

## 2019 Professional Development Day Schedule and Session Descriptions

FFA Enrichment Center, DMACC Ankeny Campus  
[www.ffaenrichmentcenter.com](http://www.ffaenrichmentcenter.com)  
1055 SW Prairie Trail Parkway, Ankeny, Iowa 50023



\*The sessions and round tables are listed below in orange. Use the drop downs next to the topics to read their summaries.

### Schedule

**7:15-8:00**

Registration, Full Breakfast, Networking

**8:00-8:15**

PDD Opening Remarks/Welcome - Sarah Onnen

**8:15-9:15**

Key Note Presentation

Chris McQueen, Manager Google's Data Center Hardware Training Program

Chris McQueen is a life-long learner, father, and Manager for Google's Data Center Hardware Training Program. In previous roles at Google, Chris has worked with fortune 100 companies as a process and innovation partner to bring a culture of innovation to every business. Chris currently lives in Glenwood, IA with his wife, four boys, and N+1 bicycles.

**9:15-9:30 Break**

**9:30-10:20 Concurrent Session 1**

Agile: Fully Cooked Learning with Half-Baked Systems

**Presenter:** Kenna Marple & Charlynn Roach-Green

**Summary:** As the popularity of implementation using the Agile methodology increases, the talent development community feels a myriad of pain-points. When learning parameters and system specs aren't clear until days before implementation, how can we rise to the challenge? This seminar will help learners identify requests that are

developed in Agile, provide strategies to flex to the changing parameters, and where appropriate phase approaches to effectively build solutions along with the project.

### Pre-Boarding Interns: What's in It for Me?

**Presenter:** Cheri Estes

**Summary:** The days of an intern doing someone's "dirty work" are long gone. The paradigm shift of internships has become extremely competitive. Not only do interns expect a well-defined summer program with meaningful work, they research if the company has a career path for them after graduation. A well-defined Learning & Development intern program must have both on the job experiences as well as projects for them to manage as their experiences merit. They want those real-life experiences not offered in the classroom. This generation craves continual feedback, the opportunity to shine and programs that allow them to control their destination. Having a summer intern program is not enough to attract the finest talent at the college level. Today, interns are also looking for an organization with a well-defined career path for them to own. During this session you will have the opportunity to understand how Pre-Boarding and OJT can take your interns to the next level and shorten the time to become future leaders.

### Blended Learning – The Participant Experience & Beyond

**Presenter:** Kate Davis

**Summary:** We will walk through the conversion of a course which originally took two and half days of classroom facilitation run entirely by the training team to a blended learning program comprised of a CBT and two huddles (which are managed by the Training team, but can be facilitated by a SME). In addition, the course can now be completed in 5 to 6 hours.

### Tools + Tips for Change Guides: Empowering Employees, Managers, and Senior Leaders for Change Efforts

**Presenter:** Cathy Belmont

**Summary:** Based on the work of Dr. Britt Andreatta, author of "Wired to Resist: The Brain Science of Why Change Fails and a New Model for Driving Success", the Change Quest Model is a brain science based approach that helps individuals and organizations drive successful change. Change is a journey, not an event. The reason 50-70% of change initiatives fail is that typical approaches to managing change don't take into account human biology and that we are wired to resist change. But once you understand the four brain structures activated by change, you can intentionally mitigate

their effects, increasing people's adaptability and resilience. This groundbreaking approach will give attendees new tools and strategies they can implement immediately to lead change and empower change in their organizations.

## 10:20-10:35 Break

## 10:35-11:25 Concurrent Session 2

### Design on a Dime

**Presenter:** Katie Martin

**Summary:** In this session, Katie will demonstrate how you can use several tools that are already available to you, or are inexpensive purchases to create learning solutions such as Infographics, Microlearning and Flipbooks. Feel free to BYOD (bring your own device) to follow along.

### Make the Future Accessible: Strategies and Tools for Universal Design and Inclusivity

**Presenters:** Megan Johnson and Leslie Ginder

**Summary:** In this session, participants will become familiar with best practices for inclusive presentations and online training and web content accessibility. Participants will learn about why language matters for a diverse audience and how to apply a universal design lens in existing and new training.

### Get Strategic: Unlock Your Diversity Potential

**Presenter:** Sherry Gupta and Stacey Kimberlin

**Summary:** Most diversity programs say they are an important strategic initiative. Is yours? Do you have measurable outcomes that are tied directly to actual business goals? Getting it right requires 3 things: 1) basing your diversity programs on actual business goals, 2) assessing the capacity of employees to accept and adapt to differences so you can design diversity programs that are just right for them, and 3) measure to check your progress. In this session we will take a good look at why diversity programs often lack impact. You will gain insight from research which even the most experienced diversity trainers find profoundly revealing. We will explore why, after 30 years of doing diversity training in Iowa, we continue to grapple with unconscious bias. This session is NOT about how to build a better diversity training. Instead, we will examine the big picture with all the tools and resources pulled together into one simple process model. A quick overview of two important tools - DMIS and IDI - will give you

confidence to know when and how to use specific kinds of diversity programs with greater precision to achieve your business goals.

### Iowa's Workforce of Tomorrow

**Presenter:** Liz Reneker, Cris Wildermuth and Cecelia Munzenmaier

**Summary:** This engaging session will allow participants to engage in small table conversations with presenters from different organizations from central Iowa which represent the different demographics of our future workforce (High School - Orbis and Apex, College Students - Drake/Grandview/DMAcc, Seniors - AARP Iowa, and Immigrants (US Committee for Refugees and Immigrants)).

## 11:25-12:25 Lunch and Chapter Awards

### 12:25-1:15 Concurrent Session 3

#### Executive Presence: Building Credibility at Every Level

**Presenter:** Dorene MacVey

**Summary:** Executive Presence is a term that is used a lot and is often defined as the "it-factor" or "I'll know it when I see it". During this session, we will be discussing how leaders define executive presence and ways to make this concept more practical. Regardless of whether a leader has an executive role -- building personal credibility and presence is important for leaders at all levels. During this interactive session, participants will take a personal self-assessment and identify ways they can improve their personal credibility and leadership presence in the workplace. Additionally, as Human Resource and Talent Development professionals we will also be addressing how to coach, mentor and help leaders build their executive presence for on-going success.

#### Don't Build on Delusions

**Presenter:** Sarah Ennis and Paul Smith

**Summary:** We all know the old adage about why it's bad to assume. But it may be even worse to fall prey to self-deception. A great many of the 'issues' or 'problems' that need to be dealt with in our workplace, and even our daily lives, may have their roots in an inaccurate or naïve assessment of actual needs. We may think we are doing more than we actually are, or we may even think we are doing one thing when in fact the exact opposite is occurring. In this session we will examine some of the most common

inaccuracies that we tend to encounter, and how to correct them to ensure that we are building our Talent Development future on a more solid foundation. During this session we will take a realistic, honest look at the following topics: \* TRAINING NEED: No matter how good your training is, it is not always the solution. In fact, it might make things worse. \* DELIVERY METHODS: Sure we can save money doing online training, but will it work? Is classroom training better? Which option is best? \* ON-THE-JOB TRAINING: What is often called OJT is really more like being on Survivor. What learning is supported outside the classroom? \* COMMUNICATION: True communication needs to be constant and transparent to build openness and trust. \* MISTAKES: While mistakes are never the goal; they provide powerful learning opportunities - if we allow them to. \* APPRECIATION: Are we acknowledging the value of the individuals, or rewarding their value to the bottom line? \* RELATIONSHIPS: We think we have built good relationships, until we actually need to depend on them. \* RESPECT: The cliché is widely used that respect must be earned, so why do we tend to demand it based on titles?

### Shoestring Studios: Add Audio and Video Production to Your eLearning Without Breaking the Bank

**Presenter:** Joshua Burke

**Summary:** Learn how to create high quality video and audio narration for a course or a video that shows an expert sharing their knowledge. Outsourcing the creation of these assets can break your budget but the task of bringing this capability in-house is daunting. What do you need to know? What do you need to purchase? Are you getting ripped-off by purchasing low-quality equipment or paying way too much?

### Data Points: How to Better Understand Learning Needs

**Presenter:** Lynette Bordignon

**Summary:** Surveys and assessments are a go to for learning professionals to gain insight into the needs of learners. We strive to understand what gaps exist? How can we help gain ground in certain skills? What skills does our business need? These formalized surveys and assessments give us insight to front line data, but sometimes can leave us feeling like we may have missed a learning opportunity. With the importance of ensuring our return on investment as a learning professional and finding time for training and development, we can't risk missing a learning opportunity or being off on our understanding of learning needs. With a different approach, by engraining specific questions into our day to day lives of the business, we can get a deeper insight into what gaps exist. When we find opportunities to ask the right questions, in an informal way, we gain better insight to what our true learning needs are. We can also get data that better helps us calculate ROI.

## 1:15-1:30 Break

### 1:30-2:20 Concurrent Session 4

#### Getting Started with Augmented Reality

**Presenter:** Destery Hildenbrand

**Summary:** Augmented reality (AR) is a widely used technology in games, marketing, and everyday apps but what about learning and development? Where do you get started? How should you use it? Finding answers to these questions can be difficult and cause developers to overlook the potential this technology holds. In this session we will answer these questions and more through discussion, development, and Interaction. In this session we will demonstrate how easy it is to get started using augmented reality (AR) in learning development. You will be introduced to low cost/no cost tools and resources that will make developing an AR project simple, effective, and engaging. You will explore interactive AR experiences. You will learn where AR fits in a design workflow and how it can enhance different types of learning scenarios.

#### Feedback and Feedforward for Better Performance

**Presenter:** Dick Hannasch

**Summary:** I'm sorry for not telling you this earlier, but many people HATE giving feedback. And many others HATE receiving feedback. Ironically, people do want to get better. In this session you'll learn: 1. What may be keeping you and others from giving or receiving feedback. 2. A simple, three-statement approach for giving or seeking feedback that isn't painful (or hurts less). 3. A fun way to seek input on how to improve before performance occurs.

#### Moving to Greater Accountability for Learning Before, During, & After

**Presenter:** Libby Ehrig and Dee Oviatt

**Summary:** In too many cases today, the full impact of training is not realized because learning does not transfer from the classroom (or online event) to the job in an effective and sustained way. When this happens, time and money is wasted, and training may come to be seen as largely ineffectual. In the future, in order for successful learning transfer to occur in such a way that the impact is more fully realized and sustained, learners, their managers, and trainers must align their efforts before, during, and after training. For the most effective training, engagement and support needs to begin before

the session and continue afterward. This session provides a tool and concrete suggestions for facilitators to increase the impact of training.

### Training on a Time Budget

**Presenter:** Robert Olinger

**Summary:** Your title of Talent Development Specialist really means Miracle Worker. You are given limited time but are expected to produce exceptional results. In this session, you will learn how to get the greatest ROI with the minimal time you have, engage employees in their learning, and make (most) everything hands-on training.

## 2:20-2:35 Break

## 2:35-4:15 Round Tables Session

### Round Table Topics

3 rounds – 20 minutes each

	Title	Speaker
1	Coaching Challenges – Case Study Discussion	Dorene MacVey
2	Getting Started with Augmented Reality  <b>Summary:</b> Augmented reality (AR) is a widely used technology in games, marketing, and everyday apps but what about learning and development? Where do you get started? How should you use it? Finding answers to these questions can be difficult and cause developers to overlook the potential this technology holds. In this session we will answer these questions and more through discussion, development, and Interaction. In this session we will demonstrate how easy it is to get started using augmented reality (AR) in learning development. You will be introduced to low cost/no cost tools and resources that will make developing an AR project simple, effective, and engaging. You will explore interactive AR experiences. You will learn where AR fits in a design workflow and how it can enhance different types of learning scenarios.	Destery Hildenbrand
3	Access Matters: Inclusion is the Future  <b>Summary:</b> In this session, participants will become familiar with best practices for inclusive presentations and online training and web content accessibility. Participants will learn about why language matters for a diverse audience and how to apply a universal design lens in existing and new training.	Megan Johnson and Leslie Ginder

4	<p><b>Don't Build on Delusions</b></p> <p><b>Summary:</b> We all know the old adage about why it's bad to assume. But it may be even worse to fall prey to self-deception. A great many of the 'issues' or 'problems' that need to be dealt with in our workplace, and even our daily lives, may have their roots in an inaccurate or naïve assessment of actual needs. We may think we are doing more than we actually are, or we may even think we are doing one thing when in fact the exact opposite is occurring. In this session we will examine some of the most common inaccuracies that we tend to encounter, and how to correct them to ensure that we are building our Talent Development future on a more solid foundation.</p>	Sarah Ennis
5	<p><b>Get Strategic: Unlock Your Diversity Potential with DMIS and IDI</b></p> <p><b>Summary:</b> A quick overview of two important tools - DMIS and IDI - will give you confidence to know when and how to use specific kinds of diversity programs with greater precision to achieve your business goals.</p>	Sherry Gupta and Stacey Kimberlin
6	<p><b>Why Can't We All Just Get Along: Helping our Teams Create Rules of Engagement Through Vision, Mission, Values</b></p> <p><b>Summary:</b> Effective teams that align around a common vision, mission and values: - Become very good at making decisions, planning work, resolving differences and conducting meetings in a collaborative way - Are empowered to improve work processes to achieve results - Set goals and solve problems for continuous improvement - Talk to one another - Show respect and appreciation for each other's viewpoints When teams come together and have a positive, supportive culture and a well-defined framework in which to operate, they are able to cohesively think and work together.</p>	Denise Forney
7	<p><b>Training on a Time Budget</b></p> <p><b>Summary:</b> Your title of Talent Development Specialist really means Miracle Worker. You are given limited time but are expected to produce exceptional results. In this session, you will learn how to get the greatest ROI with the minimal time you have, engage employees in their learning, and make (most) everything hands-on training.</p>	Robert Olinger
8	<p><b>Instead of Conflict Resolution, Resolve to Make Conflict Productive</b></p> <p><b>Summary:</b> Workplace conflict is inevitable. And while it's tempting to avoid these uncomfortable situations altogether, there's a much more effective solution. Conflict doesn't need to be destructive to workplace performance or relationships.</p>	Alan Feirer

	<p>In fact, healthy conflict can actually be productive and even encouraged. Productive conflict can help build stronger relationships, teams, and performance. Teams who engage in productive conflict rely heavily on trust, and are better able to voice their opinions and concerns without fear, anxiety, or stress. Employees who participate in productive conflict are more likely to commit to change, hold themselves and others accountable to the goals of the team and company, and get results. This session will help learners effectively respond to the uncomfortable and inevitable challenges of workplace conflict. This program is designed to help curb destructive behaviors so that conflict can become productive, improving workplace relationships and business results. This program focuses on three core areas: 1. How personality style can dictate whether a person engages or restrains during tense discussions. 2. An overview of why people engage in specific behaviors and how to push past them. i) These behaviors include arguing, belittling, caving-in, defensiveness, dismissing opinions, drama, aggression, revenge, sabotage, sarcasm, stonewalling, and withdrawing. 3. Productive versus destructive tendencies during conflict.</p>	
<p>9</p>	<p>Learning While Working: Structuring OJT</p> <p><b>Summary:</b> Increasingly job roles require more “on-the-job” learning than classroom-based learning in order to successfully fulfill job duties in a time-driven environment. Yet as important as experiential learning is, too often “on-the-job” training is not treated with the same attention shown to classroom-based learning. Instead, we revert to a sink or swim approach, with very little guidance, minimal uniformity, and even less tracking of measurable learning. Instead of continuing on an unproductive path, consider throwing status quo approaches out the window, ignoring the training clichés, and investing in your own Structured On-the-Job Training (SOJT) program. During this session we will examine three aspects of an SOJT program 1. What defines a Structured On-the-Job Training program versus a standard OJT program. 2. Why SOJT programs can prove very successful for the learner, the mentor, and the organization. 3. We will look at how a variety of entities have implemented SOJT programs and the culture-changing benefits they have realized. A well-designed SOJT program not only prepares participants for doing work at the moment, but also instills critical thinking skills to adapt more efficiently to changes as they come. It sees on-the-job experience as an integrated part of an employee’s individual learning and development plan. An organization that cares about its employees will recognize the value of linking its success with the individual successes of the employees.</p>	<p>Paul Smith</p>
<p>10</p>	<p>Exploring the 10 Talents to Develop Talent</p> <p><b>Summary:</b> Talent Development Professionals focus all their time and energy into developing other people. When do they</p>	<p>Michele Matt</p>

	invest time into their own development? ATD has created a Competency Model to define the skills and knowledge required for trainers to be successful now and in the future. It captures changes driven by digital, mobile, and social technology; demographic shifts; globalization; and economic forces. During this interactive session, participants will learn how to be more effective in the areas of: 1. Performance Improvement 2. Instructional Design 3. Training Delivery 4. Learning Technologies 5. Evaluation Learning Impact 6. Managing Learning Programs 7. Integrated Talent Management 8. Coaching 9. Knowledge Management 10. Change Management	
11	<p>The Elements of Organizational Mastery</p> <p><b>Summary:</b> Historically, the sole purpose of business was to make money. With unemployment at record lows, the rise of corporate social responsibility, and the increase of global competition - this "one-note" perspective isn't working anymore. Long-term success requires Organizational Mastery.</p>	Scott Burgmeyer and Tammy Rogers
12	<p>TPI Composites' Leadership Development Program (DMACC Business Resources Case Study)</p> <p><b>Summary:</b> DMACC Business Resources will inform the audience briefly about the history of the department and why it exists as well as outline the use of training funds administered and how DBR makes decisions as to what companies receive them in order to ensure the programs are having the effect intended by the state legislature. The bulk of the session, however, will be stories told by some of our business clients regarding the training they have been able to do by working with DBR and our partner trainers and the great benefits they have realized.</p>	Kelly Mitchell
13	<p>Brainstorm Like a Googler</p> <p>Summary: There are six rules to a healthy brainstorm that Googlers learn their first week. We'll go over the rules and how to draft problem statements that inspire great ideas. We'll also practice. Lots of practice.</p> <p>Article: <a href="https://rework.withgoogle.com/blog/new-re-work-guides-on-innovation">https://rework.withgoogle.com/blog/new-re-work-guides-on-innovation</a></p>	Chris McQueen
14	<p>Feedback and Coaching to Propel Future Performance</p> <p><b>Summary:</b> A roundtable discussion provides a structured way of sharing and discussing ideas around feedback and coaching to improve performance. The structure for the group discussion is based on the objectives of exploring reasons for performance gaps, clarifying differences between feedback and coaching, and strengthening a culture of feedback and coaching. In addition to the sharing of ideas and successes,</p>	Dee Oviatt

	the roundtable session also provides an opportunity for networking during the session.	
<b>15</b>	<p>Charming or Harming? How your Personality May Derail Your Success</p> <p><b>Summary:</b> While we all like to think we can stand up to stress and fatigue in the workplace and come out on top, the truth is that most people have three or four personality traits that we may overuse in ways that may derail or limit our success. In this roundtable session, you will learn what those tendencies are, see how they may hinder you, and get tips on what to do instead.</p>	Dick Hannasch
<b>16</b>	<p>ATD Past Presidents</p> <p>Summary: Learn the benefits of an ATD Central Iowa membership and what our organization can do for you from our some of our chapter's past presidents.</p>	Todd McDonald Sara Giesler Rowena Crosbie

**4:15-4:30 Final Remarks and Adjourn**