FEBRUARY 2019

FREDRICKSON
LEARNING

Community
Newsletter

Our 2019 Event Lineup

From Dave Lasecke, CFO and co-founder of Fredrickson Learning

Hello everyone! Hope you're having a great winter. If you're hanging onto the thought that we're only one month away from spring, I'd like to remind you that we're also only eight months away from November.

We're excited to tell you about some of the upcoming learning events we have scheduled for 2019. But first, here's a quick quiz: Where do you think we get topic ideas for our learning events?

    A. From the Amazing Brain of Jay Kasdan
    B. From the FOB (Fredrickson Ouija Board)
    C. From all of you in our L&D community

If you picked A, you are correct! For some of the events anyway. Jay has been organizing L&D get-togethers for a long time, and he always has ideas that reflect what folks are talking about.

But for most of our events, we get our topic ideas from you. Our lineup of event topics for 2019 comes directly from the focus group meetings and the individual conversations we've had with you over the last year.

For example, the topic of microlearning was high on everyone's list. That's why the Roundtable meeting last week at Allianz was about microlearning. A review of that meeting is a little further down in this newsletter. And by the way, thank you to the folks at Allianz for being such awesome presenters and hosts!

Following is a preview of some of the other learning events coming in 2019. If you have ideas for topics or would like to be part of a focus group, please let us know at info@fredricksonlearning.com.

Young Learning Leaders Forum

March 6th: Using Design Thinking Methodology to Develop Training Solutions

Travis Lettner, Director of Corporate Training at Best Buy, will facilitate an interactive session on design thinking.

In this session, we will look at how the design thinking process applies to real-life training design issues and problems. This will include a brief introduction to design thinking, followed by a simulated application of the process. Please come prepared with an example of a current developmental need within your work. What are your current opportunities that you would like to address (or are being asked to address) with a training and development solution? We look forward to a great discussion with plenty of chances for attendees to share their own experiences.

[Young Learning Leaders Forum](#)

Sales Training Excellence Circle
March 27th: Sales Methodology

Join Mike Sokol, Senior Manager, Learning and Development at Best Buy, as we discuss the importance of sales methodology to your sales organization. Topics:

- What is sales methodology, and why use it?
- Consistent behaviors and experiences/interactions
- Best Buy professional sales methodology - The Science of Selling
- Important considerations/must haves
- Stakeholder alignment and accountability
- Role clarity

Healthcare Learning Leaders Forum

April: Effective Training Evaluation Principles
(date TBD)

From Jill Stanton, Project Manager at Fredrickson Learning and community manager of the Healthcare Learning Leaders Forum

Cindy Langanki will present on effective training evaluation principles, including Kirkpatrick levels 3 and 4. The session will include discussion of: Training is done. Now what? Was it effective? Did it meet expectations? Who is benefiting?

Cindy Langanki is a Global Curriculum Development Manager at Medtronic and covers all areas of the ADDIE process. She recently led her team in evaluation improvements to include on the job behavior changes and company impact which resulted in improved training initiatives. She has a Masters in Organizational Performance and Workplace Learning from Boise State and a Bachelor's in Nursing from Minnesota State Mankato.

Roundtable for Learning Leaders

May 23rd: The Agile Project

From Jay Kasdan, Project/Account Manager at Fredrickson Learning and community manager of the Roundtable

Many organizations have already adopted Agile as their project process, and others are in some stage of adoption. How do we in L&D learn and apply the principles of Agile to our projects? Does an Agile process work for L&D? Join us for this panel discussion to hear from Agile educators and practitioners.

[Roundtable for Learning Leaders](#)

Learning Technology Network

June: The Learning Technology Showcase
(date TBD)

From Robin Lucas, VP of Learning at Fredrickson and community manager of the Learning Technology Network

What are the latest tools and techniques for learning projects? What innovative things have our L&D peers been doing? The Learning Technology Showcase offers live demos and Q&A sessions where community members share their accomplishments.

We still have room for more presenters, so if you have a work example you'd like to share at the Showcase, we'd love to hear from you! Contact Robin for details.

[Learning Technology Network](#)

Learning Leadership Summit

July: Analytics and AI for Learning with Trish Uhl
(exact date coming soon)

We are excited to announce that Trish Uhl, PMP, CPLP, will be our keynote presenter for the Learning Leadership Summit in July. Trish has a long track record as a consultant and speaker, helping organizations around the world apply learning analytics and AI to their L&D and talent development strategies.

Trish's presentations are lively, engaging, and full of useful advice. If you'd like to see a preview of Trish in action, click here.

Bob Pike was nicknamed (by Training Magazine) 'The Trainer's Trainer.' We just CELEBRATED his 50 years in the training industry at their Training 2019 Conference & Expo here at Disney World.

Trish Uhl, PMP, CPLP
Founder, Talent & Learning Analytics Leadership Forum

Twitter / Instagram / LinkedIn

The Learning Leadership Summit is an annual gathering of leadership-level L&D professionals from the Twin Cities area. Click here for our video, "What is the Learning Leadership Summit?"

ROUNDTABLE RECAP: MICROLEARNING

Our Roundtable Steering Committee met in December and *microlearning* emerged as the topic with the most interest. And, since more than 80 attendees from 50 different companies showed up, it seems like the Roundtable membership agreed.

Allianz hosted and facilitated the event on February 21st, and three different teams shared their microlearning examples. We heard from distribution sales development, chief administration office, and HR learning and development.

Here are some key thoughts shared by one of Allianz's facilitators, Mark Berthelsen:

- Everyone who completed the survey had a different definition of microlearning (see the word cloud below for a closer look at the definitions).
- Microlearning is:
  - Brief

- - Action-oriented
    - Focused
  - Why use microlearning?
    - Convenience for the learners
    - Short = easily consumed and understood
    - Easily delivered via mobile
    - Can be accessed just in time
  - When to use microlearning
    - Performance-based learning
    - Persuasive-based learning
    - Post-instruction-based learning
    - Preparation-based learning

Click the image to enlarge and see people's definitions of "microlearning."

Microlearning

A tight labor market can make finding the right talent

difficult and time-consuming.

Receiving a list of available talent each month puts the power in your hands. Our Talent Profiles give you more options and the ability to act quickly.

If you like a candidate, contact us and snag them while they're available. Profiles are refreshed monthly, so you will always be up to date on who we have ready to go.

Note The monthly profiles do not represent all available talent. If you don't see what you need, contact us and we'll find the right candidate for you.
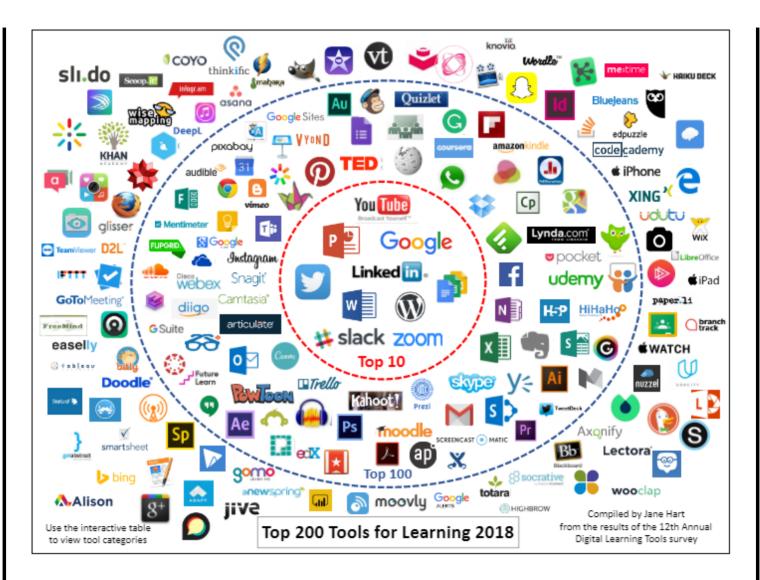

Photo by Alice Gebura

Sign up to receive our talent profiles each month.

THE TOP 100 LEARNING
TOOLS FOR 2019

As part of her body of work on modern workplace learning, Jane Hart has compiled a list of the top 100 tools for personal and professional learning. Jane is the Founder of the Centre for Learning & Performance Technologies and Director of the Centre for Modern Workplace Learning.

Click the image to visit Jane's page and see a larger graphic.

Top 200 Tools for Learning 2018

Use the interactive table to view tool categories

Compiled by Jane Hart from the results of the 12th Annual Digital Learning Tools survey

For the past 12 years, Jane has conducted an annual survey and continuously updates these findings. When reviewing the 2019 results, explore Jane's insights into the modern workplace learner. This is a great resource for continuing to understand and apply aspects of the digital transformation to the workplace.

Professional Association for Computer Training

Training In The Age Of Google - Kyle Hopson speaks

Friday, March 8th, 8:30-11:00 a.m.
The Metropolitan Ballroom & Clubroom
5418 Wayzata Boulevard
Golden Valley, MN 55416

Google has changed the way we think as a society. It is no longer just a popular search engine. It has become a verb. A household name. A trusted source of anything and everything you could want to know in a matter of seconds. It has even become a personality you can interact with ("Hey Google"). What does this mean for us as professionals seeking to educate and inform the eager minds of the coming generations? This the question Kyle will tackle in his presentation.

Visit the event page.

After the session, you will be able to:

- Describe the concepts of Transactive Memory
- Explain the role of on-demand learning
- Use collaborative problem solving (crowdsourcing)
- Apply Knowledge Management principles to learning solutions

PRESENTER: Kyle Hopson is a speaker, author, business professional, songwriter, and musician. As a Senior Manager in Knowledge Management, he combines a hodgepodge of life experiences to bring inspiration to any and every audience he can.

ATD-GTC
March 4th

What really happens when we shift from rescuing clients to releasing responsibility?

Visit the event page.

Digital Learning Forum
March 11th

Tin Can xAPI

Visit the event page.

MNISPI
March 22nd

Learning Analytics & ROI

Visit the event page.

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