

FEBRUARY  
2020

FREDRICKSON  
LEARNING



## Community Newsletter

### WHAT WE HAVE LEARNED FROM YOU JOYCE AND DAVE LASECKE

Hello everyone! Welcome to a new year of learning events for our L&D community. We're looking forward to seeing all of you in 2020 and learning new things from you. We wanted to take a moment to express our gratitude for your support and participation in the community events. We at Fredrickson have a blast organizing them and building great friendships as a result. But we're also there in attendance as learners. It's amazing how often an event will help shape who we are as a company. As examples of that, here are just some of the many learning points from 2019 events.

#### Applying Agile in L&D Projects

This Roundtable event featured the outstanding panel of Wayne Kaul from the University of St. Thomas, Kim Johnson from Allianz Life, and Sarah Walz from Optum.

At Fredrickson, we had been working for more than a year on our



APPLYING  
AGILE IN  
L&D PROJECTS

own concepts for how to be an "agile" company. This event was like getting tossed in the spin-cycle. We went back to the drawing board afterwards and started down a new path toward adopting an agile mindset and incorporating Agile principles and practices in our work.

It hasn't been easy, but we do feel we're making progress. Kim and Sarah both shared how their experiences with Agile involved many months of frustration before results started to show. Sarah also made the point that it was difficult letting go of the concept of that perfect, flawless deliverable in exchange for the minimum viable product. We are also facing this challenge, as we help our clients manage their stakeholders' expectations for perfection and completeness.

*Read the full post.*

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## 2019 ROUNDTABLE STEERING COMMITTEE SUMMARY

In early December, a group of 13 members of the Fredrickson Roundtable for Learning Leaders participated in a steering committee gathering to provide their input on potential topics for the 2020 event year.

We select Roundtable topics based on the following factors:

- Steering committee input
- Roundtable member survey
- Roundtable host preference
- Speaker/facilitator availability

Members of the group discussed their accomplishments in 2019, their priorities for 2020, and of course potential topics for 2020 meetings. Some of these topics included:

- Extending the reach and impact of a small learning team; how to create value and show results
- Trends in approaches to LMS and LXP use in the 2020s
- Creating impactful L&D programs for specific employee groups like early-in-career workers
- Automation in training and L&D
- Curating content in the modern LMS
- Improving just-in-time and on-demand training
- Unlocking the power of peer learning and user-generated content
- How culture and business processes support learning
- Improving learning success metrics

Are you a learning leader who would like to interact and share best practices with your peers? Would you like to learn more about any of these topics? If yes, we encourage you to [apply](#) for membership in our Roundtable for Learning Leaders.

This community of leadership-level L&D professionals will connect you with like-minded individuals. It's a place where you can discuss trends, challenges, and solutions facing you and your learning and development team, as well as network within the Twin Cities' learning community.

## TRENDS IN HEALTHCARE TRAINING

Our [Healthcare Learning Leaders Forum](#) members wondered what current trends in healthcare learning professionals are most excited about and interested in implementing. To find out, we drew on some members of the Forum to see what they've been exploring and putting into place.

Below, six experts share stories of various recent learning implementations using new-to-their-organization technologies, design approaches, and mindsets so you can learn from their experience.



### **Experiential Learning through Virtual Reality**

**Laura Campbell | Benedictine Health System**

Few of us can imagine what the aging process will really be like, particularly if we find ourselves living with Alzheimer's disease. Imagine sitting in a doctor's office and being told you have failed the cognitive test, given a diagnosis, and then getting an inside look at the impact on your family. Now imagine the disease progressing and your losing the ability to perform everyday tasks like doing the dishes or showering.

A partnership with a virtual reality (VR) company, Embodied Labs, brought this opportunity to Benedictine Health System. Along with this came a new vision for the places experiential VR learning can be used and the impact it can have. The platform takes users through disease progression in true-to-life, realistic scenarios, including a field trip through the brain to see the disease and watch it progress over time. Additional experiential VR learning labs include living with macular degeneration, hearing loss, Lewy Body Dementia and a terminal diagnosis.



### **Simplifying Apheresis Center Training**

**Carrie Jones, M.Ed, Performance & Learning Specialist | Be The Match**

Advancements in cell and gene therapy mean lifesaving therapies are more available for cancer patients. While wonderful for patients and medical advancement, the increased demand for immunotherapies creates pressure on apheresis centers to deliver cellular starting material for these therapies. At any given time, one center can juggle anywhere from 5-30 external clinical, research, and commercial protocols - in addition to their internal day-to-day procedures.

Each of those external trials and protocols come with their own collection specifications and required training. The training is lengthy and not only covers unique specifications, but also routine processes that the centers regularly perform. The training also tends to include more information than necessary to perform the collection, contributing to cognitive overload. This leads to a loss in productivity and an increased risk of quality errors that could impact donor, patient, and/or product safety.

At Be The Match BioTherapies, we support these centers by partnering with them and our cell and gene therapy clients. From a training perspective, this allows us to simplify and be there for our centers while providing a level of service and confidence that each client demands for its protocol's success.

*Read the full post.*

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## EVENT RECAP: JANUARY SALES TRAINING EXCELLENCE CIRCLE



A big thank you goes to Karri Krinke, Director, Sales Knowledge and Learning at Optum for facilitating our first Sales Training Excellence Circle of 2020 hosted by Graco. We're grateful that 35 sales training professionals braved slick road conditions and long commute times to participate in the session.

This session featured sales practice and coaching using the Brainshark Coaching Sales Enablement Tool. It was a highly interactive event with lots of questions and sharing from the participants. As one attendee said, "The dialogue and questions were fabulous - it is so meaningful to hear what others are wondering and thinking!"

A few of the key takeaways shared by participants included:

- Exposure to a piece of technology, understanding general use cases and pros and cons
- Seeing a demo of a real use-case in the room - it's always so helpful to see a system live in action
- Appreciation for hearing how people are actually implementing things, rather than just high-level concepts
- Positioning Brainshark Coaching as a practice tool vs a teaching tool
- The role of leadership in coaching and participating

*Learn about this community.*

## YOUNG LEARNING LEADERS FEBRUARY EVENT



On February 20th, the Young Learning Leaders forum will meet to discuss *Leading with Tomorrow in Mind*.

For many, leadership skillsets are based on what worked in the past. However, evidence indicates that traditional leadership skillsets are failing to keep pace with the rate of change in our environments. In order to be successful learning leaders, we need to consider a different approach to leadership. We need to lead with tomorrow in mind.

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

*Learn about this community.*

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## UPCOMING LEARNING OPPORTUNITIES IN THE TWIN CITIES



### **PACT**

February 14th

Nine Networking Mistakes and How to  
Avoid Them - Marcia Ballinger

[Visit the event page.](#)

### **ATD: Greater Twin Cities Chapter**

February 19th

Change Leadership Community of Practice!  
- Coffee Discussion

[Visit the event page.](#)



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