Group Americas used Articulate Rise to create scenario-based training which led to real business results for their sales team.

We invite all Articulate users to join us for this session, and if you'd like to receive ongoing event information please [join the Twin Cities Articulate User Group!](#)

*Register
Now!*

UPCOMING EVENT: FINANCIAL SERVICES LEARNING FORUM

2021 was labeled "The Great Resignation." How is your L&D team supporting your organization to retain team members?

In this session, learn how a small L&D team provides learning solutions from onboarding to career development. Brainstorm with other L&D professionals to share ideas and gather options to impact your organization positively.



Melissa Rojas, Senior Instructional Designer, and **Cindy Moynihan**, Training and Development Manager, from TopLine Federal Credit Union will lead this event.

If this event sounds interesting to you or anyone in your network, please contact [Molly Hendricks](#).

UPCOMING EVENT: ROUNDTABLE FOR LEARNING LEADERS

Our next Roundtable for Learning Leaders event will take place on Thursday, May 26th. **Laura Masica**, Senior Director, Daikin Learning Institute, and **Traye Hogge**, Senior Manager, will lead the session. More details to follow.



*Learn more about this
community*

EVENT RECAP: ROUNDTABLE FOR LEARNING LEADERS



You are tasked with a challenge: eliminate duplication and increase efficiency across all of the onboarding programs across all of the business units in your division of the organization. If this is the type of problem you might encounter in your role, **Jess Almlie**, Vice President of Learning Experience for WEX Health Division, can empathize.

During a great presentation to our Roundtable for Learning Leaders, Jess shared how she rose to this exact challenge and delivered tangible results for her organization. Through the lens of her experience from the last several years, we heard about Jess's seven different areas of focus for executing a major and successful onboarding change, thanks in no small part to her ability to create buy-in across the business.

Jess rooted best practices and lessons learned across a narrative that was both current and relevant, and we thank her for bringing her story to the Roundtable community. Check out the recording - it's well worth your time!

[Session recording: Beyond the basics: a comprehensive onboarding overhaul that works for everyone](#)

Learn more about this

EVENT RECAP: THOUGHT LEADER SERIES



Dr. Kevin Anderson, Senior Organizational Development Consultant and author of the recent book, *The New Workforce: Productivity Through Virtual and Hybrid Teams* shared his insights on "Deep Engagement with Your Virtual and Hybrid Teams."

Kevin's session focused on how we bring people together to solve the most critical organizational problems in a way that is not impeded by, rather enhanced by, the tools and platforms now at our disposal in this virtual/hybrid world.

We are pleased to share a recording of this event with all of our newsletter recipients. Thanks again to Kevin for allowing us to share!

[Session recording: Deep engagement with your virtual and hybrid teams](#)

EVENT RECAP: SALES ENABLEMENT CIRCLE



Hannah Klug, Vice President, Sales Enablement at Arctic Wolf Networks, joined us in mid-March to talk Effective Sales Execution. Hannah discussed the importance of coaching as a key performance lever in driving sales readiness, effectiveness, and productivity.

She made the case for why it's critical to invest in this area, talked about what truly makes coaching effective, and then gave practical examples of putting this into practice within her own organization. This was a great kickoff to the Sales Enablement Circle community in 2022 and we're excited to bring you more events in this space later in the year (details to follow).

We are always happy when leaders in the field share resources they've turned to, and Hannah talked about a number of books on her bookshelf at the moment. These include:

- The Qualified Sales Leader by John McMahon
- Amp It Up by Frank Sloodman
- Meddicc: The ultimate guide to staying one step ahead in the complex sale by Andy Whyte

- Wolfpack by Abby Wambach

We encourage you to check out this event recording if the topic is of interest to you.

[Session recording: How Arctic Wolf is building a sales coaching culture](#)

*Learn more about this
community*