



**Kevin Martin**

Chief Research  
Officer

**Latest i4cp Research**  
1:10 p.m. Oct 7<sup>th</sup>: Zoom Main

### **Strategic Opportunity:**

The multiple crises related to the Covid-19 pandemic combined with the groundswell of pressure to address systemic racial inequity have brought complex layers of mental, emotional, financial, and cultural stress to employers, employees, and the ecosystems in which they operate.

These crises have also made clear the importance of a healthy and strong organizational culture, empathetic leadership, and a holistic (i.e., involving all stakeholders) approach to managing through these challenges.

As the leading authority on next practices in human capital, i4cp is monitoring several key issues, themes, and topics to help organizations better navigate and make decisions leveraging our research now—and in preparing for the future.



 BRUNSWICK

**Alison Cowan**

Director, Global  
Learning &  
Executive Coach



 LAKGROUP

**Mike Grubich**

Managing  
Partner

**Maintaining Culture Norms During Uncertainty**  
*Sustaining Design Thinking Practices  
in A Virtual World*  
1:30 p.m. Oct 7<sup>th</sup>: Zoom Main

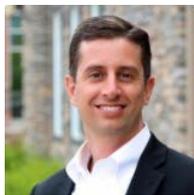
**Strategic Opportunity:**

In this session we will highlight some of the actions leaders can take to help shape and sustain culture norms during uncertain times.

**Discussion Points:**

Our discussion will center around the following topics:

- Challenges Maintaining Culture Norms During Uncertainty.
- How the shadow of a leader impact and ability to sustain culture norms in times of uncertainty.
- A cases study on how Brunswick is working to sustain design thinking practices in a virtual and remote workplace.
- Open discussion forum for leaders to share ideas and challenges they are facing as they seek to sustain culture norms in uncertain times and the progress they are making.



 THE REGIS COMPANY

**Mike Vaughan**  
CEO

## PREPARING FOR A FULLY DIGITAL WORLD

*Scenario Planning Strategies*

1:50 p.m. Oct 7<sup>th</sup>: Zoom Main

### Strategic Opportunity:

Leaders are commonly asked “what keeps you up at night?”. A common answer is “I am worrying about the future”. Uncertainty and ambiguity are inherent in today’s business landscape. It’s not just something that keeps leaders up, but everyone at all levels are anxious about the future. During this session, we will explore how scenario planning strategies can help people more confidently navigate in these uncertain times.



**Janice Burns**

Chief Career  
Experience Officer

## THE RESKILLING ADVANTAGE

*Why, When, and How*  
2:10 p.m. Oct 7<sup>th</sup>: Zoom Main

### Strategic Opportunity:

Do you have the data you need to help make effective people decisions? Recent ATD data states nearly 52 percent of workers' skill sets don't match their companies' markets, strategies, goals, or business models. That's why two out of every three talent development leaders are looking for new solutions to transform their people's skills and organizations. But more than shorter courses and new technology should be considered. The first place to start is a new strategy that puts your workforce and continuous reskilling at the forefront.

### Key Takeaways:

- How to align leaders across the organization around reskilling
- The importance of marketing in your launch strategy
- Some practical insights on how to create a skills-based strategy

## How to Get a Standing Ovation When You Present Your Upskilling Plan to Management

3:00 p.m. Oct 7th: Zoom 1



**Marti Konstant**

Founder @ Agile  
Careerist Project



**Geovanny Andino**

Director Risk Control –  
Technical L&D



**Mike Kritzman**

Founder @ SkillNet

### Strategic Opportunity:

Everyone wants to know the answer to this question.

### ***"What skills will matter to you and your organization in the future?"***

The answer to this question depends on your individual perspective, where you work in the organization, and your area of expertise.

**If you don't solve this riddle with agility, curiosity, and smart technology capabilities, your organization will risk irrelevance or fade from existence.**

Organizations spend billions of dollars each year on reskilling and upskilling for their employees to ensure corporate relevance and to cultivate a competitive edge in a time of accelerated change. In turn, they want to serve their customers and partners with products, offerings and skills that create value in the form of revenues and loyal relationships.

Solving the future skills puzzle requires a more practical approach than crystal ball gazing. The solution must transform the chaos of disparate spreadsheets, talent erosion and skills gaps into smart skills planning.

The CNA Insurance case study and discussion will explore how the tech branches of Learning and Development can enable the cultivation of a highly relevant future workforce through the organization of actionable data and beyond.



THE REGIS COMPANY

**Tamika Pumphrey**  
Sr. Director



THE REGIS COMPANY

**Joel Jannov**  
VP of Client  
Services

**In the Face of Uncertainty:**  
*Engaging and Up-skilling Leaders for  
Impactful Decision-Making*  
3:00 p.m. Oct 7th: Zoom 2

### Strategic Opportunity:

Seasoned leaders always seem to know what to do, as if they've seen a problem a dozen times before. Fortunately, having decades of experience isn't the only way to become adept at finding a winning solution regardless of what the future may hold. Scenario planning helps leaders build anticipatory thinking skills and expand their strategic planning practices, making way for better decision-making that can stand up to whatever the future may bring.

### Learning Solution:

The Scenario Planning Workshop is designed to grow leaders' strategic thinking capabilities by providing the tools, techniques, and behavior patterns that help leaders:

- Create relevant scenarios based on plausible, relevant, and provocative futures and market information
- Employ scenario planning practices to improve decision-making
- Test today's business decisions for robustness in standing up to future market conditions
- Identify opportunities and risks across a range of potential market conditions
- Analyze internal and external implications of scenarios and strategy
- 

### Tips for Measuring Impact:

- Measure the participant's perceived impact on their business outcomes and effectiveness in the job
- Stay in touch and check on actual business results. It's not uncommon for participants to report that they relied on these tools months, if not years, after the program

**IMPROVING EMPLOYEE EXPERIENCE***What is Our Role?*

3:00 p.m. Oct 7th: Zoom 3

**Brian Watkins**

ELE Producer

**Mary Alida  
Brisk**Chief Talent &  
Learning Officer**Bob Kelner**Upskilling Reskilling  
Strategist**Laura Jones**Global Talent  
Development  
Leader**Strategic Opportunity:*****The Employee Experience: What It Is and Why It Matters:****Focusing on employee satisfaction or employee engagement isn't enough.**You need to think about the overall employee experience.—Inc. Aug 31, 2017*

We know that employee engagement is connected to team and company performance. We also know that engagement itself isn't enough (no, ping pong tables and beer in the fridge doesn't get you engagement). Companies that want sustained engagement have to consider the entire employee experience.

**What we will Explore Together:**

- Companies that spend time focusing on the customer experience have higher customer satisfaction. Focusing on the employee experience can lead to higher engagement.
- While HR/L&D is not solely responsible for the employee experience, we can play a key role.
- Employees, especially younger employees, focus on mission, development and culture more than ever. This will change the role of HR/L&D. But what exactly needs to be changed is not fully *understood*.

## Asynchronous Coaching Strategies

4:00 p.m. Oct 7th: Zoom 1



**Steve  
Buergey**

Sales Enablement  
(Development)  
Leader



**Megan  
Farber**

Regional Director



**Diana Halfer**

Senior Director,  
Clinical &  
Organizational  
Development



**Karen Gelb**

Student Intern



**Wendi  
Barlow**

ELE Producer

### Strategic Opportunity:

Organizations are striving to develop a culture of continuous learning by developing coaching strategies and fostering a collaborative working environment. Engaging co-workers, communities of practice, learn by doing, and various microlearning solutions to unlock continuous learning for the digital age. Through a collaborative ecosystem of tech-savvy peer-to-peer and expert assessments, employees actively engage in the mastery of skill development. Asynchronous coaching strategies can help organizations reinforce skills, facilitate feedback, increase collaboration, and share expertise across teams.

### What we will Explore Together:

#### 15-minute Case Study to kick-off a roundtable discussion:

**Business Challenge:** Moving from a decentralized training program to centralized blended learning to reduce new-hire turnover.

**Result:** 25%+ reduction in turnover and a decrease in ramp time by over two weeks within six months of launching blended learning.

### Discussion Points:

We'll focus our roundtable discussion on the following:

- Expanding our coaching paradigm from a 1-on-1 an activity a Coachee receives from a Coach.
- Integrating coaching strategies with technology-based platforms able to scale a culture of continuous learning and feedback.
- Tapping a rich body of knowledge workers' peer coaching + feedback to help management scale knowledge retention & skill building.
- Establishing meaningful social learning connections and training strategies at scale.

## Retooling Talent Management Strategies

*Create Impact Despite Uncertainty*

4:00 p.m. Oct 7th: Zoom 2



**Lynn Miller**

ELE Influencer



**Nick Allen**

Regional HR Partner &  
Talent Development  
Leader



**Marge Feely**

Leadership  
Development



**Kristin Derwinski**

Executive Coach and  
Consultant



**Allyson Carter**

VP, Talent  
Management @  
The CARA Group

### Strategic Opportunity:

Current circumstances in our country and the world thrust organizations into the reality that the future of work is NOW. What does this mean for talent management leaders and the people in your organizations? There aren't any playbooks or best practices for us to reference. This is a time for reinvention. What will it take to keep talent aligned with the business while addressing the health and well-being of every human being in the workplace?

### Discussion Points:

In this session, we will focus our discussion on two questions:

1. What does "ReTooling" mean in terms of new key competencies, practices and priorities for yourselves and other leaders.
2. In the context of uncertainty, what talent management strategies do you recognize need to stop, start and continue?

**Remote Performance Innovation I**  
*Building a Culture of Continuous Improvement*  
4:00 p.m. Oct 7th: Zoom 3



**Stephen Sloan**  
Humane Leadership Institute



**Azizeh Constantinescu**  
Lean Six Sigma Master Black Belt



**Tim Gillum**  
Performance Journey Partners



**Kery Mortenson**  
Sr. Manager Corporate Quality



**Marty Murrillo**  
Sr. Learning Consultant



**Steve King**  
Author, Consultant and Faculty

**Strategic Opportunity:**

This session will be an exploration of how L&D can support frontline leaders in creating a culture of continuous improvement in personal performance, team collaboration, and process.

Working from home has fundamentally changed the nature of individual and teamwork and, therefore, performance in many organizations. Improved leadership models and methods and a culture of continuous innovation will be required to meet the engagement and productivity challenges.

**Discussion Points:**

We'll focus our roundtable discussion on the following:

- What impacts of Work From Home (WFH)? What are workers and managers saying?
- How have the people, process, and systems elements of productivity shifted with remote work?
- What opportunities do you see in the new normal?
- What's the new imperative for leaders?
- What is the role of L&D in supporting this moment of catalyzed changed
- How will we know we've successfully met this moment?

**Remote Performance Innovation II**  
*Building a Culture of Continuous Improvement*  
8:00 p.m. Oct 7th: Zoom 4



**Peter LePage**  
Director  
Learning Strategy



**Stephen Sloan**  
Humane  
Leadership Institute



**Lavanya Thyagarajan**  
Director, Talent  
Development-  
Learner Experience



**Tim Gillum**  
Performance  
Journey Partners



**Kery Mortenson**  
Sr. Manager  
Corporate Quality

**Strategic Opportunity:**

With Peter LePage joining us from New South Wales Australia, we will continue our conversation on how we can support Frontline leaders in creating a culture of continuous improvement in personal performance, team collaboration, and process.

**Discussion Points:**

We'll continue the discussion as roundtable discussion II from a global perspective on:

- What impacts of Work From Home (WFH)? What are workers and managers saying?
- How have the people, process, and systems elements of productivity shifted with remote work?
- What opportunities do you see in the new normal?
- What's the new imperative for leaders?
- What is the role of L&D in supporting this moment of catalyzed changed
- How will we know we've successfully met this moment?



**Kyle  
Swanson**

D&I and Leadership  
Development Leader



**Jasmijn van  
Kuilenburg**

L&D Manager  
Benelux, France &  
Nordics

## **IMPACT THROUGH UNCERTAINTY**

*The perfect storm called Covid-19*

5:30 a.m. Oct 8<sup>th</sup>: Zoom 2

### **Strategic Opportunity:**

In search of a silver lining? Covid-19 is a fabulous catalyst for innovation through experimentation. Jasmijn will share UL's journey as they navigated the implications of Covid on their world of work.

### **Discussion Points:**

With that context, through dialogue, we will explore:

- How we got here – A conversation about the impact of Covid-19 on learning in Europe.
- How UL in Europe adapted and adjusted – Finding feedback to learn about learning.
- What we've learned – advice we might go back to give ourselves just 8 months ago.
- Where do we go from here – thinking about the future, calibrating between face to face and virtual learning.



i4cp

## Jay Jamrog

Futurist and  
Co-founder

## The Future is NOW

*Maintain a Healthy Culture Despite Uncertainty*

9:10 a.m. Oct 8<sup>th</sup>: Zoom Main

### Strategic Opportunity:

Characterized for years as the lever of critical business outcomes, the future of work has arrived – overnight and with an unforeseen level of force and consequence.

### What we will Explore Together:

Jay Jamrog, Futurist and i4cp co-founder, will engage the team in surfacing what rules need to be broken, re-written and discarded altogether as they pivot to deliver sustainable performance in the face of the Future of Work 2.0. Jay discusses Maintaining a healthy Culture during this time of disruption.



**Bev Kaye**

Author,  
ELE Influencer

**PEOPLE MANAGEMENT SKILLS** for Frontline Managers  
*Keeping Remote Employees Engaged*  
9:30 a.m. Oct 8<sup>th</sup>: Zoom Main



**Strategic Opportunity:**

Engagement has been a hot topic for at least the past twenty years. Surveys galore let organizations and managers know where they are losing and where they are winning the war for talent.

The current work environment has added a substantial wrinkle – how do you hold conversations and engage employees in this new (perhaps here to stay) remote-working environment?

**We've Found:**

Research that informed the best-selling “Love ’Em or Lose ’Em” book has held up for five editions, soon to be six! The common theme to all 26 practices (arranged according to the letters of the alphabet) is the fine art of conversation!

 **TRY THIS!**

- Circle the five ideas that you are comfortable with and jot the initials of which employee you will ask.
- Email this list to your remote employees and ask THEM to pick two or three that they would love YOU to ask.
- Distribute the list at your next team meeting and discuss the subject of continued communication.



**Steve King**

Author, Consultant  
and Faculty

**PROCESS MANAGEMENT SKILLS** for Frontline Managers

*What they don't know they don't know*

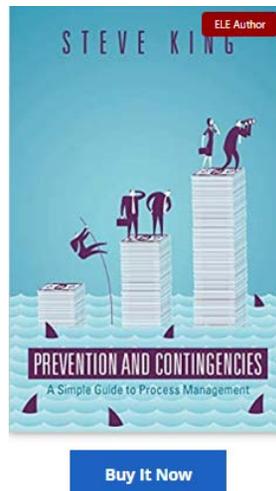
9:50 a.m. Oct 8<sup>th</sup>: Zoom Main

**Strategic Opportunity:**

Why is it some managers are so good at managing their teams and so good at managing individuals on their teams, yet productivity seems to lag below expectations? The likely suspect ... failure to proactively manage work processes. Workplace productivity is the by-product of many factors, but the two most important of those factors may be people and processes. We often shower managers with resources to build their people management skills yet provide little in the way of building their process management skills.

**We've Found:**

In Steve's new book, [Prevention and Contingencies: A Simple Guide to Process Management](#), what he found is about balancing the scales and treating the efficacy of work processes as the natural counterpart to excellent people management. With some thoughtful attention to the way our processes are constructed and some well-placed preventative and contingent measures, all of us, with the help of our teams, can thoughtfully manage process and improve team performance.



**Leadership Rewired**  
10:30 a.m. Oct 8<sup>th</sup>:Zoom 2



**Kim Ludwig**  
Senior Manager,  
Talent Development



**Steve King**  
Author, Consultant  
and Faculty



**Angie Zeigler**  
VP Talent  
Management



**Stephen Sloan**  
Humane Leadership  
Institute



**Bev Kaye**  
Author,  
ELE Influencer

**Strategic Opportunity:**

The human-centered era of leadership has arrived. In this ever-evolving era managers are challenged to adapt – and often rewire – how they lead their team. Learn from the experience of fellow LD practitioners as they share ways in which their organizations are fostering this leadership evolution.

**Discussion Points:**

We'll focus our roundtable discussion on the following:

- When thinking to the human-centric approach in workplace, share an essential leadership attribute that for you characterizes this shift from past to present.
- Fast forwarding to the global pandemic, many companies are experiencing an acceleration towards the “future of work”. With this being said, describe an unanticipated silver lining that has emerged in recent months.
- The future of work also anticipated greater remote work. How has your organization enabled behaviors and/or actions by managers to enhance virtual collaboration?
- Looking to the other side of the coin, what employee behaviors have shifted in parallel with the leadership behaviors?
- Lastly, reveal some ways in which your organization is keeping a pulse on employees’ experience in the often continually remote workplace.



**Sharon Reed**

Sr. Consultant,  
Global Services L&D  
Solutions



**Susan Weger**

Sr. Consultant, Global  
Services L&D  
Solutions

## Using Qualitative Methodology to Map Learning Experiences

10:30 a.m. Oct 8<sup>th</sup>: Zoom 3

### Strategic Opportunity:

Learning professionals often have little time to develop actionable insights that can support the design of learning solutions. Ensuring the research methodology is valid, reliable, and non-biased, allows us to develop learning solutions that solve real learning needs.

### What we will explore together

This workshop teaches participants to apply qualitative research methods, specifically grounded theory, to uncover the accurate nature of learning experiences and turn research findings into actionable learning design decisions. We will share a case study of how our global learning and development team partnered with business managers to utilize the grounded theory research method. We will share how we conducted the research, analyzed the data, and identified the content to design a global learning solution.



**Diane  
Kubal**

Talent Alignment  
Consultant



**Teresa  
Oliszewicz**

ELE  
Producer

**Experiential Virtual Learning That Sticks**  
*Keeping Learners Engaged and Motivated*  
10:30 a.m. Oct 8<sup>th</sup>: Zoom 1

**Strategic Opportunity:**

With face-to-face meetings at a halt, you are likely wondering how you can convert your in-person trainings and interactions into virtual experiences. Organizations must now level-up and offer new and creative ways to engage, train, and develop their workforce virtually. The modern workforce demands personalized experiences that are interesting, accessible, and available anywhere, on any device.

**What we will explore together**

Isn't this just converting existing in-person content into webinars?

No! Experiential Virtual Learning is different because it doesn't just deliver knowledge through lectures, videos, and written content. It requires participants to take action, experiment, and apply what they have learned – establishing lasting behavior change. When used in combination with a variety of methods such as gamification and micro-learning, participants stay engaged and motivated. This kind of learning can be applied to all kinds of content, and works especially well for "soft skills" training, HR, and OD interventions.

Join this session to see the experiential virtual learning approach and how it can be implemented with or without a technology platform. In this enlightening and interactive session, attendees will:

- Review design methods for creating *Experiential Virtual Learning - Transformed Learning*
- View a sample Experiential Virtual Learning program
- Discuss other Experiential Virtual Learning courses and interventions



**Jesse James**

ELE  
Producer



**Ann Manikas**

Director,  
OD and  
Learning



**Tom Lanzisero**

Technical  
Training Manager  
/ Corporate  
Fellow

## Learning in MS-Team's Flow of Work

*Building PowerSkills  
Noon. Oct 8th: Zoom 2*

### Strategic Opportunity:

Integrating existing learning content seamlessly into the flow of work.

#### ***What is learning in the flow of work?***

*'Learning in the flow of work involves accessing, quickly and easily, an answer or a short piece of learning content while you're working. Josh Bersin coined the phrase. Research shows that learning in the flow drives productivity, increases engagement with formal education, and improves knowledge retention.'*

As more of our internal teams are utilizing Microsoft Teams for collaboration, let's explore how we can create virtual learning in MS Teams.

### What we will explore together

We all have plenty of stand-alone learning content. Some are in our LMS; others are curated from external sources or acquired from 3rd-parties such as HRDQ- Reproducible Training Library (RTL) and Corporate Training Materials (CTM).

In this session, we will showcase proof of concept on how to create learning solutions utilizing HRDQ-RTL Critical Thinking classroom content, and deliver it virtually utilizing MS Teams meeting functionality including chat, polling, whiteboard, and breakout rooms.



**Michael Pellecchia**

SVP, Chief  
Administrative Officer,  
Global Services



**Michael Gold**

Team Leader,  
Global Services  
L&D Solutions

## Designing Equitable and Inclusive Learning Experiences

Noon Oct 8<sup>th</sup>: Zoom 3

### Strategic Opportunity:

The work of creating learning spaces where all employees can grow and succeed exists at the intersection of learning design, user experience and DE&I (diversity, equity and inclusion). While diversity occurs naturally in all organizations, equity and inclusion are the result of concerted efforts among many parts of our organizations, including between the learning and DE&I professionals.

### What we will explore together

This session helps participants identify the key ways in which design decisions can help create learning experiences that foster equity and inclusion. We will share a case study of how learning partnered with DE&I to define a core set of tools of equity available to learning designers throughout the organization. We will share how we define tools of equity, and discuss our process, outcomes, and next steps.