

# ROCTalent 2019

Learning & Development Conference  
October 21-22, 2019



Location Monroe Community College Downtown Campus

**ROCTalent is Rochester's only conference of its kind focused on learning and development. Created for learning and development professionals and professionals that deliver training as part of their job responsibilities.** The conference will bring together area experts in their fields of human resources, training, learning, coaching, organizational development and talent management/development.

In our organizations, things change so rapidly. New technology comes along fast and becomes obsolete just as quickly. Decisions must be made at lightning speed for organizations to stay agile as competition tightens. The workforce is becoming more diverse with women, millennials and people of color becoming dominant players and looking for a seat at the table. The future of talent development encompasses changes in work, the workforce and the workplace. To understand what's going on and, more importantly, what we can do about it, it's important to consider **multiple converging learning trends and how they are already fundamentally changing all aspects of talent development in the workplace**—with implications for individuals, businesses, and society.

Join ROC ATD for our 2nd annual conference as we discuss the **forces of change that are driving the evolution of talent development, work forces, and workplaces, and offer a perspective on how organizations should begin to respond to the new challenges unfolding.** Today's learning practitioners have an unprecedented window of opportunity to shape what ultimately becomes the future of work.

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# ROCTalent 2019

Learning & Development Pre-Conference Workshop October 21, 2019  
Registration & Networking 7:30-8:30, Program 8:30-4:30

## Unconscious Bias: Understanding Bias to Unleash Potential

Every day, your people are faced with countless bits of information while making decisions that range from the pragmatic to the strategic. And they do so while working with increasingly diverse teams and stakeholders. As they confront more and more information and have to act quickly while considering varying perspectives, your leaders and team members are primed to rely on biased thinking. Why? Because unconscious biases are how our brains compensate for overload. But bias can also inhibit performance and lead to poor decision-making. So how do we counteract the potentially harmful impacts of unconscious bias? How can we create a workplace in which everyone feels valued and able to offer their best?

## Introducing Unconscious Bias: Understanding Bias to Unleash Potential

A bias is a preference for or against a person, place, or thing. But unconscious bias leaves us unaware of potential harm resulting from biased thinking. As we understand bias, we can address it to create a culture in which everyone thrives. To do so, we must:

- Identify Bias where it shows up in our own thinking and in our workplaces.
- Cultivate Connection with those around us to expand our understanding and improve our decision-making.
- Choose Courage as we engage with care and boldness in addressing biases that limit people and constrain performance.



**Facilitator**

## Michelle Lewis

### Learning & Development Program Manager University of Rochester

Michelle's mission is to help people love coming to work. She has a passion for leadership development, team building and process improvement. Michelle has over 15 years of learning and development experience including 9 years in training management roles. She has conducted needs assessments, designed, and delivered training programs as well as provide personal coaching for career development. Her professional certifications include Franklin Covey Unconscious Bias and The Seven Habits of Highly Effective People, DISC, Crucial Conversations and Accountability, Cyber Safe Defensive Driving and the APPA Supervisor's toolkit. She is past president of the Association for Talent Development – Rochester Chapter and continues to support the local chapter initiatives.

# ROCTalent 2019

Learning & Development Conference Agenda October 22, 2019

7:30-8:30 Visit Vendors	8:30-9:30	9:45-10:45	11:00-12:00	12:00-12:45 Visit Vendors
Registration  Breakfast  Vendor Marketplace	<b>KEYNOTE</b>  The Changing Tides of Workforce Development and the Learner's Experience  <b>Matthew Daniel</b>	Microlearning Tips and Tricks	Case Study: Want a Successful Learning Strategy? Have a Festival!	Lunch  Sponsor Greetings  Vendor Marketplace
		Automate, Augment and Amplify: Unleashing the Employee Experience Using Artificial Intelligence	Myth of Talent Recruiting and Development	
		Provoking Creative Engagement in Learning	The Future of Work is Being Shaped by Neuroscience	
1:00-2:15	2:30-3:30	3:45-4:30	4:30-4:45	
<b>KEYNOTE</b>  The Future of Work and Impact of Education  <b>Todd M. Oldham</b>	Creative Design: Think Big! To Elevate Your Learner's Experience	<b>PANEL DISCUSSION</b>  Learning & Development Strategies and Best Practices  <b>Andrew Brady</b> Moderator	Conference Close	
	Communication Skills for the Accessible Leader			
	Beyond EQ: How Interpersonal Neurobiology Improves Leadership			

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## Learning & Development Conference Speakers & Programs



**Mathew Daniel**  
The Learner  
Collective

**KEYNOTE: The Changing Tides of Workforce Development and the Learner's Experience** The pace of change in our field is dizzying. It feels as though the expectations are going through the roof with new technology, new methods, and new expectations on us to deliver consumer-grade experiences for our learners. The future of work is bright, but it's also intimidating. During this keynote, Matthew will use data to describe how the expectations of our learners are changing and help us identify ways we can change along with them to deliver experiences that they want, not just solutions they're required to complete. This talk is funny, thought-provoking, and inspiring .



**Dr. Todd Oldham**  
Monroe  
Community  
College

**KEYNOTE: Perspectives on the Future of Work & Impact of Education** Emerging automation and disruptive technology coupled with the pressure for a multi-skilled workforce is changing how employers gain access to talent. Demand for middle-skilled employees in many sectors - applied technologies, health care, information and computer technology, and advanced manufacturing – has created an urgency to train and educate more skill-based workers for the local economy. This session highlights the latest measurement of the regional skills gap and how new learning models like micro-credentials and stackable certificates are necessary to address these 21st century workforce challenges. In this session, we will also share the results of tracking MCC alumni over a 15-year period to better understand where MCC career technical graduates have been hired and how they have performed in achieving wage progression that leads to self-sufficiency. This data has helped point how education and the community college will influence future career technical education that stresses career pathways and the important role of understanding the profile of the sub-credential worker.



**Caitlin L. Smith,**  
Ed. D., M. Ed  
University of  
Rochester

**Microlearning Tips & Tricks** In the increasingly busy health-care setting that is the University of Rochester Medical Center, training often becomes intertwined with the patient-care workflow. However, the need to integrate training into a learner's day-to-day workflow is true of all industries and not just health care. This session will offer the rationale for using microlearning across a busy, multi-generational workforce. It will also offer a simple process we can use with our subject matter experts for determining what content to include in these microlearning trainings. Lastly, this presentation will offer modalities for using microlearning across online, face-to-face, and blended training.

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**Anthony Griswold**  
Paychex

**Automate, Augment and Amplify: Unleashing the Employee Experience Using Artificial Intelligence** We are living in an era in which AI capabilities are reaching new heights and have a major impact on how we operate our business. Merging use of AI into HR functions benefits and improves the overall employee experience. Learn how Paychex has explored the use of AI and is now scaling it to recruit, onboard, and develop its employees. Learn through doing a framework to identify needs and build a business case for use of AI in your organization.

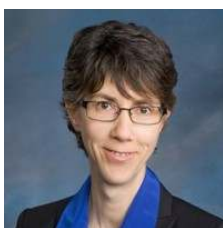


**Michelle Lewis**  
University of Rochester

### **Provoking Creative Engagement in Learning**

Why is it that even though we know adult learners need to be engaged, we find ourselves lecturing to them too often? And why is it that despite our best efforts, some learners will steal the show while others basically hide under the table? In this session, we will use theater-style games and activities to experience how we can engage all learners more fully in a variety of content settings, even compliance training! When you leave this session, you will be able to:

- Use de-mechanization games to improve creativity in the classroom
- Apply theater style methodology in learning to get all learners on an even playing field
- Immediately use 5 new games and activities in your current classes to provoke creativity and engagement for everyone



**Jennifer Wiser**  
Mercer

**Case Study: Want a Successful Learning Strategy? Have a Festival!** The future of work requires a creative and flexible learning strategy. In 3 years, Mercer's dramatic shift in learning strategy has resulted in increasing the impact of colleague development by a factor of 5 and at the same time reducing the cost per seat by a factor of 5. More learning with greater impact for less cost seems impossible, but virtual festivals, MOOCs and curated playlists are part of the solution that is working and making an impact at Mercer. In this session, you'll get a taste of an interactive virtual festival and as a result, you'll walk away with simple, impactful ideas to implement with your workforce and workplace. You'll also learn from ongoing challenges of this dramatic future-focused shift. Attendees will: Discuss 3 key shifts in learning strategy that have made an impact at Mercer, experience an example of a virtual festival, discuss the top learning strategy challenges that continue at Mercer, identify one action you can implement within your own organization to impact your future workforce.

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**Kenneth Rhee**  
Nazareth College

**Myth of Talent Recruiting and Development** A main competitive advantage an organization has in the knowledge economy is its human capital. As artificial intelligence takes over the more mechanistic and routine type of work, that will make knowledge workers even more indispensable. Effective talent development in many organizations will become more critical in the future. Unfortunately, many common practices in organizations detract from accomplishing exactly what they are hoping for in talent development and employee retention. The presentation will explore how organizations can avoid falling into such traps. By the end of this presentation, participants will be able to

- Identify 5 good practices for talent recruitment and development
- Avoid common traps in talent recruitment and development
- List 2-3 ideas on how to transform talent recruitment and development in their own organizations



**Joan Graci**  
APA Solutions

**The Future of Work is Being Shaped by Neuroscience** While technology has transformed both our personal and professional world, significant advances in understanding how the brain works and how that knowledge can be applied to business have progressed also. Neuroscience is poised to shape the future of work. But what difference will it make, and how should it be applied?

Understanding and applying neuroscience to the area of leadership and development strategies will have a phenomenal impact on organizations. By the end of this session, participants will understand:

- Latest neural research and educational techniques utilizing a brain-friendly methodology
- Biologically driven frameworks for creating effective learning and development
- Impactful leadership strategies delivered through a neuroscience lens.

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**Eric Rowland M.Ed**  
Paychex

**Creative Design: Think Big! To Elevate Your Learner's Experience** The future of work will be built on our best learning experiences, ones that are highly engaging and interesting. The Think Big approach to creative design is a simple strategy that can be implemented the next day. This approach promises excellent experiences for your participants. The "Think Big" approach to design focuses on the biggest experiences, so you can create better content for the learners. When assigned a project do you ask yourself: how can I make a learning experience that is engaging, effective and fun? Perhaps you'd like to be more creative and increase your skills in building engaging content. In this session, you will learn how to unlock your creative side and build awesome experiences for your learners. Now, how about those awesome ideas that never come to fruition due to roadblocks from clients and stakeholders? We will discuss best practices to overcoming this common problem and move the "creative needle" to give your big ideas a chance to impact the learners. You will learn discussion techniques with stakeholders to increase their comfort with your creative direction. Lastly, with your peers, you will participate in a Think Big creative brainstorm session and develop experiences on common training topics.



**Kevin VanderNaald**  
Greatness Coaching

**Communication Skills for the Accessible Leader** Lack of skillful communication is a major hurdle for many leaders. A 2015 Interact/Harris poll found 91% of workers say communication issues hurt their relationship with their boss. The future of work is one where skillful communication with someone who is different from you is not just important, it's essential. A key to connecting with people from different backgrounds is being perceived as accessible, which requires high level communication skills. The good news is that communication skills can be learned.

Designed for leaders, managers, and talent development personnel, this interactive and experiential workshop leads participants through fun exercises designed to learn and practice two powerful communication tools.

Participants will walk away able to:

- **Cut to the chase:** spend less time 'circling the issue' and more time directly addressing concerns
- **Build rapport:** Be a more accessible leader - one your colleagues don't hesitate to approach
- **Welcome diversity:** Experience more ease in connecting with people of diverse backgrounds

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**Kristen Fragnoli**  
Quest Potential  
Leadership  
Coaching

**Beyond EQ: How Interpersonal Neurobiology Improves Leadership** Emotional Intelligence (EQ) is often described as “soft skills;” *interpersonal neurobiology* goes beyond EQ and incorporates knowledge and practices based in hard sciences, specifically but not solely neuroscience, to provide an immediately applicable model for positive leadership development. Understand the impact of neurobiology on self and relationship and learn to apply the concepts of “mindsight” and “integration” to improve your leadership and your own wellbeing. Apply nine scientifically proven outcomes that move us toward a new 3R’s - Reflection, Relationship, Resilience. Focused leaders are wise leaders who maintain healthy practices for themselves and their team, work with genuine presence and employ big picture thinking even in high stress circumstances. This science-based session will impact your leadership thinking and how you prioritize personal and professional development.

- Discuss the three core concepts in interpersonal neurobiology and the practice of “Mindsight.”
- Understand how the brain processes emotions and why these functions impact your relationships.
- Understand the concept of integration as the cornerstone of wellbeing, health and creativity.
- Summarize nine proven outcomes of developing “mindsight” and apply them to various leadership challenges.
- Compare types of mind-training practices that improve personal and relational wellbeing and positively influence leadership capacity.



**Andrew Brady**  
The XLR8 Team, Inc.  
Moderator

**PANEL Learning & Development Strategies and Best Practices that Support a Strong Organizational Culture** Workplace environments that support innovation and continuous learning create and sustain strong cultures. These cultures ensure top talent seeks them out, employees are engaged, and the organization is linked to the community it serves. Andrew will moderate a panel of three organizational leaders that will share their perspectives, challenges, strategies and best practices related to learning and culture.

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**Lauren Dixon**  
CEO Dixon Schwabl  
Advertising

**Panelist** As Chief Executive Officer of Dixon Schwabl (DS), Lauren oversees a full-service marketing communications firm with 111 employees and billings in excess of \$40 million. The agency culture and leadership have been recognized with national awards including being named one of the “Best Small Companies to Work for in America” for fifteen consecutive years, including ranking #1 twice. In addition, Dixon Schwabl was ranked No. 1 Marketing Firm to Work for in America by the consulting firm Great Place to Work® and Fortune magazine in 2016. In 2013, Lauren and her husband, Mike Schwabl, were inducted into the Rochester Business Hall of Fame. In 2001, Lauren was named Rochester’s Small Business Person of the Year.



**Jaime Eisenhauer**  
VP People  
Innovative Solutions

**Panelist** Jaime is an entrepreneur in HR clothing. As Vice President of People and Culture at Innovative, Jaime is responsible for securing the best talent and she sees the business value in creating and maintaining a rewarding workplace culture. From the first interaction a candidate has with Innovative, Jaime provides an incredible user experience. Onboarding new hires is interactive, seamless, and, yes, even fun at Innovative. Jaime is an aficionado for driving a return on investment in everything ‘people’ and ensures that each new hire is set up for success and fulfillment. Her 10+ year work experience, knowledge of the tech industry, and high emotional intelligence fuels real business results that has propelled Innovative to a leadership position in IT consulting. Jaime earned both her bachelor’s degree and MBA at St. John Fisher College.



**Matt FitzGibbons**  
Lead Learning & OD  
Consultant  
Excellus

**Panelist** Matt has never been your average HR professional, or Learning Consultant. He believes that doing the right thing for the organization and its employees – usually the same things – is most important. Understanding the needs of his “customer” drives him to deliver excellence in his training programs. With over 35 years experience in H R and 8 years in Learning & Development, Matt understands people and connects with learners easily. He consistently receives accolades for his training, and a consistent flow for team-based development events. Matt is certified as a Senior Professional in Human Resources (SPHR by the Human Resources Certification institute. He received his bachelor’s degree in Industrial and Labor relations from LeMoyne College in Syracuse.

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