

MAY 2017

FREDRICKSON
LEARNING



COMMUNITY NEWSLETTER

ANNOUNCING
OUR 2017 LEARNING
LEADERSHIP SUMMIT,
AND MORE!

OUR 2017 LEARNING LEADERSHIP SUMMIT

Developing business acumen was a recurring topic at last year's Summit, "Ask the CLO." We heard the message loud and clear, and we are excited to announce that business acumen will be the focus of this year's session.

John McVea, Ph.D., Associate Professor of Entrepreneurship at the University of St. Thomas, will present -- and we couldn't be more thrilled! John will introduce us to strategic problem solving techniques that are focused on generating original primary data and new creative business solutions. In addition, participants will learn how to structure strategic business proposals that demand action.

You won't want to miss this interactive session that will help you earn a seat at the table, increase your consulting skills, and interact with your business leaders more

effectively. We're looking forward to seeing more than 100 of the top learning leaders in the Twin Cities!

When: Thursday, July 13th | 8:00 a.m. to 12:00 p.m.

About our speaker: John McVea, Ph.D.



John specializes in strategic thinking, innovation and entrepreneurial strategy, managerial decision-making, and business ethics. A native of Ireland, John has worked extensively in Europe and the Americas. After completing his MBA, he spent several years at Bain & Co. in Boston, where he did strategic advising for several Fortune 500 companies. He taught business ethics and developed a new entrepreneurship course at the University of Virginia. He also earned a MBA and a Ph.D. in Management from the Darden School at the University of Virginia, where he was awarded the Shermet Scholarship for academic excellence.

What is the Learning Leadership Summit?

The Learning Leadership Summit is the annual premier gathering of leadership-level learning professionals in the Twin Cities. [Check out pictures from last year's Summit, "Ask the CLO."](#)

[I'm interested in the Summit.](#)

Note: Attendees must hold a leadership position in a public or private learning organization.

OUR FIRST SALES TRAINING EXCELLENCE CIRCLE EXCEEDED QUOTA

We're grateful to all those who attended March's Networking Social, our first Sales Training Excellence Circle event. Everyone contributed to [a list of future sales training topics](#) and enjoyed great food, drinks, and conversation.

This community gives sales training professionals--and those who have sales training responsibilities--the chance to network, learn up-to-date best practices, and discuss industry topics with peers. Interested? Click the button below to register.

[Join our Sales Training Excellence Circle](#)



Two community members wrote sales training posts to celebrate and promote our kickoff event. Check them out!



[How sales trainers can help leaders develop their teams](#)

Desmond Clancy, Director of US Legal Sales Training, Education and Development at Thomson Reuters



[How sales training departments can reduce unlearning time](#)

Martiey Miller, Sales Training Consultant at Thomson Reuters

NEW PROGRAM OFFERINGS THROUGH
ST. THOMAS EXECUTIVE EDUCATION



From our friends at St. Thomas:

This year marks the 60th anniversary of Executive Education at St. Thomas. During this diamond anniversary year, we are celebrating all that has been accomplished since 1957 through a series of events and new programs. We invite you, the learning community, to participate and take the opportunity to learn more about how St. Thomas can be an extension of your internal talent development resources.

Our next 60th anniversary event is specifically geared toward the learning community. We invite you to convene at St. Thomas:

Coaching with the Brain in Mind

Speaker: Bob Eichinger, President of TeamTelligence and co-founder of Lominger International

When: Thursday, June 22 | 4:30-6:00 p.m.

Cost: Free

[Learn more and register](#)

St. Thomas is also launching new programs which may be of interest to you and your organization:

Strategies for Effective Negotiation

Be prepared for any type of negotiation: Gain the tools and frameworks you can use when negotiating, as well as how to choose the right tactic for the situation.

[Upcoming Offering](#): Wednesday, June 7 and Wednesday, June 14 | 8:00 a.m. to 4:00 p.m.

St. Thomas Executive Program (S.T.E.P.)

This is a new executive development program coming in the Spring of 2018. This leadership development program was created for high-potential managers and directors; it's comprised of four modules delivered over nine days. The program provides business acumen and leadership content, peer coaching, and assessments.

[Learn more about programs offered through St. Thomas Executive Education](#)

ATTEND ATD-GTC'S SESSION, "TALENT DEVELOPMENT STRATEGIES FOR ALL"

ATD's Training SIG is excited to announce that Mike Willis, VP of Talent Development at ABRA Auto Body & Glass, and long-time supporter of the Training SIG, will be facilitating our May 31 session.

Talent development for millennials is hot topic in the industry, and talent development for high potentials is critical as well...but perhaps we're framing the

discussion wrong. Mike Willis will facilitate on core talent development principles that make sense for *everyone*. Including:

- Elements of a career path.
- Who's really looking for a path.
- Can technology play a role?



ABRA's talent development team is constantly looking for ways to drive business results, plus, Mike has high-energy and a great conversational style. His specialties include talent development, training design, delivery, development, and the use of technology to support/enhance the transfer of knowledge and skills.

When: Wednesday, May 31 | 6:00-7:30 p.m.

Where: Southdale Library, 7001 York Ave. S. Edina, MN 55435 (Ethel Berry Room)

Food: You may bring your dinner to this meeting.

Want to attend? Send an email to [Jay Kasdan](mailto:jay.kasdan@abra.org) if you plan to attend this session and/or if you would like to be added to the ATD Training SIG email list.

OUR YOUNG LEARNING LEADERS SPUN THE WHEEL OF LEARNING



We spun a wheel of learning topics and discussed people's most useful advice and experiences. Everyone's willingness to share--and their energy and experience--made April's event great. Also, Laura Campbell, Director of Organizational Learning at Benedictine Health System, did a fabulous job facilitating. The topics were:

- Instructional design
- Career and/or life advice
- Measurement/evaluation
- eLearning
- Working with SMEs
- The learning team of the future
- Skills for learning leaders
- Instructor-led training



- Virtual instructor-led training

[Join our Young Learning Leaders Forum](#)

This community is for early-career learning professionals. If you, or someone you know, are interested in joining us for future events, just click the button above. We'd love to have you.

NEED TALENT?

There's now an easy way to see who we have available: Fredrickson's Talent Profiles!

Our clients have been asking us to fill a variety of roles lately, and we can connect you to a wide range of talent: instructional designers, eLearning developers, facilitators, LMS administrators, project managers, learning leaders, and more! If you have the need for temporary help with learning projects --either now or later in the year--this is a great way to browse our soon-to-be-available L&D pros and learn about their skills and experience.

[Click here to periodically receive our Fredrickson Staffing Profiles via email.](#) There's no obligation, and you can stop receiving them at any time.

WE LEARNED FROM ARTICULĀTE'S BEST



Tom Kuhlmann
Chief Learning Architect for Articulate



Nicole Legualt
Community Manager for Articulate

We thoroughly enjoyed co-hosting Tom and Nicole right here in the Twin Cities. They presented at three separate events in two days while visiting Minnesota, so we were lucky to catch them for an informal workshop with our group.

[Join the Twin Cities Articulate User Group](#)



Tom Kuhlmann answered questions, chatted about Articulate's weekly eLearning design challenges, and gave our group an exercise to end the evening.

If you are interested in attending future Articulate events, click the button above and join the group!

ROUNDTABLE RECAP: "L&D'S ROLE IN INFORMAL LEARNING"

Most of you are familiar with the 70/20/10 rule, where the majority of learning takes place on the job and through social connections, and only 10 percent of learning is considered to be formal learning.

Of course, learning happens everywhere in today's work environment. L&D has an increasing role in informal learning. You could even argue that, in the best cases, L&D is the leader or at least a major facilitator of informal learning.



On May 4th, we shared best practices, success stories, challenges, and opportunities with informal learning in L&D organizations. Topics during this session included:

- User-generated content
- Google society
- Capturing tribal knowledge
- Microlearning
- Moment of need
- Mobilization
- On-the-job coaching
- Performance support
- 70/20/10
- Push vs. pull learning



Diane Schultz
Sr. Manager Supervalu University and Enterprise Learning

We were lucky to have Diane Schultz facilitate the discussion. Diane has been an influential learning and development manager for numerous companies in Minnesota, including SUPERVALU, Delta Air Lines, and The Schwan Food Company.

[Join the Roundtable](#)

The Roundtable for Learning Leaders is our leadership-level learning and development community. It meets quarterly to discuss trends, initiatives, problems, and solutions related to our industry.

