*LEARNING ADVENTURES*

# WILD 2019 PROGRAM GUIDE

## August 9th and 10th
### 8:00 AM - 4:30 PM

**Nova Southeastern University**

4850 Millenia Blvd

Orlando, FL 32839

**CENTRAL FLORIDA CHAPTER**
atd
**Association for Talent Development**

#ATDCFL

# A MESSAGE FROM ALEX

"Life is a journey, not a destination."

–Ralph Waldo Emerson

# Alexander Salas
## President, ATDCFL

Welcome to the Weekend in Learning and Development (WILD) 2019! There's no better time to be a member of the Association for Talent Development Central Florida (ATDCFL) chapter. We are Orlando's premier non-profit learning and talent development community representing the most recognizable brand in our field: ATD. This year's WILD theme is "Learning Adventures" and that's because life is an adventure and also our best teacher. Whether we realize it or not, we are learning all the time. Most likely, you are here because you are a devoted learner and that's what makes you special and empower to help others as you surely do in your organization.

On our first day of WILD 2019, we start with inspirational thoughts and a fun session by our keynote, Jordan George, a local talent professional leader. Then, we'll roll up our sleeves and learn how to be highly creative with none other than Myra Roldan, a good friend and one of the best examples of leading women in tech. Myra will show us how to create Augmented Reality (AR) learning solutions on a budget. It doesn't get any cooler than that, right? If that wasn't enough, we have 12 other speakers (including yours truly) that will share with us their expertise in coaching, leadership, technology, instructional design and eLearning for a day full of great learning experiences. On day two, Myra and I will be conducting certificate hands-on workshops for an awesome Saturday. I'm honored to be a part of ATDCFL, let alone having the fortune to lead these efforts with an unsurpassed team of amazing professionals like Rosa Espinal, Kristina Grant, Kelley Miller, Brittany Van Etten, Melissa Cowan, and Zizo Aku. Thank you for helping us serve you!
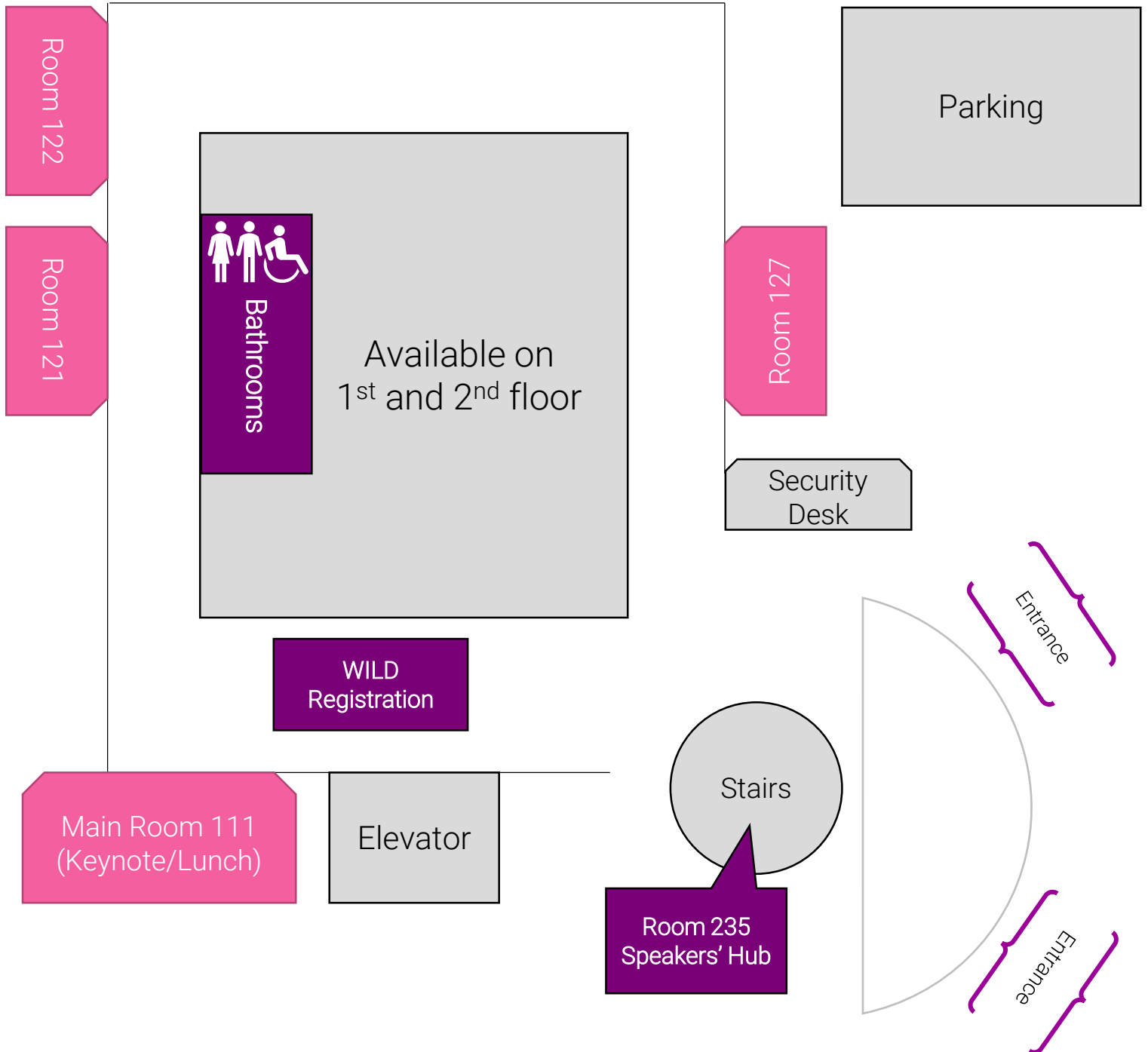
Sincerely,

Alex

KNOWING YOUR WAY AROUND

"Education is not preparation for life; is life itself."

-John Dewey

# WILD 2019 FLOOR MAP

NOVA SOUTHEASTERN UNIVERSITY | NSU Florida

Room 122

Room 121

Parking

Bathrooms

Available on
1st and 2nd floor

Room 127

Security Desk

WILD Registration

Entrance

Main Room 111
(Keynote/Lunch)

Elevator

Stairs

Room 235
Speakers' Hub

Entrance

# DAY 1 AGENDA

| Time | Session<br>(S) Speaking Session   (W) Workshop | Location |
|------|-----------------------------------------------|----------|
| 07:30-12:00 | Registration | Lobby by Entrances |
| 08:00-09:00 | Opening Remarks by Alex Salas and Keynote by Jordan George | Main Room |
| 09:15-10:15 | **D. Stickland**: Information Security Training & Awareness (S) | Room 121 |
| 09:15-10:15 | **D. Leatherwood**: Tuition Assistance Programs Don't Have to Suck (S) | Room 122 |
| 09:15-10:15 | **L. Yeatts**: Be Indispensable: Impact Your Organization Where it Matters Most (S) | Room 127 |
| 09:30-11:00 | **M. Roldan**: Low Cost Rapid Augmented Reality Development (W) | Main Room |
| 10:30-12:00 | **K. Davies**: Meaning Making-Beyond Learning with Positive Psychology (W) | Room 121 |
| 10:30-12:00 | **M. Hassam**: SMEs and Instructional Designers: The A-Team (W) | Room 122 |
| 10:30-12:00 | **C. Smith**: Adobe XD: How to Design and Develop Better e-Learning (W) | Room 127 |
| 12:00-01:00 | Lunch | Main Room |
| 01:15-02:15 | **K. Tague**: Metrics & Measurement: Evolving Your Strategy to Demonstrate Impact (S) | Room 121 |
| 01:15-02:15 | **J. Robbins**: Storytelling for Trainers (S) | Room 122 |
| 01:15-02:45 | **M. Hassam**: Boost Your Learner's Performance via xAPI (W) | Room 127 |
| 02:00-03:00 | Sponsors Expo / Learning Giveaways / Ice Cream Social | Main Room |
| 03:00-04:00 | **R. Bingham**: Hello Theory…Meet Practice! (S) | Room 121 |
| 03:00-04:00 | **E. Mouriño**: The Perfect Human Capital Storm and Implications for Organizations and their ATD practitioner (S) | Room 122 |
| 03:00-04:00 | **N. Stoyer**: Radical Retention 101: Making Your Training Stick (S) | Room 127 |
| 04:00-04:30 | Closing Remarks, Chapter Q&A, and After Hours Plans | Main Room |

# DAY 2 AGENDA

| Time | Certificate Workshops | Location |
|------|----------------------|----------|
| 08:00-9:30 | Registration | Lobby by Entrances |
| 08:30-04:30 | **M. Roldan:** Voice User Interface and xAPI | Room 122 |
| 08:30-04:30 | **A. Salas**: Articulate Storyline Gamification Basics | Room 127 |
| 12:00-01:00 | Lunch | Delivered to Rooms |

# SPEAKERS AND SESSIONS

"The only true wisdom is to know that you know nothing."

- Socrates

# Our Keynote Speaker

## Jordan George

Jordan is an award-winning talent development leader and speaker with a passion for helping people do what they do, better. As the Head of Leadership & Talent Development at Addition Financial (formerly CFE Federal Credit Union), he leads the organization's talent strategy and an ever-expanding team in executing their mission to "deliver transformative learning experiences that elevate our people, company, and community". Jordan has recently gained great popularity for his performances at Orlando HRDisrupt and his sold-out Purposeful Play workshops. We are very honored and excited to have Jordan start our WILD2019 conference!

# Our Special Guest

## Myra Roldan

Myra is an award-winning instructional designer, TedX speaker & author. She's is a seasoned L&D professional who has helped large organizations implement and integrate new and emerging technologies like, interactive video, augmented reality, virtual reality, and conversational AIs into the learning ecosystem. Her goal is to remove the fear of technology from the equation. She helps learning professionals develop the knowledge and future-oriented skills innovate and deliver effective learning experiences that align with an organization's business goals. Myra is employed at Amazon and she has earned an MBA, MSEd and a Bachelors of Computer Science.

## Denise Stickland

Denise is an information security professional devising a training, education and awareness program for the requirements of HITRUST certification. She also has a strong learning and change management background with a vast experience in instructional design, grant governance, communicating change, identifying risks, reducing costs, devising curriculum maps and learning plans, standing-up corporate universities, and other organizational initiatives.

Room 121

## Information Security Training & Awareness

Organizations face many threats that can compromise data, cripple our technological systems, prevent day-to-day operations. Phishing is the primary method cybercriminals use to insert ransomware, spyware, and other malware into an organization's computer system to cripple the organization and/or steal sensitive data. I would like to present how organizations can implement an information security training and awareness program to educate their workforce and reduce risks.

By the end of this session you will be able to:

- Define learning strategies to meeting information security fundamentals.

- Identify learning methods appropriate to reduce the risk of a cyber attacks.

- Describe change activities to establish an information security-friendly culture.

## Dale Leatherwood

Dale Leatherwood is a 25-year veteran of training and higher education with experience in leadership, distance learning, marketing and working with adult and non-traditional students. Dale's leadership roles include both corporate training as well as college degree programs. Dale currently works with companies and working professionals to independently research, evaluate and select degree and educational programs to advance themselves and their organizations.

Room 122

## Tuition Assistance Programs Don't Have to Suck

More and more companies are including Tuition Assistance as part of their Talent Development program. But for most the program is comprised of a form and a check. How can you turn Tuition Assistance into a proactive strategy that produced ROI for you, the employee and your company? This presentation will provide 10 actionable steps that can improve outcomes, reduce costs and drive performance. With 37 million adults with some college and no degree, tens of millions more looking for additional schooling, and student debt out of control, tuition assistance programs are an underutilized resource deserving far more attention and focus.

By the end of this session you will be able to:

- Update or develop a tuition assistance program that can reduce costs and drive better completion and outcomes.

- Create measurement criteria to assess the value of the program.

- Collaborate with employees to ensure they're the right fit for your program and are making the best choices in their education.

## Leah Yeatts

Leah Yeatts is Principal Consultant at Lever Performance Consulting, where she specializes in workforce performance improvement and custom learning solutions. She holds a B.S. from the University of Florida and a M.S. in Organizational Performance and Workplace Learning from Boise State University. Leah has over a decade of experience working in corporate learning and education. Her experience includes employee performance gap analysis, eLearning development, instructional design, virtual training facilitation, job aid development, onboarding training design, and learning management system implementation. Leah lives in Tampa, FL, and serves on the Board of Directors for the ATD, Florida Suncoast Chapter.

Room 127

## Be Indispensable: Impact Your Organization Where It Matters Most

As L&D professionals, how do we move from being order-takers to being valued, strategic business partners within our organizations? It starts with aligning our work with the organization's overall goals and being able to discern when training is or is not the best way to meet a particular need. In this session, you'll learn how to use some practical tools to analyze your organization's needs, take employees' performance to the next level, and ensure that your L&D work has maximum impact where it matters.

By the end of this session you will be able to:

- Use performance improvement models to analyze organizational needs.

- Given a specific need, identify the most appropriate training or non-training solutions.

- Use the "walk backwards" technique to ensure your L&D work has maximum impact.

## Myra Roldan

Myra is an award-winning instructional designer, TedX speaker & author. She's is a seasoned L&D professional who has helped large organizations implement and integrate new and emerging technologies like, interactive video, augmented reality, virtual reality, and conversational AIs into the learning ecosystem. Her goal is to remove the fear of technology from the equation. She helps learning professionals develop the knowledge and future-oriented skills innovate and deliver effective learning experiences that align with an organization's business goals. Myra is employed at Amazon and she has earned an MBA, MSEd and a Bachelors of Computer Science.

Main Room

## Low Cost Rapid Augmented Reality (AR) Development Workshop

What is Augmented Reality (AR)? When should I use it? How is AR being used by other companies? How hard it is to design and develop an AR learning solution? How do I prototype an AR solution? These are the questions that many ask as AR gains momentum in the learning development space. In this hands-on session, you'll find out how to design and create low-cost AR learner experiences that pack a punch. You'll explore a wide range of budget-friendly AR authoring tools, learn about their strengths and weaknesses, and identify how to design around them. You'll also investigate which AR experiences work best across different learning solutions, allowing you to target the experience you create to the context and situation it will be used in.

By the end of this session you will be able to:

- Define the purpose of AR for learning and development

- Identify key technologies to create AR-based learning solutions

- Create an AR learning or performance support interaction

## Kendra Davies

An Organizational Behavior major, and a Positive Psychology Coach, with more than 15 years of experience in HR and training and development for organizations like AAA, Deloitte, and Lockheed Martin. Kendra's mission is to transform how we live love and do business using the powerful science of Positive Psychology. She has been particularly drawn to the role of work plays in human flourishing. Her workshops aim to support healthier and happier work environments where employees and leaders are empowered to bring their best selves to work creating great employees, and even better humans.

**Room 121**

## Meaning Making - Beyond Learning with Positive Psychology Workshop

Positive psychology is the scientific study of what makes life worth living and individuals flourish... This workshop is about cultivating a facilitation style doesn't just teach, but makes meaning, using the key tenants of Positive Psychology: Mindfulness, Growth Mindset, and Courage.

By the end of this session you will be able to:

- Identify and model the key tenants of Mindfulness, Growth Mindset, and Courage.

- Explore ways to shift participants into the key tenants - regardless of the skills you facilitate.

- Demonstrate the key tenants in your life, and bring them back to your organization.

## Mohammad Hassam

Mohammad has been speaking about Instructional design at different conferences for a few years. Recently, he won an award to present at Harvard Medical University where he talked about Instructional Design and Gamification. He also had a pleasure of speaking at the following eLearning forums: Batman and Robin at Global Coast Conference by ATD Baton Rouge (Baton Rouge, US), Identify skill Gap when designing an eLearning course at Harvard Medical University (Boston, US), Click – The Memory Game at Learning Solution Conference. (Orlando, US), Why eLearning is Boring at Innovate Conference (Miami, US) and Build your course with Storyline at Pakistan Training and Society and Development (Pakistan).

**Room 122**

## SMEs and Instructional Designers: The A-Team Workshop

According to the Harvard Business Review (HBR), companies spent millions of dollars on eLearning and yet they are not happy. Why? Because the eLearning courses in today's world are not standing out as they supposed to be. One of the most common reason experts found is not having a good relationship between SMEs and Instructional Designers.

By the end of this session you will be able to:

- Identify probing questions to align the scope of the project between SMEs and Instructional Designers.

- Use best practices to set clear expectations and accomplishing common goals between SMEs and Instructional Designers.

- Apply techniques to handle SME and ISD partnership in the critical situations.

## Chad Smith

Chad L. Smith is an instructional designer and e-learning developer at Ultimate Medical Academy where he has been instrumental in the design, development, and implementation of technology driven initiatives that have brought UMA to the forefront of e-learning. Chad is also the CEO of Enterprise Pursuits an instructional design, and data analytics firm that works with corporations and nonprofits to advance technology in to their learning structure using emerging tech such as xAPI and data driven methodology. Mr. Smith holds a terminal degree in education with a focus on curriculum and instructional design from the University of West Florida.

**Room 127**

## Adobe XD: How to Design and Develop Better E-Learning Workshop

This session will walk you through the process utilizing Adobe XD to prototype the instructional designer's storyboard. You will discover how Adobe XD can improve learner experience by enhancing design choices and testing user interaction. Further, you will see how Adobe XD can act as a compliance tool to ensure section 508 standards for accessibility are being met. You will also, learn how Adobe XD can be implemented into your design process and streamline development in an authoring tool. Additionally, you will see how the implementation of Adobe XD can support organizational cohesion.

By the end of this session you will be able to:

- Explain how Adobe XD can improve learner experience in e-learning modules.

- Differentiate between storyboarding, prototyping and development of e-learning.

- Implement Adobe XD in the design process, and describe the procedure for creating and exporting assists from XD into the authoring tool of your choice.

## Kathryn Tague

Kathy joined Guardian Life in May 2015. Rooted in her passionate belief that learning is a strategic asset that drives business results, she and her team are responsible for establishing a learning strategy for new financial advisors to build a successful career. Kathy is a results-driven talent development leader with a proven track record of applying learning strategy to solve business challenges. Under her leadership company initiatives have been recognized by Bersin by Deloitte, Training Magazine, ATD, Working Mother Magazine and others. She was twice honored in Training Magazine as a "Top 40 under 40" and often speaks at conferences to share how her strategic approach to learning can be used across multiple industries.

**Room 121**

## Metrics & Measurement: Evolving Your Strategy to Demonstrate Impact

Whether you're new to leading L&D or a seasoned veteran, attention to metrics and measurement has never been more critical. In fact, they are THE elements that can make or break the future of our discipline. This session will review a fresh approach to measuring impact sharing lessons learned from the frontline while implementing a new sales onboarding initiative.

By the end of this session you will be able to:

- Use metrics & measurement to inform decision making.

- Prioritize future development efforts.

- Build credibility to communicate the strategic value L&D provides to the organization.

## James Robbins

James Robbins has been telling stories from the stage for over 20 years on more than 2,500 stages. He is a rare mix of adventurer, motivational speaker, and management consultant and was recently named one of the Top 100 Leadership Speakers of 2018 by INC. Magazine. James is also the author of Nine Minutes on Monday, which was named the #1 Business Book of the Year by The Globe and Mail.

Room 122

## Storytelling for Trainers

Storytelling is hot right now and for good reason. But while it may be hot, it's certainly not new. Our brains have been wired to pass along information through story. So why wouldn't we use it more when we're designing speeches and training programs? In Storytelling for Trainers, James Robbins walks you through the steps to crafting and presenting compelling stories that create powerful learning experiences. In this session, James will draw upon his expertise from over 2,500 speeches from the stage to help you architect stories that are bound to move hearts, sway minds, and inspire new ways of thinking.

By the end of this session you will be able to:

- Build a story from the ground up so that it has all the essential elements to maximize knowledge transfer.

- Be able to decide which of the eight different types of stories you should use for each situation.

- Tell your story in a more compelling way by combining proper design with engaging presentation principles.

## Mohammad Hassam

Mohammad has been speaking about Instructional design at different conferences for a few years. Recently, he won an award to present at Harvard Medical University where he talked about Instructional Design and Gamification. He also had a pleasure of speaking at the following eLearning forums: Batman and Robin at Global Coast Conference by ATD Baton Rouge (Baton Rouge, US), Identify skill Gap when designing an eLearning course at Harvard Medical University (Boston, US), Click – The Memory Game at Learning Solution Conference. (Orlando, US), Why eLearning is Boring at Innovate Conference (Miami, US) and Build your course with Storyline at Pakistan Training and Society and Development (Pakistan).

Room 127

## Boost your Learner's Performance via xAPI Workshop

According to ATD's State of the Industry report, organizations spent $1,296 per employee on learning in 2017, yet many companies are not happy with the return of investment they receive from training expenditures. Organizations aren't happy with the ROI because current courses are not driving the results they're supposed to be achieving. The biggest takeaway of this session is to share the module with multiple assessments in Storyline and identify the correlation between performance and training.

By the end of this session you will be able to:

- Explore the model separating knowledge and skill based learning from the course

- Analyze the impact on the learner's performance before and after implementing skill based learning

- Demonstrate a module in Storyline to identify skill gap by using xAPI.

## Robb Bingham

After earning a master's degree in Curriculum & Instruction, and before spending the last decade as a Learning & Workplace Performance consultant, Robb Bingham spent several years in the professional dinner theatre circuit. Now as a training and communication coach, he talks practically about ways to apply some key communication and theatre arts principles and practices, to improve one's authenticity, credibility, and relevancy when presenting to audiences of 1 to 1000. Mr. Bingham enjoys helping clients and classrooms full of learners get past their communication challenges to identify specific areas of focus and build a sense of greater credibility and confidence.

**Room 121**

## Hello Theory ... Meet Practice!

There is much to learn while becoming a highly-qualified, well-credentialed Instructional Designer. But learning the theory is only half of the battle. The art of instructional design is the way you execute your craft in the real world. This session explores a model that helps bring together all the divergent theories and tools that IDs learn, into a coherent, intuitive solution, ready for consumption by learners. If theory "had you at hello," then practice just might knock your socks off!

By the end of this session you will be able to:

- Brainstorm a list of possible tools and theories that might be applicable when approaching a new project.

- Explore connections between key business needs to create a connecting narrative.

- Recall the benefits of applying the Converging Solutions Model

- List some strategies that may help break out of typical solutions mindsets to find more creative solutions

## Edwin Mouriño

Dr. Mouriño is a highly motivated and experienced professional with 30+ years of leading key elements of organizational change projects. He is a USAF veteran who brings extensive experience in leadership development executive coaching, team development, diversity, learning & development, executive retreats and organizational change. He is a former ATD chapter president and National Advisors to Chapters member. He brings broad industry experience. He has served as a thought leader in his areas of focus and by enabling a learning organization by integrating organizational strategy with a corporate university infrastructure.

**Room 122**

## The Perfect Human Capital Storm and Implications for Organizations and their ATD Practitioner

There are trends taking place around us from aging workforce, 4 generations in the workplace, technology, skills gap, leadership gap, changing demographics, and others that are impacting organizations. The ATD professional in partnership with change management practitioners and their organizational leadership can enable their organizations to be better positioned than their competitors. The ATD practitioner has an important and active role to play in these changing times. This session will address the changes and what the ATD practitioner can do.

By the end of this session you will be able to:

- Identify what are the multi-trends impacting organizations today.

- Identify where their organizations stand when it comes to these changes.

- Identify a plan forward to play an active role in their organizational changes.

## Nick Stoyer

Instead of climbing the ladder of success, Nick Stoyer simply decided to collect ladders. Having careers in everything from education, blue collar industries, retail, non-profit work, a local start-up, and agriculture to now leading Orlando's top luxury hotel and resort- the Four Seasons Resort Orlando at Walt Disney World, his curiosity has led him to see, meet, and work with a host of characters in odd situations. An avid storyteller and engaging communicator, Nick has made it his life's mission to inspire people to live and work with passion and purpose.

Room 127

## Radical Retention 101: Making your Training Stick

What makes some lessons sticky and easy to remember, while others just drift away into the fog of forgetfulness days or even hours later? Radical Retention is the practice of making what you have to say stick with your team members or audience. Harnessing this practice has helped elevate service training and permitted leaders to more precisely communicate developmental processes at Orlando's best hotel and the US's ninth best resort overall, Four Seasons Resort Orlando. If you want to build a culture of learning retention it starts by doing something radical.

By the end of this session you will be able to:

- Know the difference between a principle, a value, and a practice

- Understand how all three are essential to learning comprehension and retention

- Recognize and utilize a strategy for communicating each to their teams/audience.

## End of Day 1

**NOTES**

# NOTES

# CERTIFICATE WORKSHOPS

"An investment in knowledge pays the best interest."

- Benjamin Franklin

## Alexander Salas, CPLP

**Room 127**

Alex is a CPLP and multimedia eLearning developer with 12+ years of experience developing immersive learning experiences. He's a very active blogger and contributor to Articulate's E-Learning Heroes Community, Udemy.com instructor, as well as winner of E-Learning Magazine's Learning Champion 2017 award for learning innovation. He has written several articles on virtual reality, augmented reality and workplace learning insights published at ATD's Tech Blog, and recognized industry publications like TD Magazine, Learning Solutions and Training Industry magazines. Aside from all this, Alex is ATDCFL's 2019-2020 President.

## Articulate Storyline Gamification Basics

Gamification is the art and science of bringing game mechanics into non-gaming situations that can make eLearning highly engaging. There are many ways to improve your Articulate Storyline courses with creative interactions using sliders, dials, badges, points and progress bars.

By the end of this session you will be able to:

- Understand gamification, how its achieved with Storyline 360 and create gamified interactions.
- Keep scores, award badges and set conditional branching for engaging scenarios
- Build arcade-like and other games in Storyline 360

Requirements: Power Point 2013 or later installed on a laptop with latest 30 day free-trial or purchased version of Articulate

## Myra Roldan

**Room 122**

Myra is an award-winning instructional designer, TedX speaker & author. She's is a seasoned L&D professional who has helped large organizations implement and integrate new and emerging technologies like, interactive video, augmented reality, virtual reality, and conversational AIs into the learning ecosystem. Her goal is to remove the fear of technology from the equation. She helps learning professionals develop the knowledge and future-oriented skills innovate and deliver effective learning experiences that align with an organization's business goals. Myra is employed at Amazon and she has earned an MBA, MSEd and a Bachelors of Computer Science.

## Voice User Interface and xAPI Certificate Workshop

In this hands-on session, you will explore strategies for creating an effective voice assistant skill; identify learning goals; and make decisions about the data that should be collected to measure competency against the learning goals. We'll create a simple Alexa, voice assistant, no coding skills required. You will leave this session with a working prototype that can be use to facilitate a demo within their organizations and will be able to discuss the key consideration and potential impact of the integration of a voice assistant device in the workflow.

By the end of this session you will be able to:

- How to create a simple voice assistant skill for Alexa or Google Assistant
- Use xAPI statements to gather information on how users interact with your skill
- Identify strategies to build an effective voice assistant skill

THANK YOU FOR JOINING!
PLEASE COMPLETE OUR SURVEY

# NOTES

# Our Sponsors

"We rise by lifting others."

- Robert Ingersoll

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D2L's technology is currently being used by customers in K-12, higher education, healthcare, government, and the enterprise sector. In nineteen years, our team has grown to include over 750 employees around the world. We currently have offices in Canada, the United States, Europe, Australia, Brazil, and Singapore.

https://www.d2l.com/

### Allen Communications Learning Services

AllenComm is a digital learning agency that creates custom training programs. We help large companies work better by transforming their content into performance-based learning experiences. Our expertise in onboarding, sales enablement, compliance, and brand training wins awards and meets our clients' business objectives.

https://www.allencomm.com/

### RePubIT Inc.

Our team have worked together on many industry changing and disruptive initiatives dating back 20+ years. Our vision for identifying significant technologies and methodologies well in advance of the market need has served us well. We are together again to bring revolutionary changes in employee socialization and knowledge exchange that will now be measurable and directly applicable to measurable returns.

https://www.repubit.com/

# CENTRAL FLORIDA CHAPTER
Association for
Talent Development

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