

SEPTEMBER
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FREDRICKSON
LEARNING



**Community
Newsletter**

A LOOK BACK AT
THIS YEAR'S SUMMIT

Learning Leadership Summit



We feel so lucky to have carried out one of the most well-attended and enriching Learning Leadership Summits that we've ever organized! From the amazing panel to the great group of nominees for the 2022 Learning Leader of the Year award to a great new venue...we are continually impressed and excited by the things that happen when leaders in the L&D community get together.

Thanks so much to the esteemed panelists and everyone who attended this event. We rely on you, and you came through with flying colors!

Here's a quick peek at a few of the great moments from this year's Summit...



YOUR 2022 LEARNING LEADER OF THE YEAR

Fredrickson Learning began the Learning Leader of the Year award in 2012 to celebrate and honor learning leaders who have made great contributions both within their organizations and in the greater L&D community.

This year, we'd like to congratulate our Learning Leader of the Year: **Laura Masica**, Senior Director, Daikin Learning Institute at Daikin Applied.



This award recognizes Laura for her outstanding vision, leadership, and commitment to the L&D community. Congratulations, Laura!



Laura Masica

Daikin Applied
2022 Learning Leader
of the Year

ANNOUNCING THE FREDRICKSON LEARNING YOUTUBE CHANNEL

Fredrickson Learning's YouTube channel is a central repository that you can access at any time to view recordings from our community events. Nothing beats the synchronous experience, but if you want to catch that event that you weren't able to attend, or refer back to that golden nugget that one of our many great community presenters shared, this is where you can go to catch up on the events we record.

*Fredrickson Learning YouTube
Channel*

Each community has an associated playlist where you will find recordings from this year. We will continue to add other event recordings in the near future. Thanks again to our presenters, who have agreed to allow sharing from these events.

UPCOMING EVENT: ROUNDTABLE FOR LEARNING LEADERS

While the era of digital transformation offers sizeable market opportunities, it also presents challenges around skills obsolescence and talent shortages. Companies are required to



adapt to changing market pressures with increasing levels of agility in order to outpace and out-innovate the competition and win the hearts and loyalty of customers.

The next generation of the workforce wants to work for organizations that provide continuous development opportunities, and they consider it a key deciding factor when assessing a new opportunity or staying with their current employer.

In order to support an "always-learning culture," organizations must move away from consumption-oriented "one size fits all" experiences and toward developing learner-centric ecosystems that foster continuous engagement.

Join us for this virtual session on Wednesday, September 14th, to hear from **Samuel Ragsdale**, Director of Learning at 3M, as he talks about 3M's journey in nurturing a culture of continuous learning. Topics Samuel will address include:

- 3M's journey in establishing an Enterprise Learning Strategy
- 3M's approach in creating a centralized, personalized, and adaptive learning ecosystem
- Lessons learned across the journey, and much more...

If you are interested in joining this event, please contact [Jay Kasdan](#). If you are interested in this and other Roundtable for Learning Leader events, consider joining our community.

*Learn more about this
community*

UPCOMING EVENT: THOUGHT LEADER SERIES



Brandon Carson is an award-winning, strategic, and highly accomplished learning and development executive. He has helped build several L&D organizations, modernizing their approach with new design and delivery technologies and methodologies while increasing their business impact and reducing total L&D expenses.

Today's business landscape demands more from corporate L&D. New ways of working have brought more responsibility for L&D to maximize business value through a renewed human-centered learning function. This new function goes beyond skills training and will include employee health & wellness, the move from scalable efficiency to scalable learning, and leading the new ways of working which

includes moving to a “one-size-fits-one” approach.

In this session on September 29th, you will learn how to strengthen your needs analysis and formulate a flexible and adaptable L&D playbook for the digital age. We'll explore how L&D is fast becoming the new business strategy and the ways to reset, rethink, and rebuild your L&D operation to evolve the employee experience.

*Register
Now!*

UPCOMING EVENT: YOUNG LEARNING LEADERS FORUM

People tend to think that their ideas are the best ideas - and this goes for our stakeholders and requesters as well. How do we build the trust with these individuals in order to influence without authority, thus reaching the business outcomes we all want to achieve?

We'll discuss a few fundamental bricks that help to quickly create a sturdy bridge between us as learning leaders and our business partners.



Katie Werner, Sr. Sales Excellence Manager at nVent, will share insights she has picked up over 15 years in L&D and capability development, which includes experience both as an Instructional Systems Developer and a manager of an L&D team.

If you are interested in joining this event on September 27th, please contact [Ulay Kasdan](#). If you are interested in this and other Young Learning Leaders Forum events, consider joining our community.

*Learn more about this
community*

EVENT RECAP: HEALTHCARE LEARNING LEADERS FORUM

Since 2017, the Cardinal Health team's L&D Center of Excellence has been on an evolutionary path to build best-in-class training offerings for their 50,000 employees.

With a focus on driving business impacts via skill development and functional capability, the team has transformed their learning culture from primarily "school-based" and "content-centered" to a performance-based learning framework (PBLF).



In this session, **Pam Conyngham**, the Director of the Cardinal Health IDD Hub, discussed the journey to build a reputation of credibility and consultation via the use of action mapping, activity-first instructional design, and scenario-based learning.

During a great presentation to our Healthcare Learning Leaders group, Pam shared ideas and tools to transform learning programs from "information-dumps" to performance-based cultures.

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

[Session recording: Stop creating content - build a performance-based learning framework](#)

*Learn more about this
community*

EVENT RECAP: ROUNDTABLE FOR LEARNING LEADERS



Laura Masica, Senior Director of Daikin Learning Institute and now our Learning Leader of the Year, loves to drive business value through learning. Laura's focus is on building excellence in technical education. In this session, Laura shared advancements and challenges of bringing stakeholders through learning transformation.

She demonstrated tools and resources used to gain stakeholder and SME buy-in and build confidence in alternative learning solutions. Daikin Learning has taken highly technical topics out of the traditional classroom into learning pathways, online learning, and even virtual reality and we appreciated Laura sharing key takeaways and lessons learned.

Laura's session focused on how to modernize sales and service education. She illustrated the challenges required to bring stakeholders on board to use the nontraditional tools and technologies 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 Laura for allowing us to share!

[Session recording: Transforming technical education with Daikin Learning](#)

*Learn more about this
community*

LOOK WHO'S AT DEVLEARN 2022



To everyone out there planning to attend [DevLearn 2022](#), we'll see you there! **Jill Stanton**, our Director of Learning Solutions, has been selected as a presenter at this year's conference.

Jill's presentation, "Create Great Learning Results with the Power of Personas," will take place on Thursday, October 27th. DevLearn is in Las Vegas this year, October 26th-28th.

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