



PROFESSIONAL DEVELOPMENT DAY

INNOVATION AMPLIFIED

POWER YOUR POTENTIAL

FEBRUARY 2, 2024



Jon Pederson



**Level Up Your Organization's
Measurement & Evaluation Criteria**



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Principal Financial Group

Jon Pederson is an instructional design consultant with Principal Financial Group, supporting their retirement business. He's had opportunities working as both a trainer and instructional designer supporting both Fortune 500 companies and universities. Through his adventures he's collected a mixture of skills that enable him to be effective in his field. Jon is passionate about measurement and evaluation and helping learning and development professionals demonstrate their value to their stakeholders. He believes that training teams show their true value by demonstrating how they promote business goals and outcomes. Jon has played a critical role in shaping his teams measurement and evaluation strategy and helping his team and stakeholders become more data driven in their decision making process. He is always looking for new ideas on how to better measure training impact and tell meaningful stories using data. Jon is also passionate about active learning techniques, assessment strategies, and competency-based education.