October 2026

FREDRICKSON LEARNING

Community Newsletter

LEARNING LEADERSHIP SUMMIT

Our **20th Annual Learning Leadership Summit** in August was full of your energy and ideas. Thank you again to all attendees for making our signature event such a great place for connection and learning!

View the videos below for some highlights. If you missed the Summit but are curious about the excellent session by Brandon Carson and Markus Bernhardt —*The AI-Powered Workforce: Signals from the Undercurrent*—please contact Jill Stanton or Molly Hendricks for access to the resources.

ARTICLE | TRAINING IS THE REQUEST. PERFORMANCE IS THE CONVERSATION.

Have you ever experienced stakeholder agreement that hid a lack of alignment? **Robin Lucas** shares a case study about how to navigate this situation by surfacing gaps and misalignment while also identifying key paths, goals, and capabilities to move forward successfully in sync.

Read the article here

CELEBRATING TWO BRANDON HALL AWARD-WINNING PARTNERSHIPS

At Fredrickson Learning, we're inspired by the opportunity to help organizations create learning experiences that make a real difference.

This year, we're excited to celebrate two client partnerships that earned **2026 Brandon Hall Silver Awards**, recognizing innovative approaches to custom learning and leadership development. These awards reflect not only outstanding learning design, but also the collaborative spirit and shared commitment to growth that made each project a success.

Minnesota Department of Human Services, Disability Services Division - Conversational Interviewing

We partnered with MN DHS DSD to bring its conversational interviewing program to life in a dynamic digital format, earning a **2026 Brandon Hall Silver Award** for **Best Custom Content**. The experience blends interactive video, realistic scenarios, and thoughtful practice opportunities that help assessors—who are determining benefits and supports for Minnesotans in need—build confidence in real-world conversations.

Authenticity was central to the design. We worked closely with real assessors and interviewees to develop content grounded in their experiences, and partnered with Interact Performing Arts to translate those insights into realistic, engaging video scenarios. The result is content that feels relevant to learners and reflects the nuances of actual conversations.

A flexible, learner-friendly design allows participants to explore content in ways that feel natural and engaging while staying focused on key skills. Together, the partnership created a meaningful learning experience that preserves the human element of the training while expanding its reach and impact.

Read more about the project here.

Western National Insurance Group - *Elevate* Emerging Leaders Program

We partnered with Western National Insurance Group to develop a leadership program that earned a **2026 Brandon Hall Silver Award** for **Best Leadership Development Program**. Built around four custom virtual workshops, the program focuses on leadership capabilities identified as most important for future success.

Rather than a series of independent courses, the experience was designed as a connected learning journey that helps participants grow in self-awareness, accountability, judgment, and people-centered leadership. The result is a practical and engaging program that is helping prepare emerging leaders to make a positive impact across the organization.

Read more about the project here.

About Brandon Hall Awards: The Brandon Hall Group Human Capital Management Excellence Awards are internationally recognized awards honoring organizations and solution providers for innovation and measurable business results in learning, talent management, and human resources.

UPCOMING FREE PEER GROUP EVENTS

Please consider joining us for these upcoming peer group events!

Our **free** peer groups create a space for L&D professionals to learn from one another, exchange ideas, and build meaningful connections. With groups focused on different industries, specialties, and career stages, they're all about sharing and learning, with no cost and no selling.

To learn more and join peer groups so you receive invitations events in your inbox, click the button below. To register for individual events, click each event title link.

Roundtable for Learning Leaders
Not Perfect, but Powerful: Scaling Skills at Mortenson
Thursday, November 12th, 9:30 a.m.
In person and virtual options

Healthcare Learning Leaders Forum
Doing More with Less: The Transformation of L&D in Healthcare
Wednesday, November 18th, 9:30 a.m.
In person and virtual options

Special mini-sessions and L&D happy hour in Milwaukee
Epic AI Fails
Thursday, December 3rd, 3:30 p.m.

Learning Technology Showcase and L&D happy hour
Thursday, December 10th, 4:30 p.m.

Request to join a free peer group

LEARNING TECHNOLOGY NETWORK CALL FOR SPEAKERS

Do you have a stories or expertise to share related to learning and technology? Please contact us at jstanton@fredricksonlearning.com if you are interested in sharing a 30-minute or shorter presentation.

RECENT PEER GROUP EVENTS

If you missed any of these events and would like to view a recording, email communities@fredricksonlearning.com to get a link.

Thought Leader Series

What L&D Research Tells Us About the Future and How to Demonstrate Your Value

Dr. Jane Bozarth joined us at our office in Saint Paul to share her thoughts about the future of L&D and how to stay relevant in a world of AI.

Sales Enablement Circle

The Cost of Assumed Alignment: How One Organization Uncovered Hidden Differences Before Investing in Solutions

Shantel Ball of Advia Credit Union and **Robin Lucas** of Fredrickson Learning discussed how they successfully navigated differences in expectations held by organizational leaders and uncover the common ground before moving forward on a learning strategy. **Aleisha Lee** from Patterson Companies facilitated this event, guiding the conversation and keeping the discussion focused and balanced.

Roundtable for Learning Leaders

Growing a Global Learning Strategy

Martha Tobin and **Christina Beckman** from Purpose Brands shared some of the challenges they overcame and successes they experienced while taking their recently merged brand global.

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