atd2017
INTERNATIONAL CONFERENCE & EXPOSITION

MAY 21–24 | ATLANTA, GA
CONTENT • COMMUNITY • GLOBAL PERSPECTIVES

How it's made: Create a Learning and Performance Ecosytem

Ger Driesen
Learning Innovation Leader at aNewSpring

@GerDriesen

Inspiring learning journeys

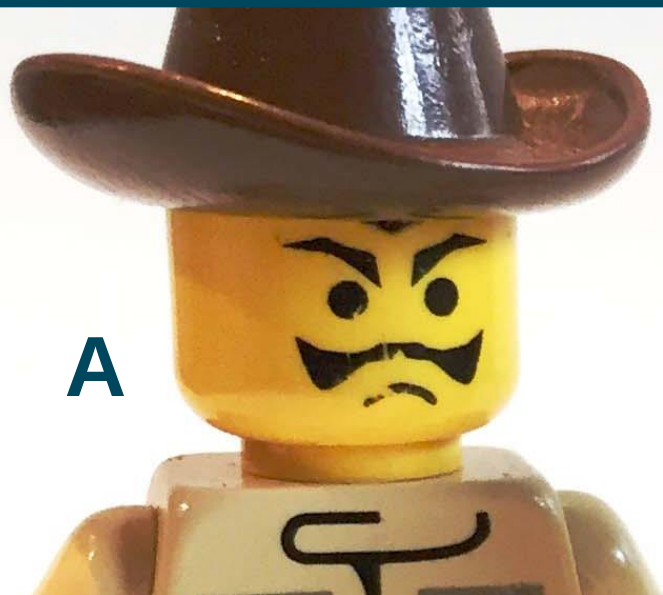
Let's start with a story

Once upon a time there were three brothers…

Inspiring learning journeys

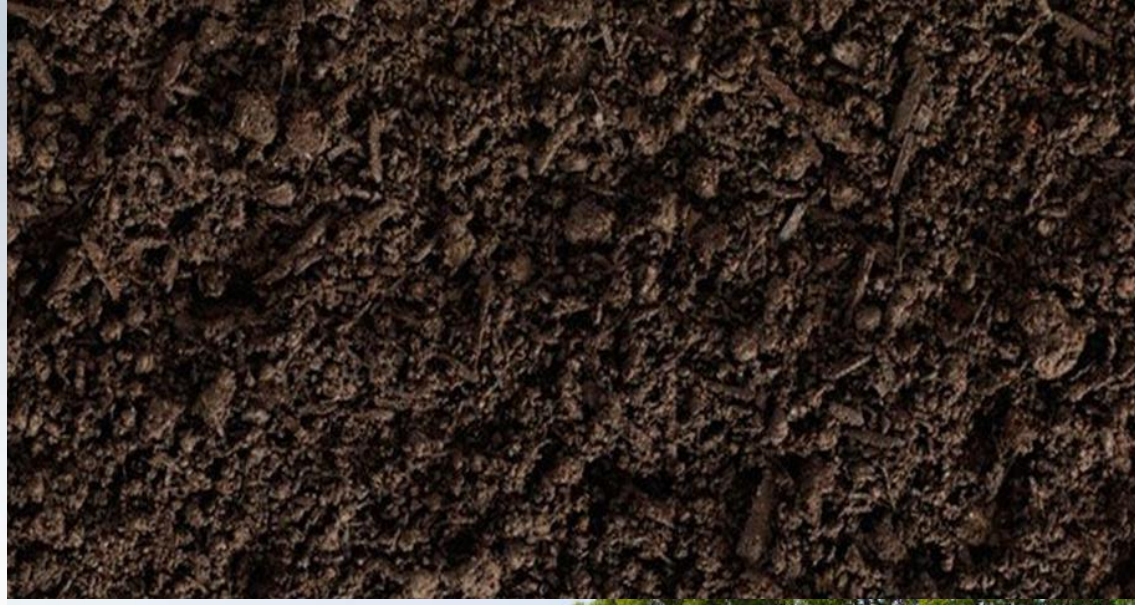
Question: Who resonates best with you and why? Brother A, B or C?

A

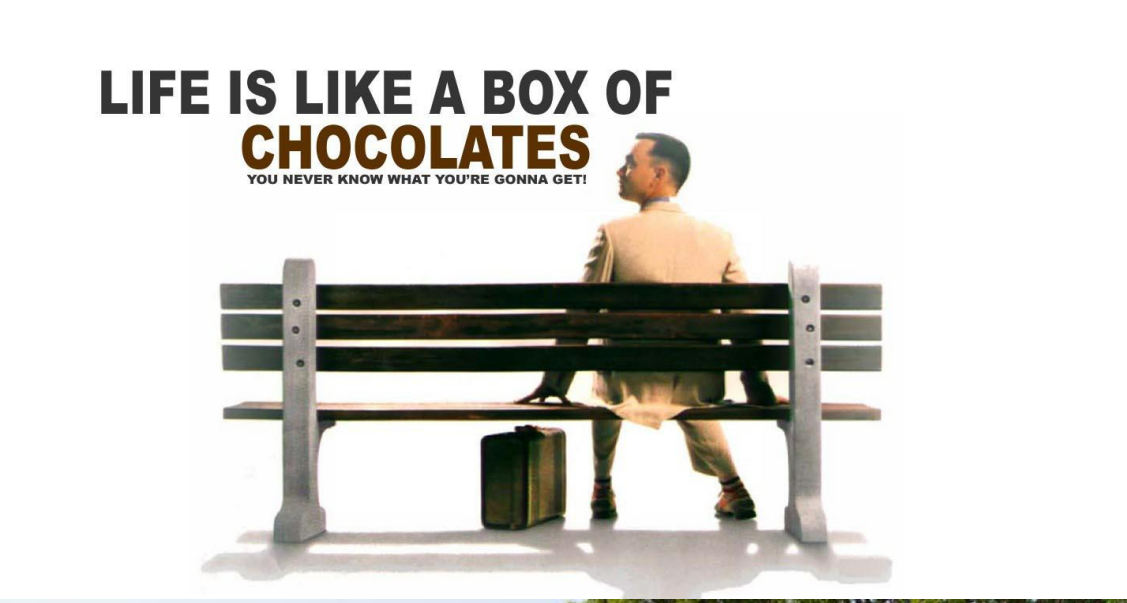


B

C



Consequences



Consequences

Consequences

Consequences

Consequences

Consequences

Ecosystem

Ecosystem

- Connected elements, interdependent

Ecosystem

- Connected elements, interdependent
- Stable and evolving

Ecosystem

- Connected elements, interdependent
- Stable and evolving
- Interaction Environment

Ecosystem

- Connected elements, interdependent
- Stable and evolving
- Interaction Environment
- Grow, transform, extinct

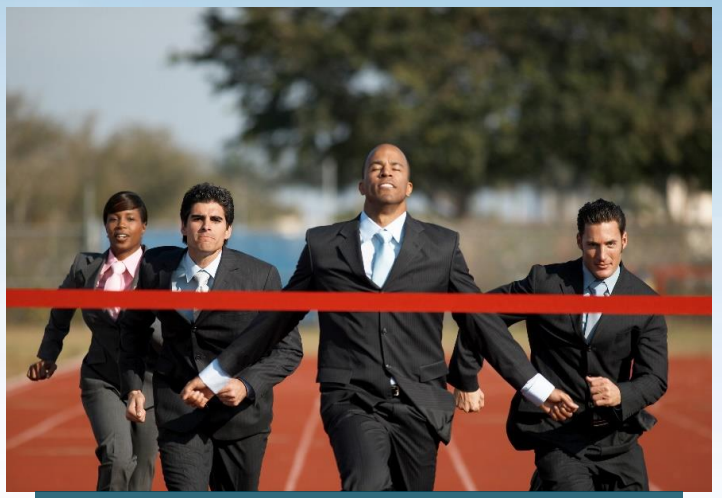
Learning & Performance Ecosystem

Partly based on and inspired by the fabulous work of:

Marc Rosenberg
David Kelly
Catherine Lombardozzi
Arun Pradhan

Inspiring learning journeys

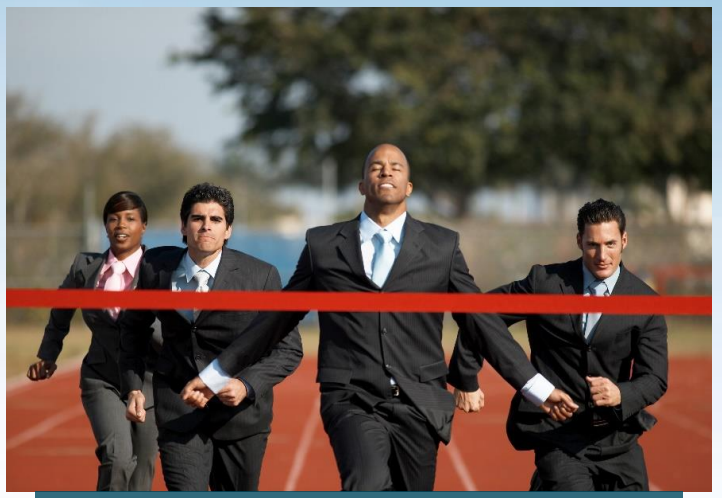
Learning & Performance Ecosystem Quiz!



P?
P?
P?

Inspiring learning journeys

Learning & Performance Ecosystem Quiz!



People
P?
P?

Inspiring learning journeys

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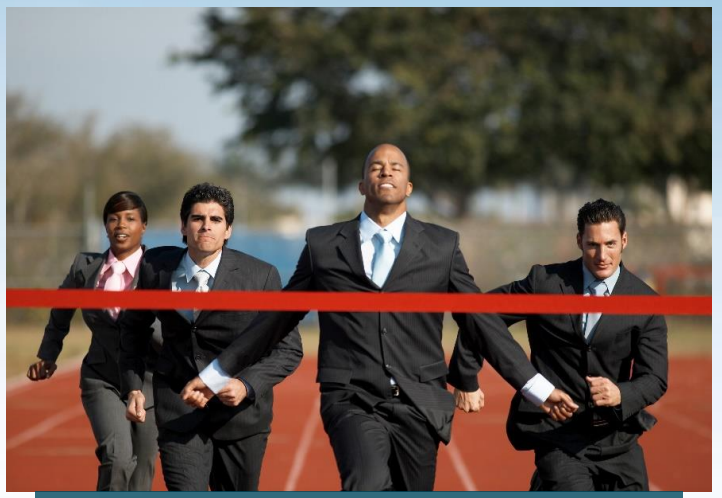
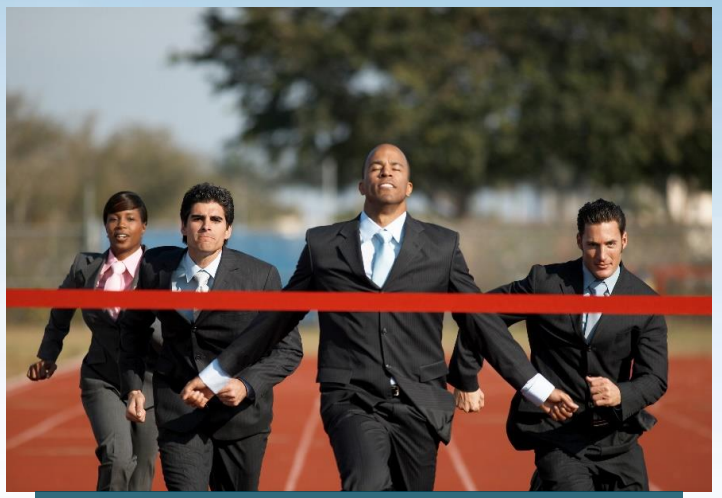


People
Performance
P?

Inspiring learning journeys

Learning & Performance Ecosystem Quiz!



People
Performance
Purpose

Inspiring learning journeys

Insider Tip for Application

Use People, Performance, Purpose for **Focus**

Inspiring learning journeys

Insider Tip for Application

People – the need for a clear target group

'If it is for everybody, it is for nobody'

Inspiring learning journeys

Insider Tip for Application

Performance – the need for a clear relation to work that has to be done

'If it doesn't help me getting my (future) job done, why use it anyway?

Inspiring learning journeys

Insider Tip for Application

Purpose – get an answer on the 'Why?' for the added value, relevance, meaning

'If it has no connection with purpose, it is a hobby and won't last long'

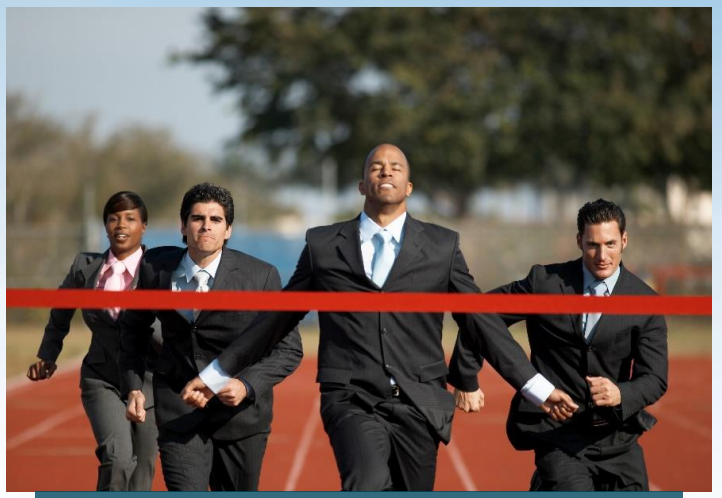
Inspiring learning journeys

Components

Of a Learning and Performance Ecosystem

Inspiring learning journeys

Components Ecosystems for Learning & Performance

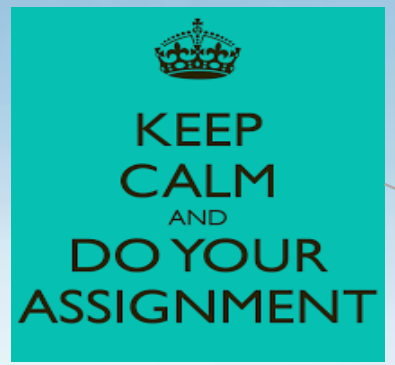


People
Performance
Purpose

Components Ecosystems for Learning & Performance

People
Performance
Purpose

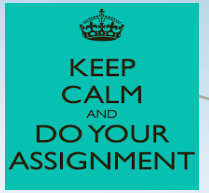
Components Ecosystems for Learning & Performance



Assignments
(Learning from the job)

People
Performance
Purpose

Components Ecosystems for Learning & Performance

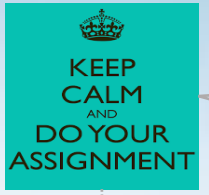


Assignments
(Learning from the job)

Training
(Improve)

People
Performance
Purpose

Components Ecosystems for Learning & Performance



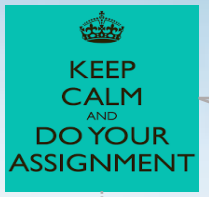
Assignments
(Learning from the job)

Training
(Improve)

People
Performance
Purpose

Access to Content
(Search)

Components Ecosystems for Learning & Performance



Assignments
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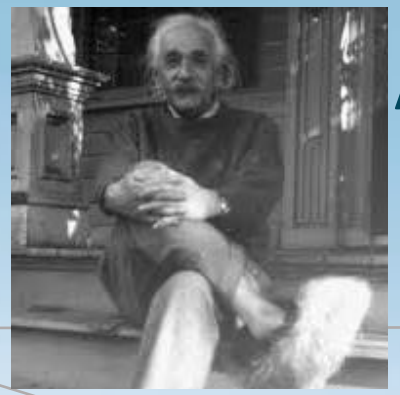
Purpose

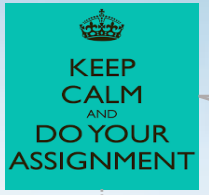
Access to Content
(Search)

Assessments
(Reflect)

Components Ecosystems for Learning & Performance



Access to Experts
(Consult)



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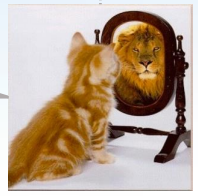

Assessments
(Reflect)

Components Ecosystems for Learning & Performance

Access to Experts
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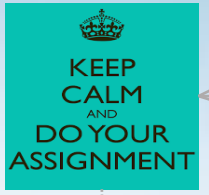


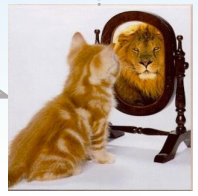
Assignments
(Learning from the job)

People
Performance
Purpose

Access to Content
(Search)

Training
(Improve)

Development
(Grow)

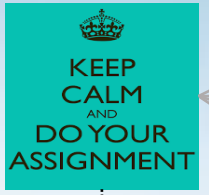


Assessments
(Reflect)

Components Ecosystems for Learning & Performance

Performance Support
(Perform)

Access to Experts
(Consult)



Assignments
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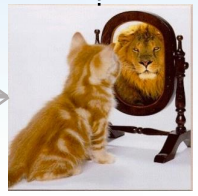

Assessments
(Reflect)

Components Ecosystems for Learning & Performance

Performance Support
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Access to Experts
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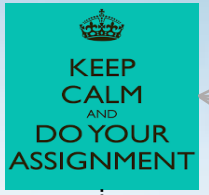

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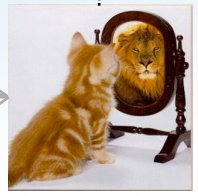

Assessments
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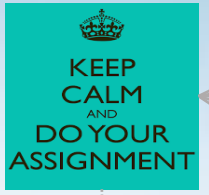
Components Ecosystems for Learning & Performance

Access to Experts
(Consult)

Performance Support
(Perform)



Assignments
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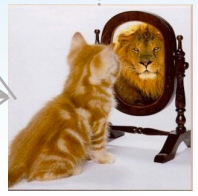
Access to Content
(Search)

People
Performance
Purpose

Training
(Improve)

Social Platform
(Share)

Development
(Grow)



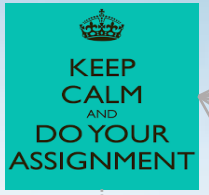
Assessments
(Reflect)

Components Ecosystems for Learning & Performance

Context

Access to Experts
(Consult)

Performance Support
(Perform)



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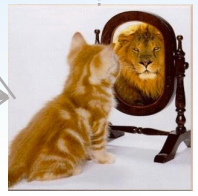


Assessments
(Reflect)

Some Examples

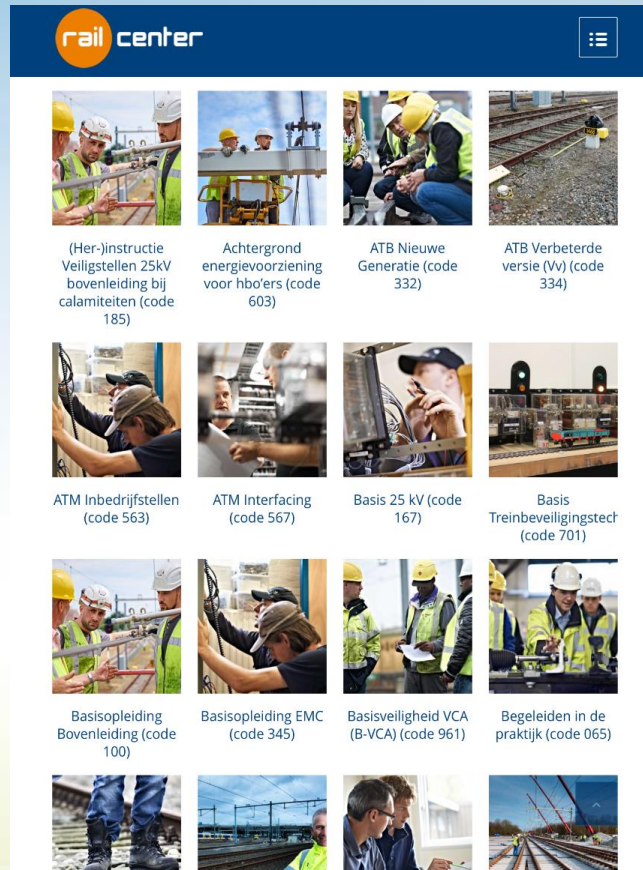
Graduate Future Leader Program

- Aerospace Industry
- Best Program Benelux 2013
- Started small in 2000
- Ownership senior management
- ‘Gardening’ via Senior Management Council
- Highly interconnected approach of building blocks

Railway Learning & Performance Support

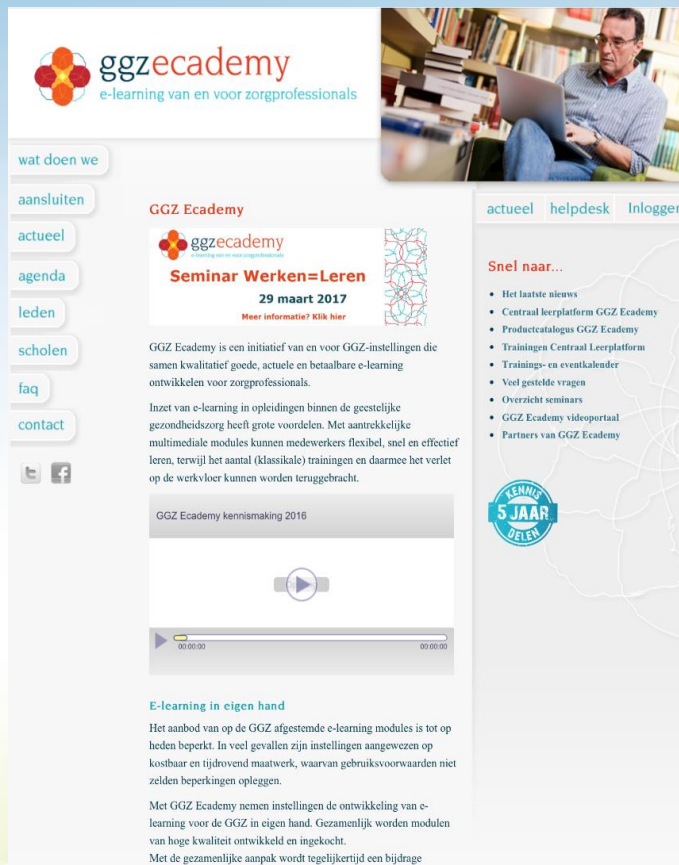
- Learning on the job + mentor
- Combined with performance support
- Online learning + assignments
- Blended learning platform
- Certification 2,5 times faster

(compared to classroom approach)



Mental Healthcare 'Industry' Ecosystem

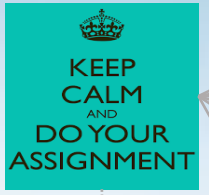
- 50 member organizations
- One platform (since end 2016)
- Joint efforts – design and hosting
- Interchangeable
- Local 'look & feel'



Check Components and Interconnections

Access to Experts
(Consult)

Performance Support
(Perform)



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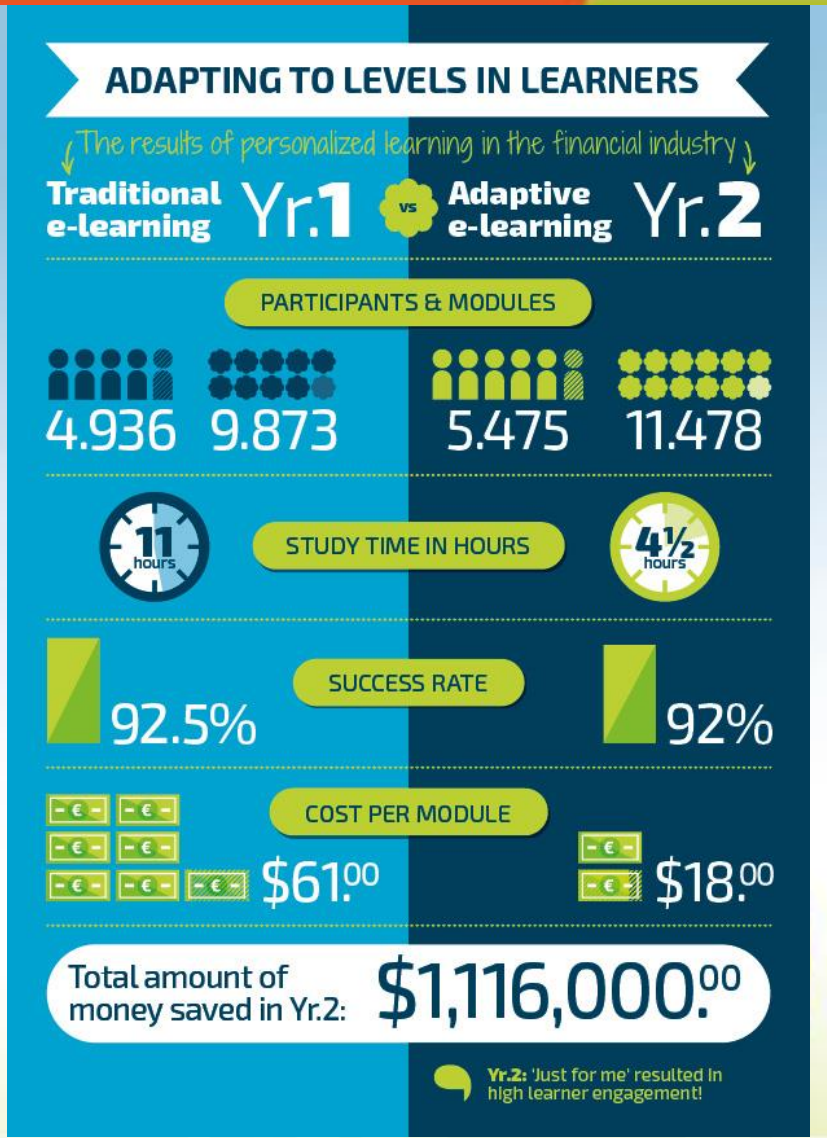
Assessments
(Reflect)

Personalized Experience

- One Ecosystem for the whole target group, but
- ‘Just for me’ Personalized Experience
- By the use of smart technology

User centric Adaptivity

- From ‘one size fits’ all
- To ‘one size fits one’
- Personalized + relevant
- Personal memo training
- High engagement



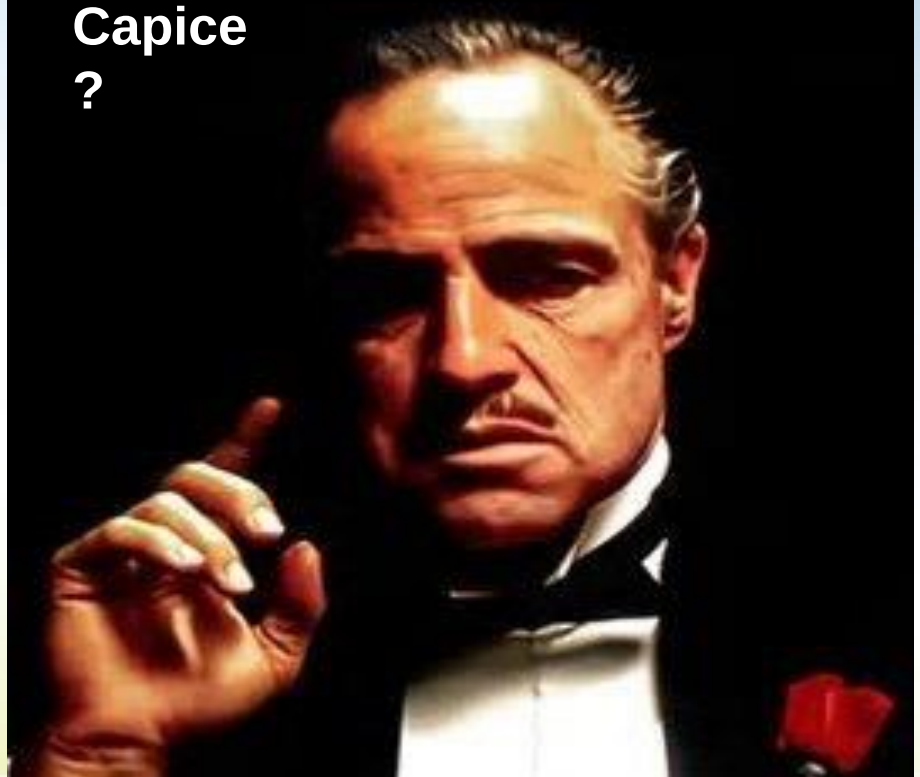
Location based Adaptivity

- Performance support and micro-learning
- Access to Experts
- Location ‘filters’ availability and ranking

Two approaches

Don’t mess with my eco-system

Capice
?



Inspiring learning journeys

Two approaches

Don’t mess with my eco-system

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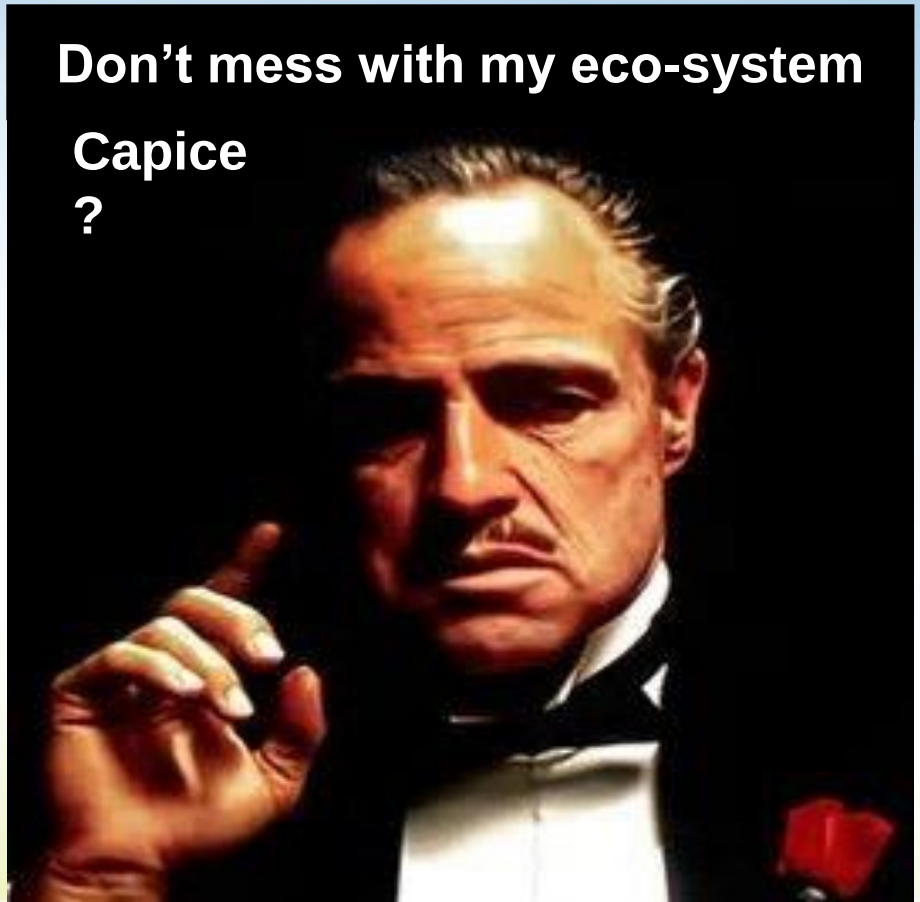

Inspiring learning journeys

Steering by Nurturing

You need good Gardeners

- Sow
- Irrigate
- Fertilize
- Weed
- Prune
- Replace

Final tips, remarks

1. Start small and let it grow - experiment

Final tips, remarks

1. Start small and let it grow - experiment
2. Look what is already out there + use

Final tips, remarks

1. Start small and let it grow - experiment
2. Look what is already out there + use
3. Accept/Support ‘user generated’ elements

Final tips, remarks

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4. Be patient and stay alert on purpose

Final tips, remarks

1. Start small and let it grow - experiment
2. Look what is already out there + use
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4. Be patient and stay alert on purpose
5. Optimize interconnections (1 trick pony’s)

Final tips, remarks

1. Start small and let it grow - experiment
2. Look what is already out there + use
3. Accept/Support ‘user generated’ elements
4. Be patient and stay alert on purpose
5. Optimize interconnections (1 trick pony’s)
6. Have enough Gardeners

Inspiring learning journeys

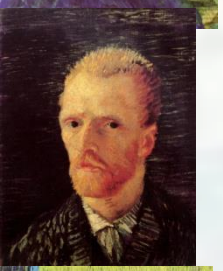
Final tips, remarks

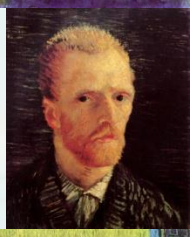
1. Start small and let it grow - experiment
2. Look what is already out there + use
3. Accept/Support ‘user generated’ elements
4. Be patient and stay alert on purpose
5. Optimize interconnections (1 trick pony’s)
6. Have enough Gardeners
7. Accept many owners

Inspiring learning journeys

Learning like Van Gogh:

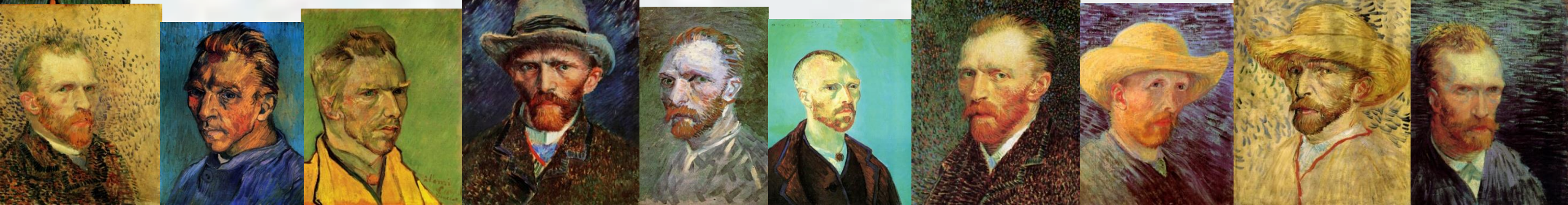
The 7 Principles That Made Him a Mega Master





Session TU318 – 8 May 3:00 pm

Ger Driesen | aNewSpring



AWESOME APPS

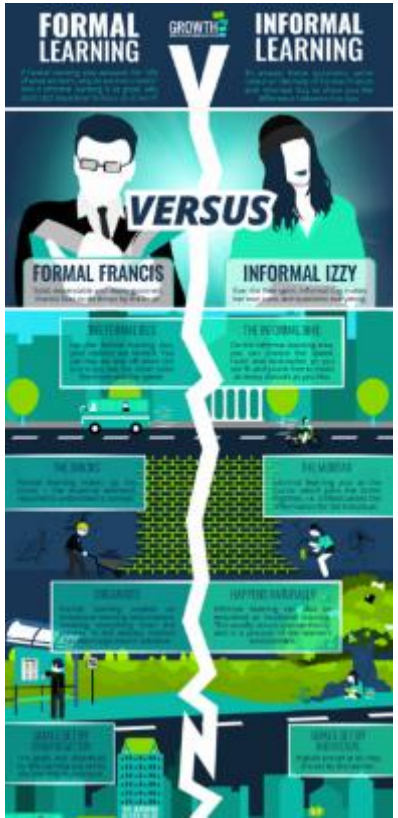
for trainers to create infographics, web stories, animated videos, and more

DANIEL JONES • ATD ICE 2018 PREVIEW WEBINAR FOR EUROPE

A BIT ABOUT ME

WHAT CAN YOU CREATE?

INFOGRAPHICS



PRESENTATIONS

SOCIAL MEDIA IMAGES

GRAPHICS

WEB STORIES

VIDEOS

INFOGRAPHICS

Preview your course

Summarize key concepts

Spark discussions

Share knowledge

Promote training programs

Illustrate processes

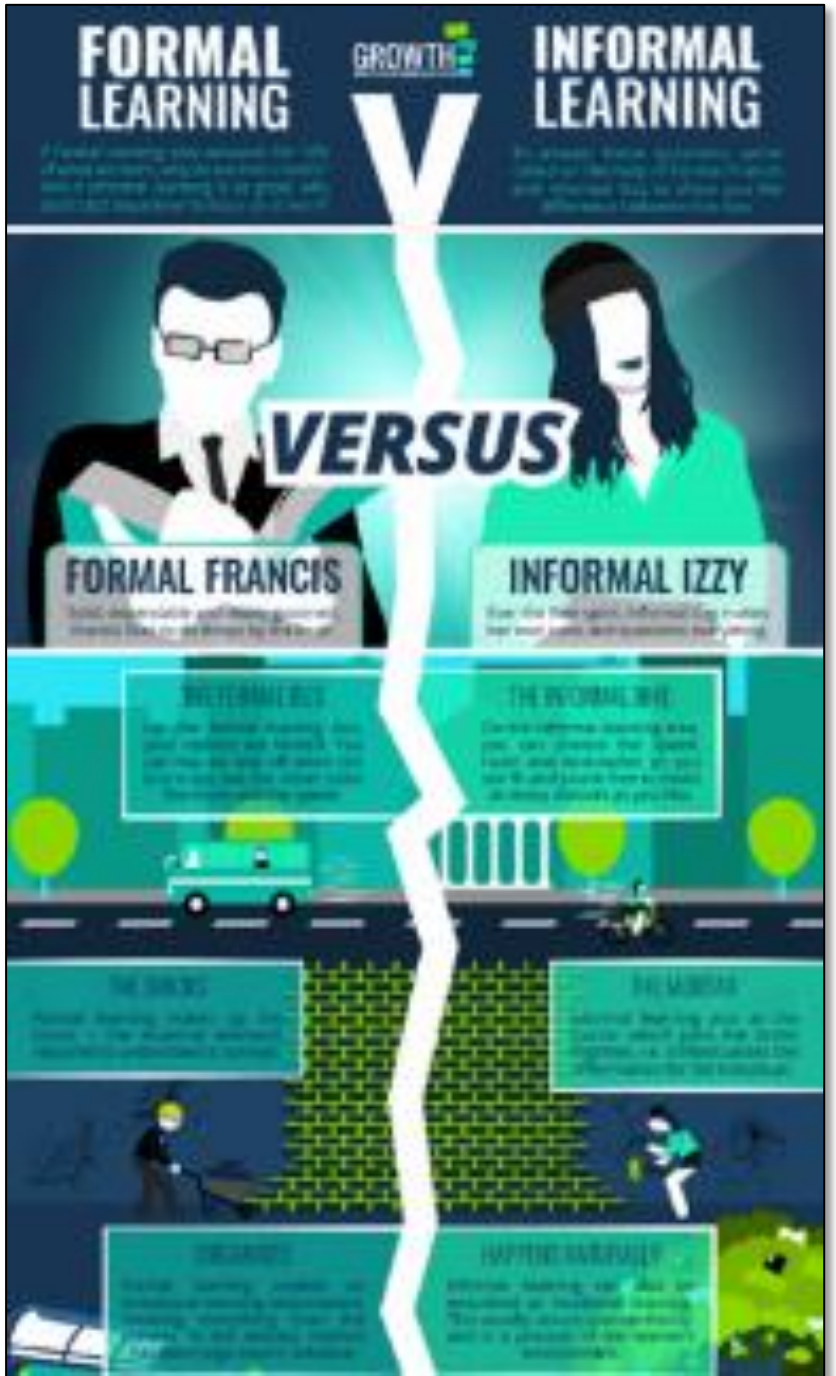
Simplify complex concepts

Serve as a checklist

Substitute for slides

Fill in the blank exercise

Reinforce learning



PRESENTATIONS

Present in a classroom or webinar

Share an interactive presentation

Repurpose as a video, show, or ebook

SOCIAL MEDIA IMAGES

Attract attention to social media posts

Brighten email messages

Dress up you social media home page

Advertise a class or webinar

Reinforce a learning point

Illustrate a concept

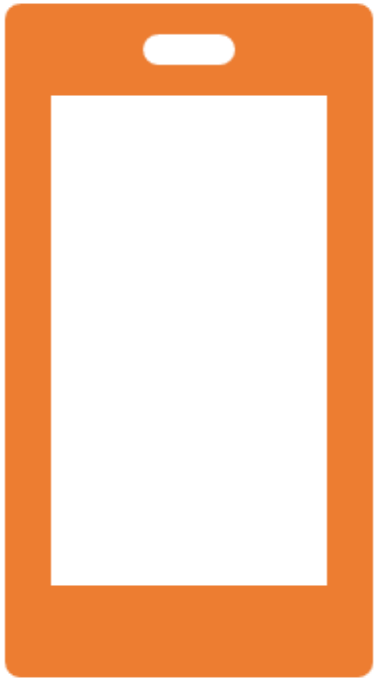
GRAPHICS

Create vectors, icons, and stickers

Build diagrams, org charts, mind maps, and flowcharts

Produce word clouds

Animate GIFS



WEB STORIES

Combine words, photos and videos

Produce layouts that glide across screens

Introduce training topics

Stimulate thought

Replace standard presentations

Have learners create stories

Reinforce concepts

Share new information

VIDEOS

Motivate participation

Link learning to business goals

Advertise your course

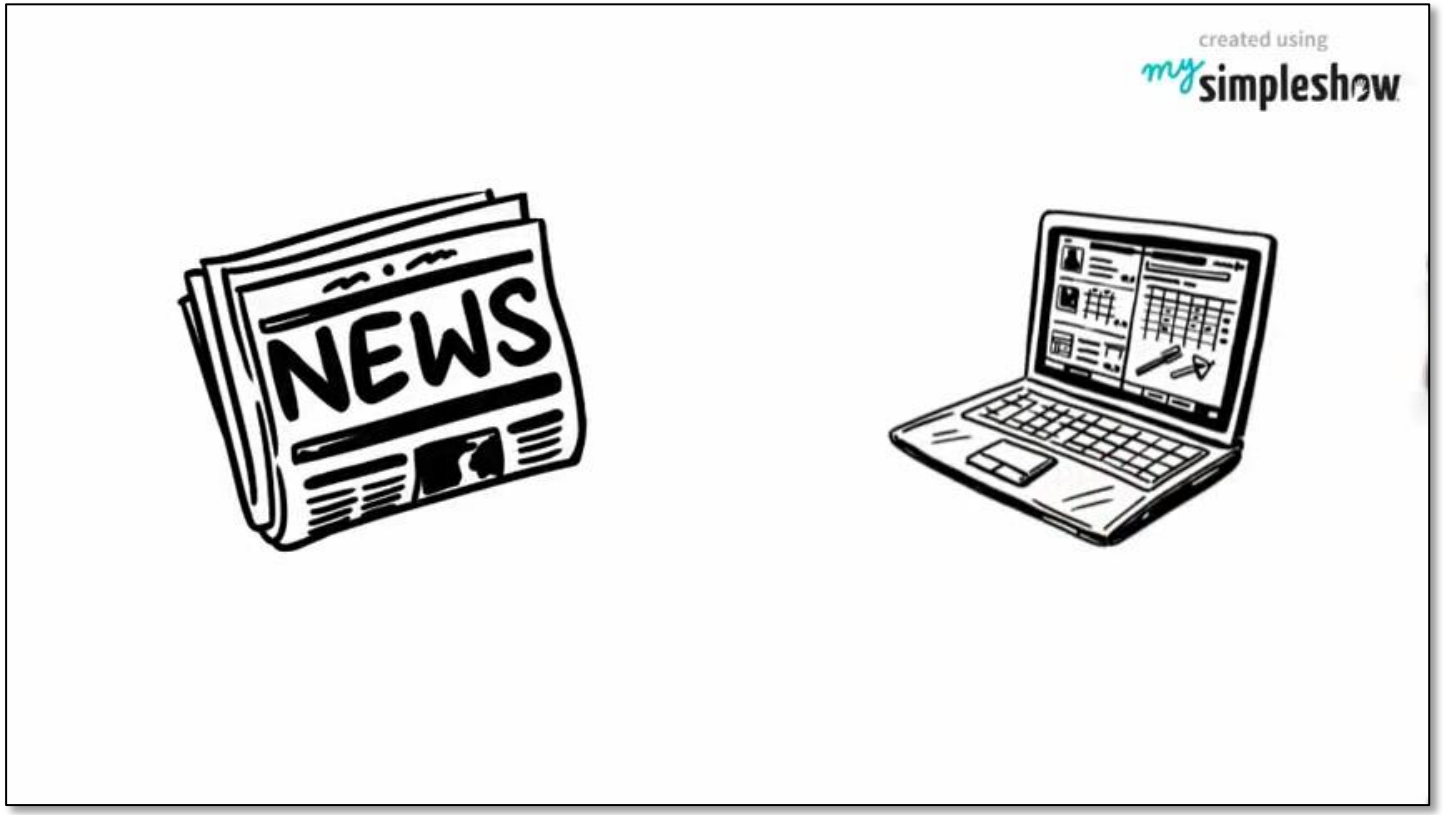
Replace lectures

Serve as a microlearning module

Share news

Summarize key points

Create animated or explainer videos



ASSEMBLY

CANVA

FLOWVELLA

GOANIMATE

HAIKU DECK

IMOVIE

INFOGRAM

LUCIDCHART

MAGISTO

MOOVLY

MY SIMPLE SHOW

PIKTOCHART

POPBOARDZ

POWTOON

PREMIERE CLIP

SPARK PAGE

SPARK POST

SPARK VIDEO

STENCIL

SWAY

VENNGAGE

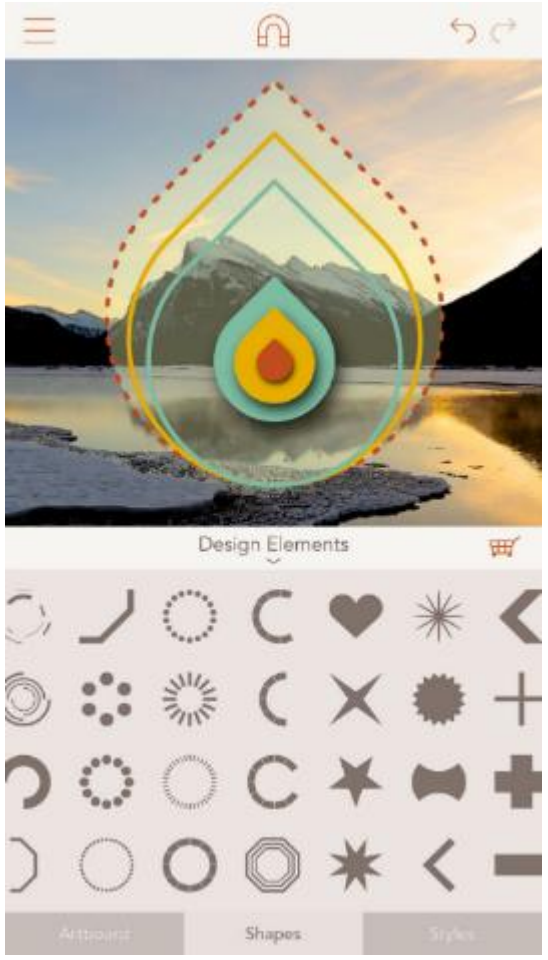
VISME

WHOM

WORDLE

ASSEMBLY

Create scalable vector graphics, stickers, icons, and logos

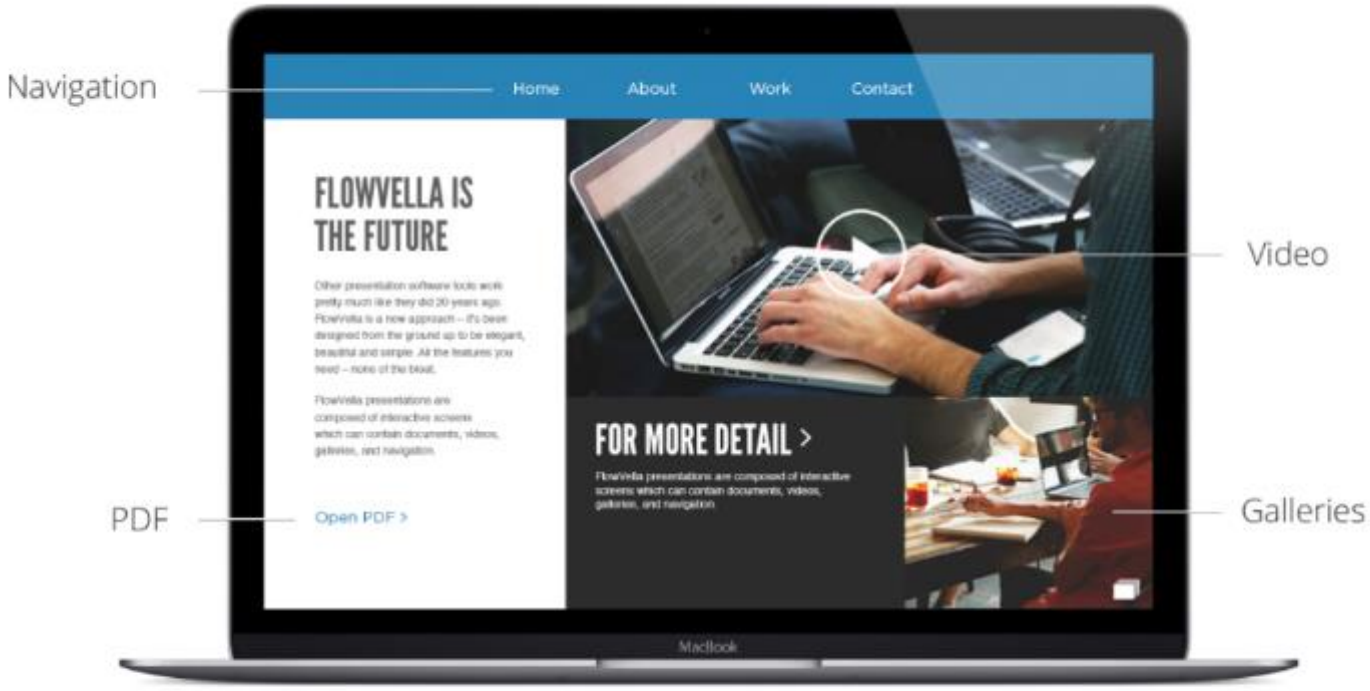


CANVA

Create presentations, posters, and social media graphics in your browser or iPad

FLOWVELLA

Combine words, images, videos, and PDFs into interactive presentations



FlowVella presentations feel like interactive apps.

GOANIMATE

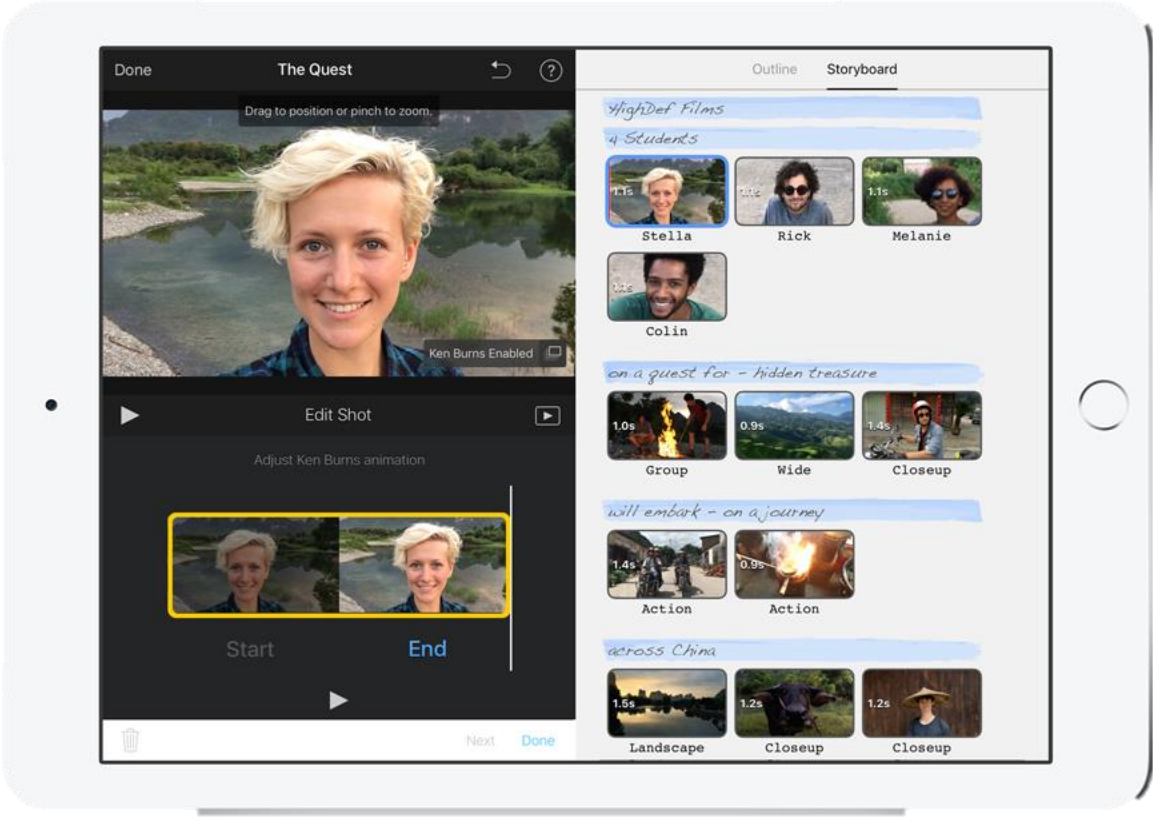
Make videos with animated characters, graphics, and lip-synch narration

HAIKU DECK

Create presentations on the web, iPad, or iPhone, and share them from the Cloud

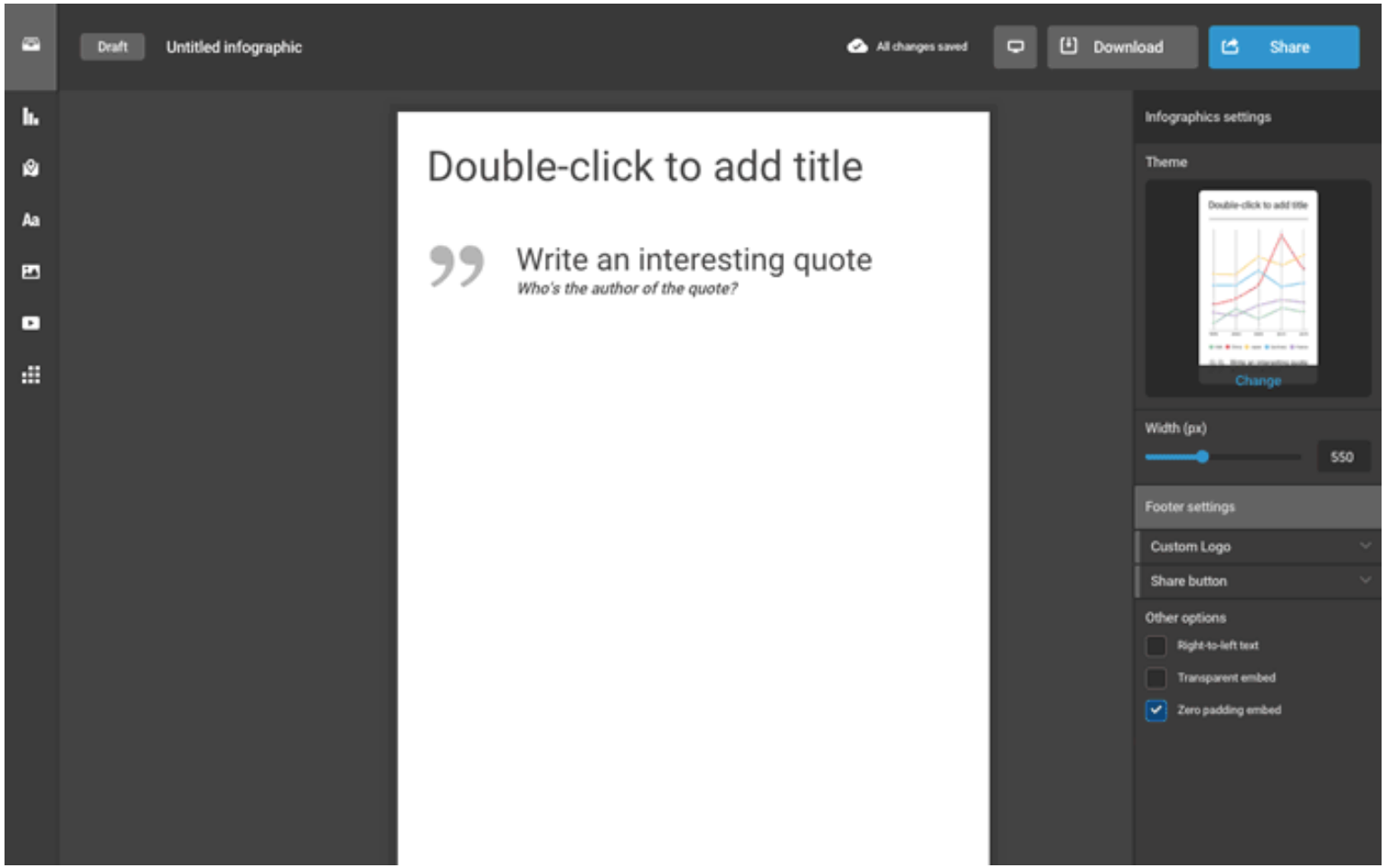
IMOVIE

Create movies from clips and photos with voiceover recording, music, and titles



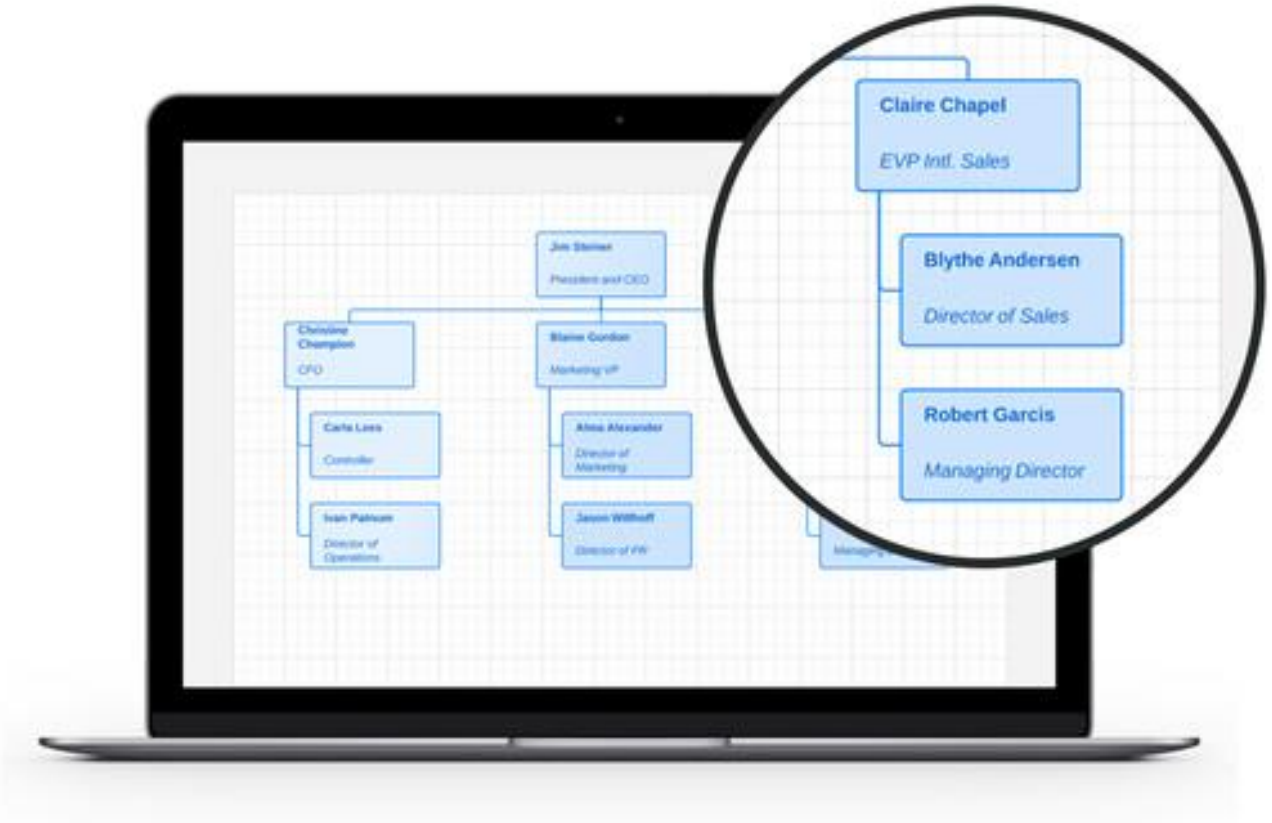
INFOGRAM

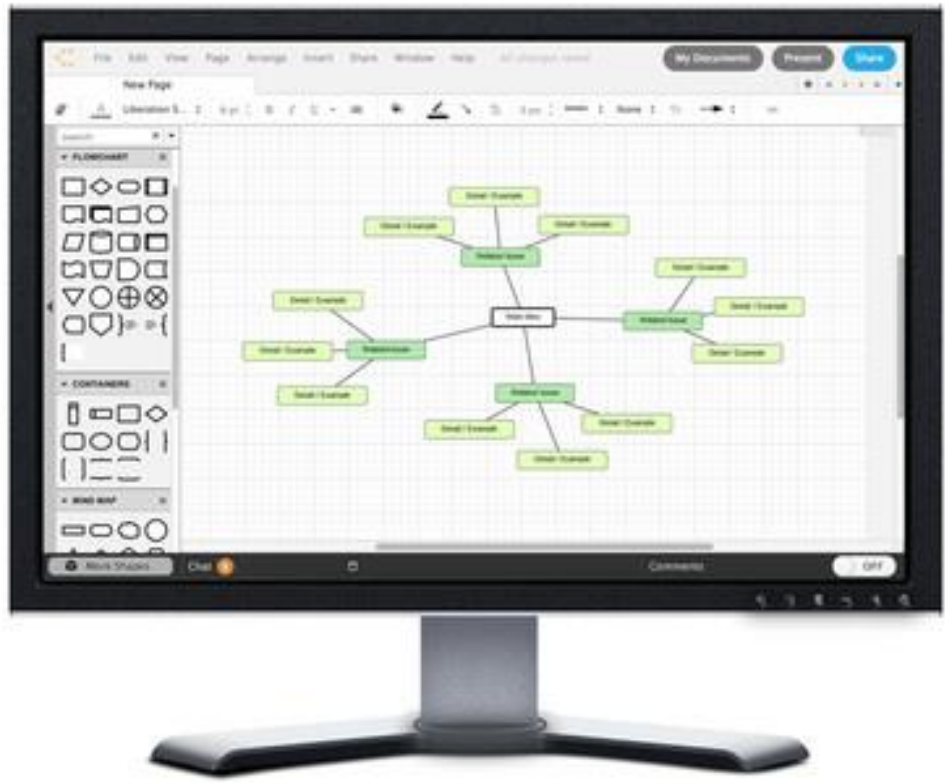
Make professional charts and infographics, and share interactive data visualizations



LUCIDCHART

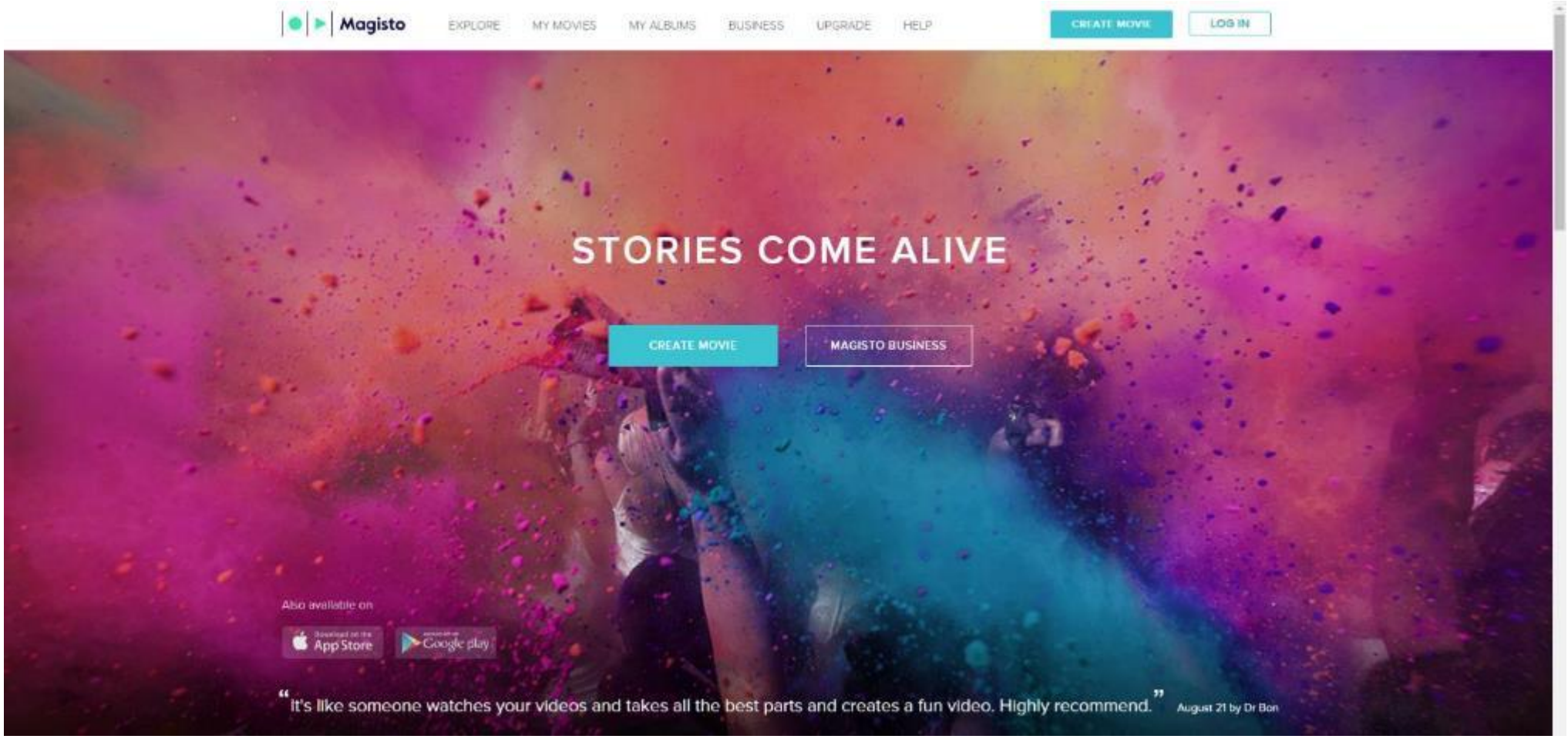
Sketch and share professional flowcharts, org charts, mind maps and diagrams





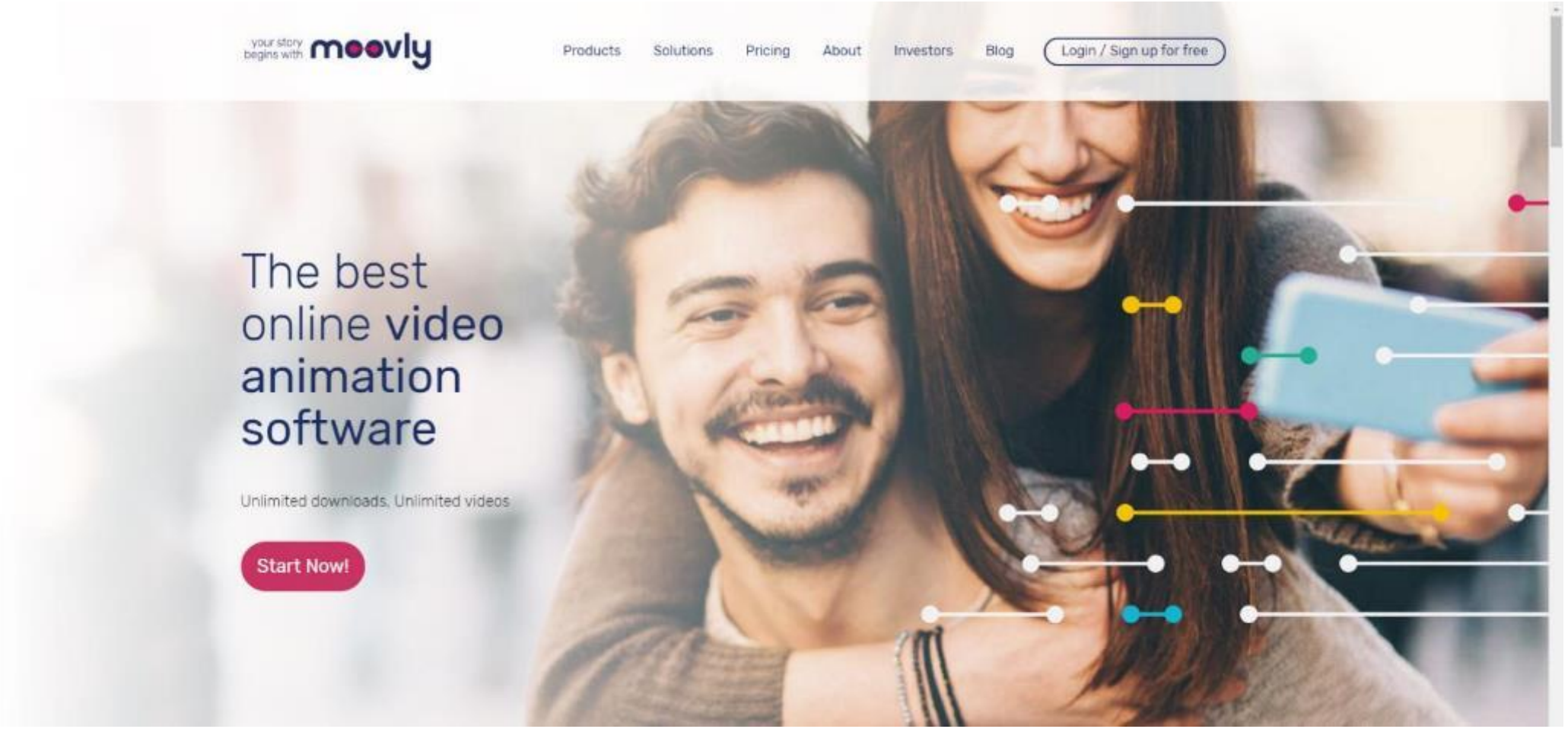
MAGISTO

Select the best parts of videos and photos, add music, and splice them into a movie



MOOVLY

Create animated videos that combine photos, text, graphics, narration, and music



MYSIMPLESHOW

Create animated "explainer" videos with narration and music.

PIKTOCHART

Build infographics from professional templates in the app or your browser

POPBOARDZ

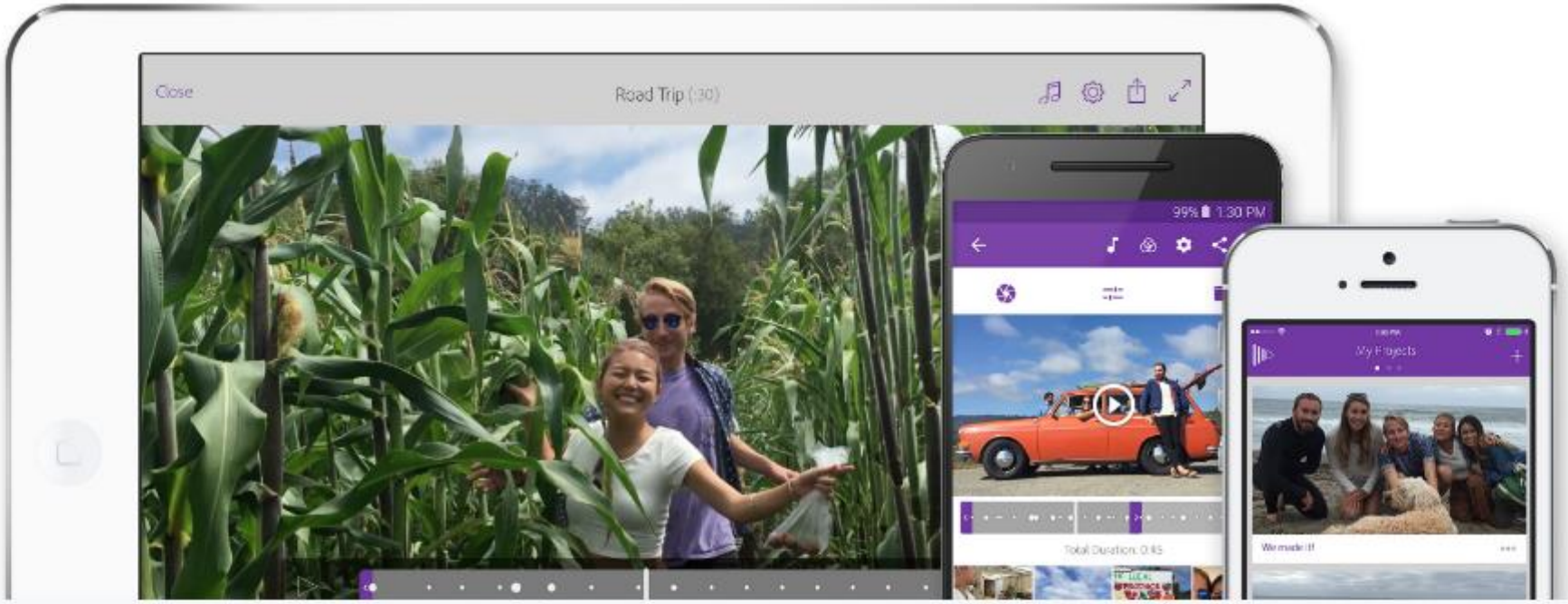
Organize PDFs, videos, photos, and websites into tiled interactive presentations

POWTOON

Create animated videos that combine characters, graphics, narration, and music

PREMIERE CLIP

Create, edit, and share videos from photos and videos, and synch them to music



Premiere Clip in action.

Turn the clips you shoot with your Android or iOS device into videos that look and sound incredible. Then share them on your favorite social channels, or sync them to Adobe Creative Cloud to take them further in Premiere Pro CC.

Fast, simple video creation

Create beautiful videos in minutes using photos and clips from your mobile device or Adobe Photoshop Lightroom collections. Let Premiere Clip do it for you automatically, or customize your video with powerful editing features.

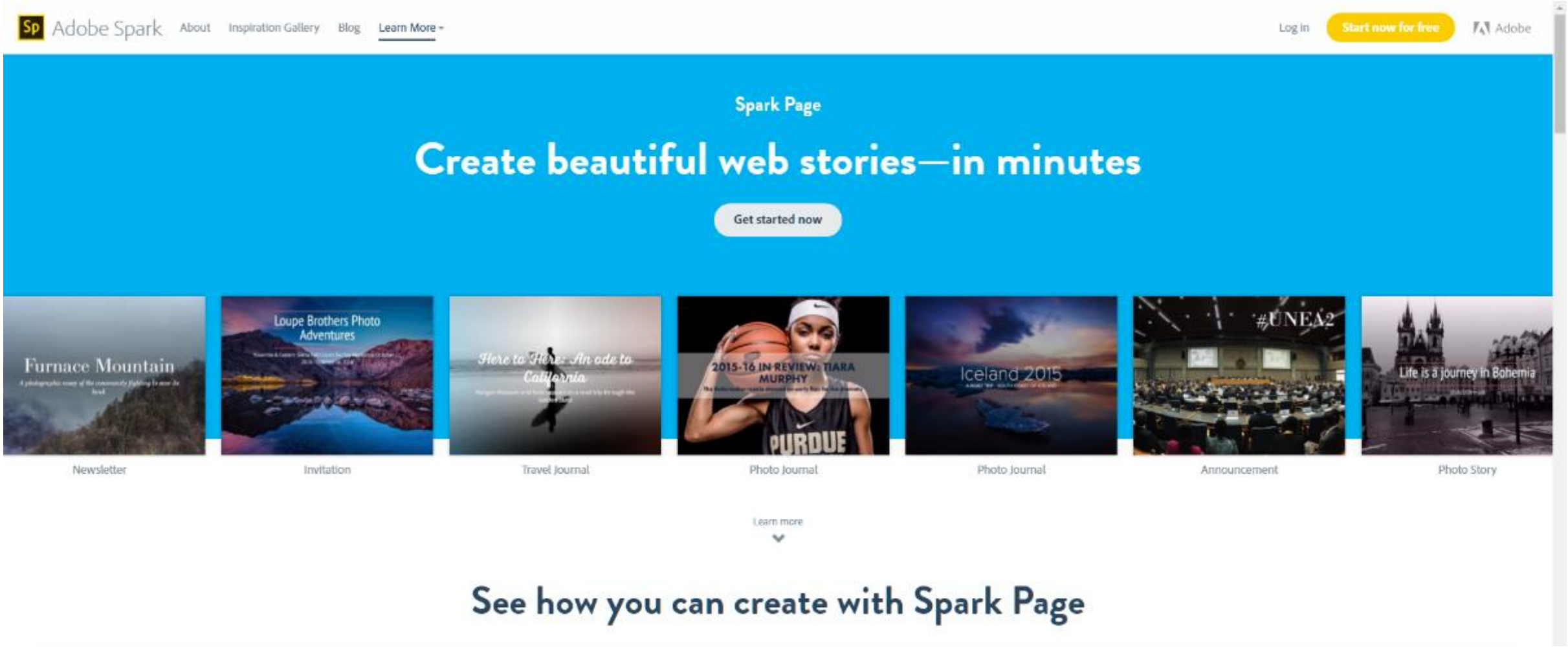
See how it works ›

Videos synced to music

Add your own music soundtrack and sync your videos to the beat of your music.

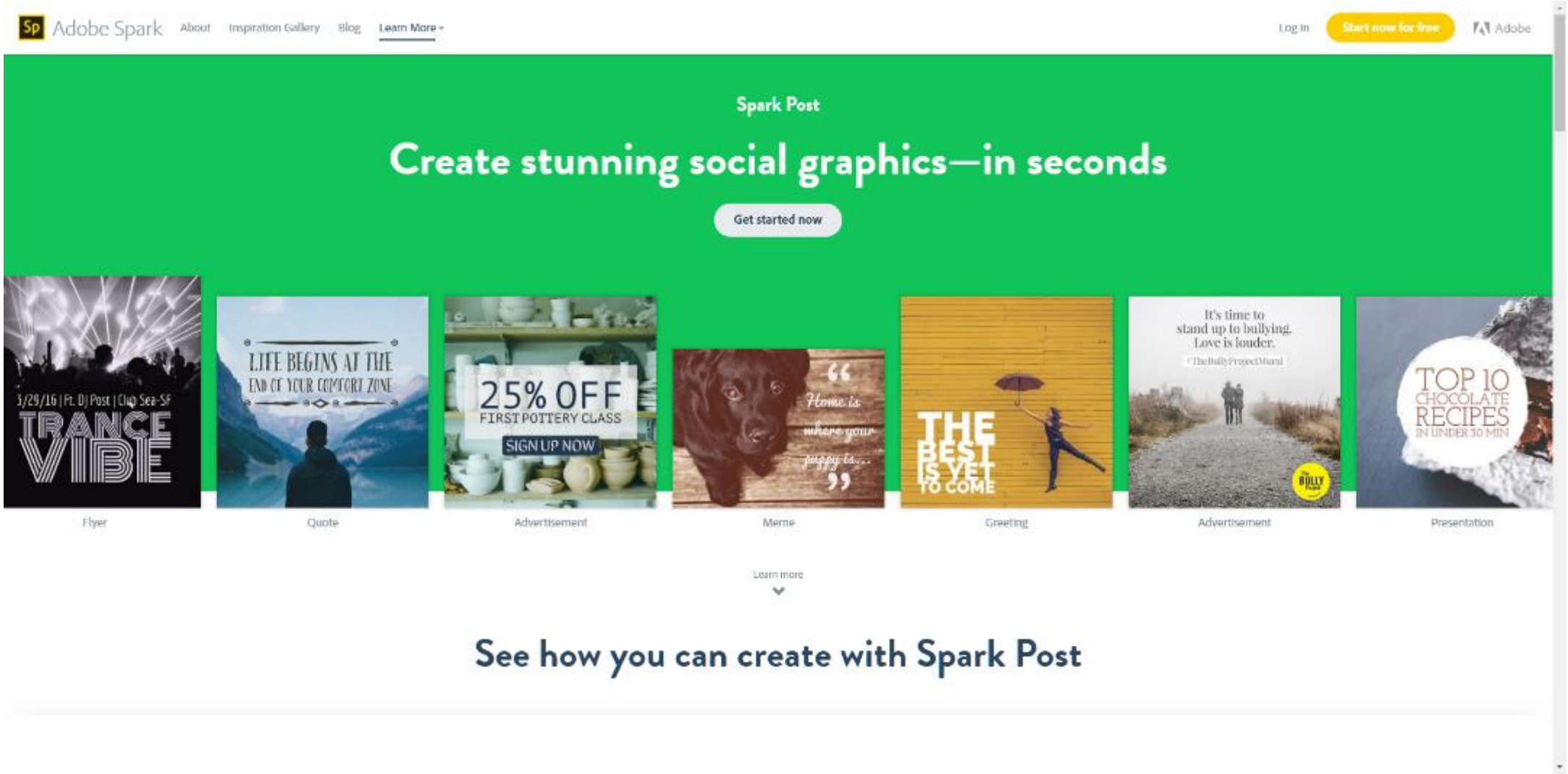
SPARK PAGE

Combine text, videos, and pictures into fluid web page stories called “Glideshows”



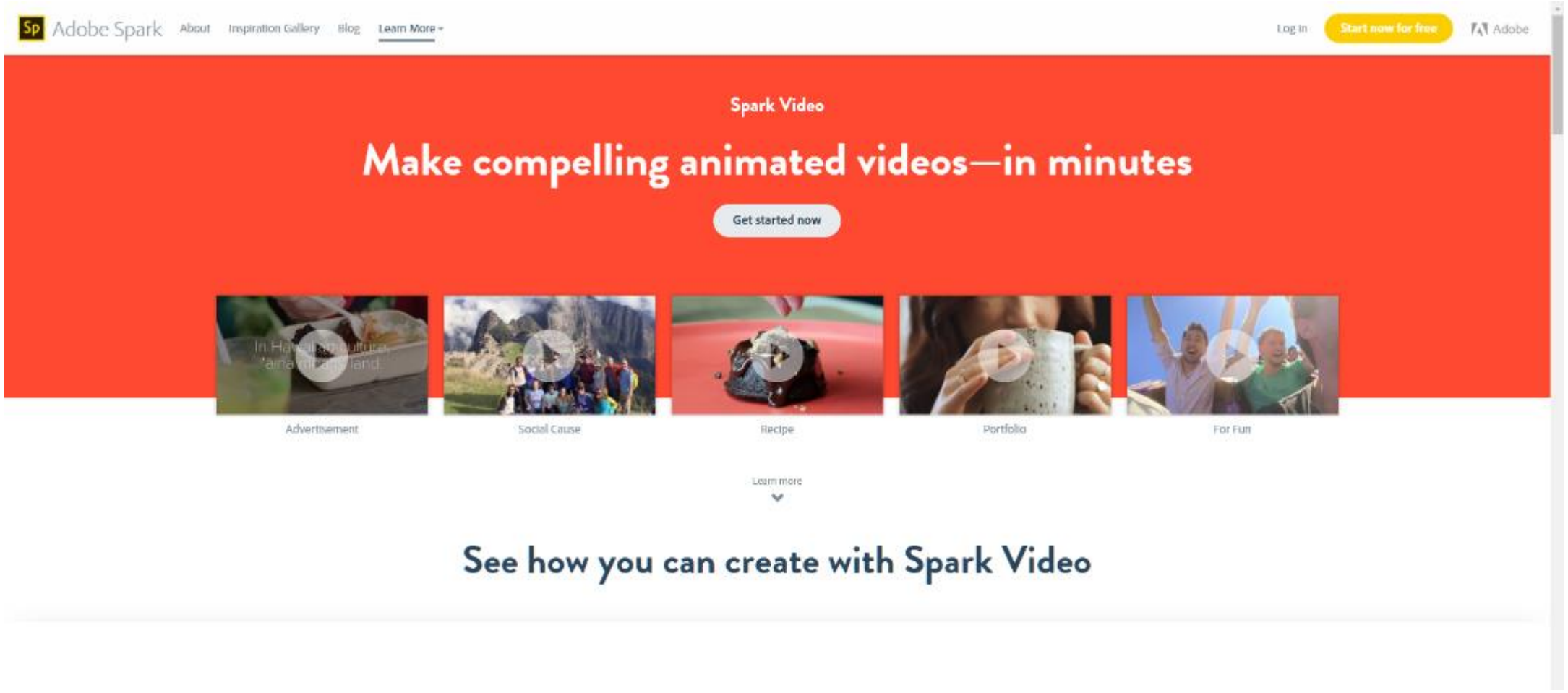
SPARK POST

Design custom social media graphics using professional images, layouts, and fonts



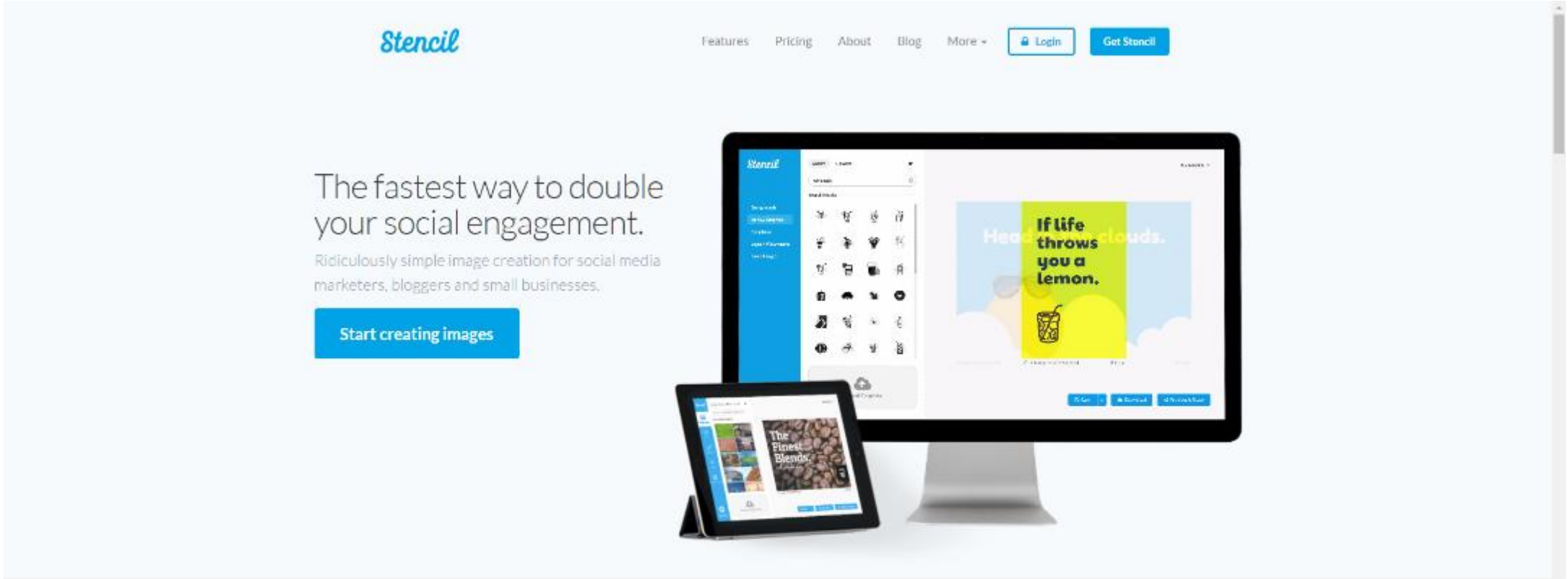
SPARK VIDEO

Combine video clips, photos, and icons in engaging videos in your browser or iPad



STENCIL

Create social media graphics, ads, and headers in this browser-based app

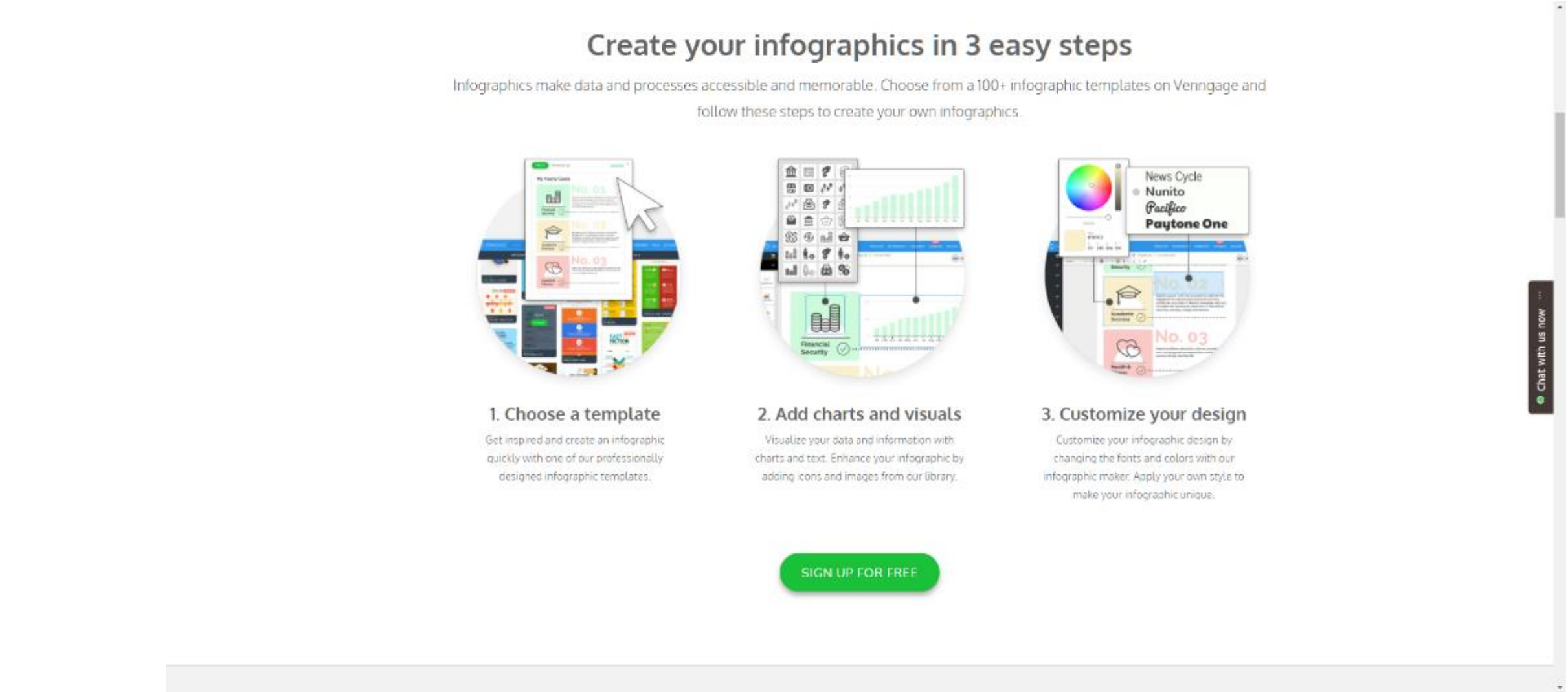


SWAY

Share interactive presentations and stories that combine images, video, and text

VENNGAGE

Create infographics, presentations, reports, or social media visuals in your browser

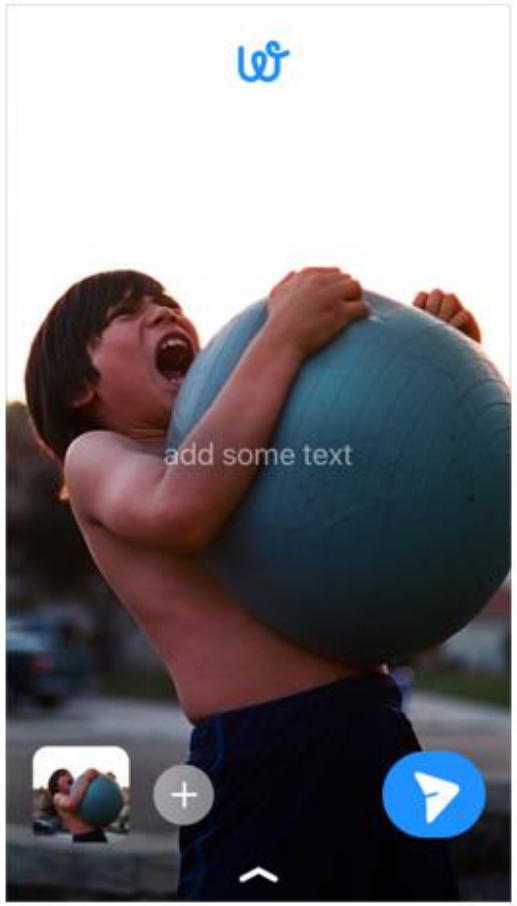


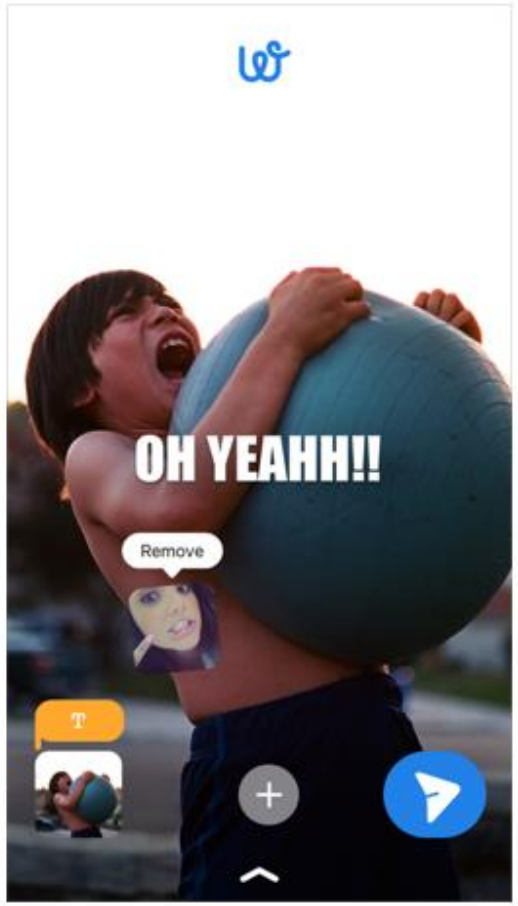
VISME

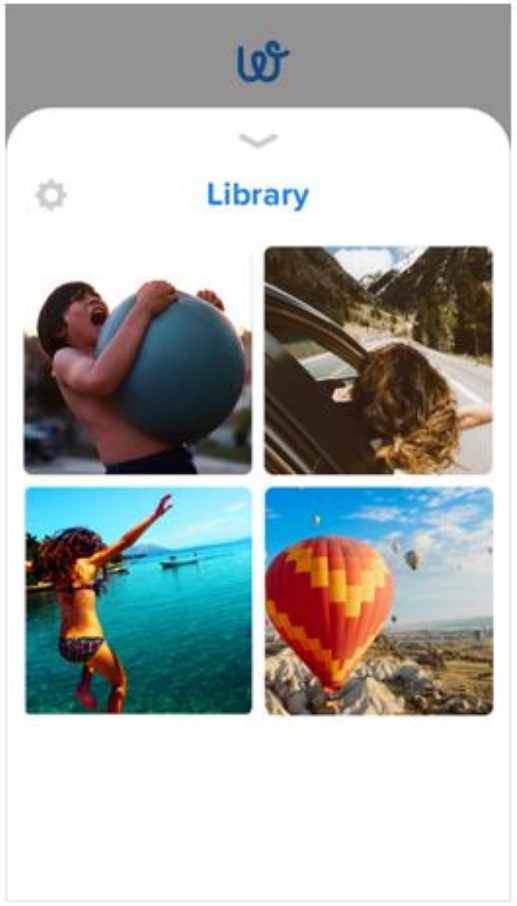
Create presentations, infographics, and other visual content in your browser

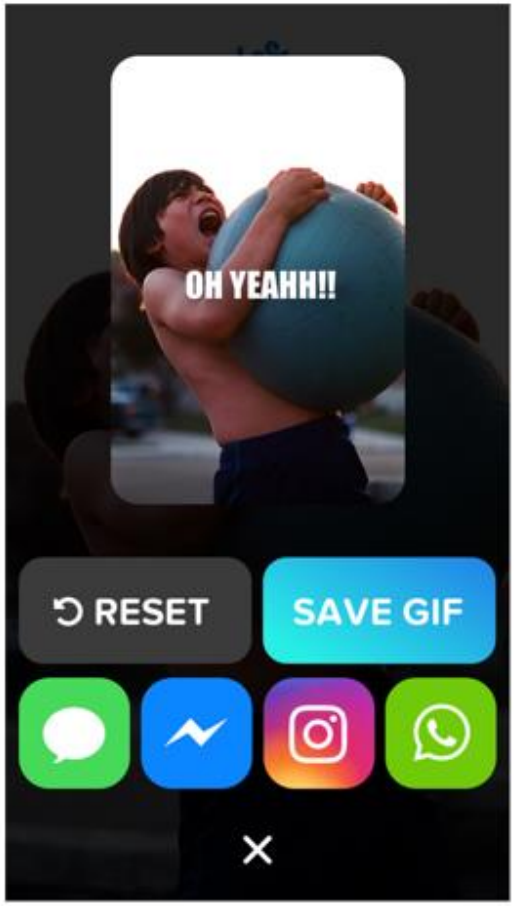
WHOM

Create your own GIFs and memes and share them in social media









WORDLE

Generate word clouds from your own text.

COME SEE ME IN SAN DIEGO

More Awesome Apps for Trainers
T202 • Tuesday • May 8 • 13:00-14:00

Microlearning Makeover:
10 Steps to Clear, Concise, and Comprehensible Instructions
Saturday • May 5 • 9:00–17:00

daniel.w.jones@me.com
@danielwardjones
linkedin.com/in/dwjones/

INTERNATIONAL CONFERENCE AND EXPOSITION

May 6-9, 2018 | San Diego, California

↗ Content ↗ Community ↗ Global Perspectives

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INTERNATIONAL CONFERENCE AND EXPOSITION

May 6–9, 2018 | San Diego, California

10 Conference Tracks

Career Development

Highlights trends and topics influencing a community of learning professionals interested in advancing their own careers and helping other develop their skills and expertise.

Human Capital

Highlights trends and topics influencing a community that manages organizational talent and the employee lifecycle.

Leadership Development

Highlights trends and topics influencing a community of leaders developing talent, managing change, and building a strong global workforce.

Learning Measurement & Analytics

Covers implementing learning analysis process models and systems in order to measure talent development events, program effectiveness, and organizational outcomes.

Training Delivery

Covers the transfer of knowledge and talent development via adapting, personalizing, adjusting, and ad-hoc development of training events for specific audiences and venues, modalities, or platforms.

Global Human Resource Development

Highlights trends and topics influencing a community of professionals from all over the world, with an interest in developing global talent, sharing regional best practices, and conducting global benchmarking.

Instructional Design

Focuses on trends and topics related to the process of analyzing learning needs, and creating goals for designing instructional materials to meet those needs.

Learning Technologies

Highlights trends and topics influencing a community of forward-thinking professionals using technology and learning to develop the future workforce.

Management

Highlights trends and topics influencing a community designed to deliver the tools and information managers need to develop a more engaged and productive workforce. This is not specifically Leadership Development.

Science of Learning

Highlights trends and topics influencing professionals interested in understanding the mechanics behind how individuals take in information, form connections and ideas, and exercise new behaviors on the job to improve performance.

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4 Industry Tracks

Government

Highlights trends and topics influencing the community of government learning professionals from federal, state, and local agencies, using innovation and collaboration to develop talent in the workplace.

Healthcare

Highlights trends and topics influencing the community of healthcare executives, providers, managers, and trainers working to create next-generation healthcare environments through learning, talent development, and cultural change.

Sales Enablement

Highlights trends and topics influencing those who develop sales talent.

Higher Education

Highlights trends and topics influencing a community where students, faculty, and practitioners collaborate with talent development professionals to develop a stronger workforce.

Various Learning Approaches

- Best practice sharing
- Interactive/practical programs
- Core competencies
- Innovation and development trends
- Research report sharing

"Absolutely outstanding. Truly the most professional, complete, and inspiring conference I've attended!"

—Previous Attendee

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INTERNATIONAL CONFERENCE AND EXPOSITION

May 6–9, 2018 | San Diego, California

Keynote Speakers

Monday
May 7, 2018

INTERNATIONAL CONFERENCE & EXPOSITION

May 6-9, 2018 | San Diego, California

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JUST ANNOUNCED!

President Barack Obama
will deliver the keynote address
on Monday, May 7, at ATD 2018.

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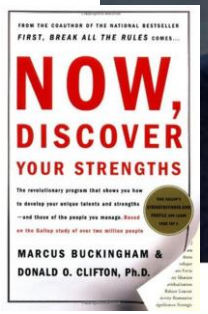
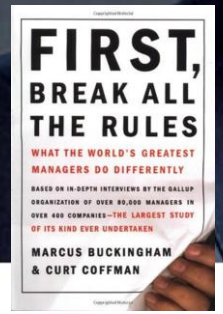
atd 2018 INTERNATIONAL CONFERENCE AND EXPOSITION
May 6–9, 2018 | San Diego, California

Keynote Speakers

Tuesday
May 8, 2018

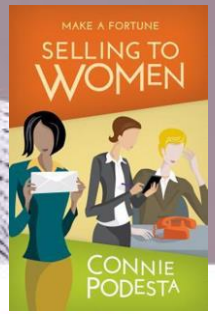


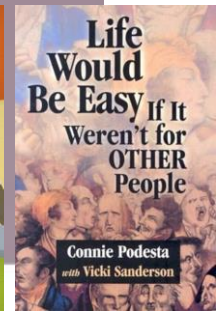


MARCUS BUCKINGHAM

Thought leader focused on unlocking strengths, increasing performance, and pioneering the future of how people work

Wednesday
May 9, 2018





CONNIE PODESTA

An author, educator, and licensed professional counselor focused on captivating, inspiring, and motivating new heights of personal and professional achievements

ATD Exposition

- 400+ exhibitors
- Exhibitors from nearly 20 countries
- 79 areas of product categories
- One-stop experience to explore latest learning services
- Discover business opportunities

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INTERNATIONAL CONFERENCE AND EXPOSITION

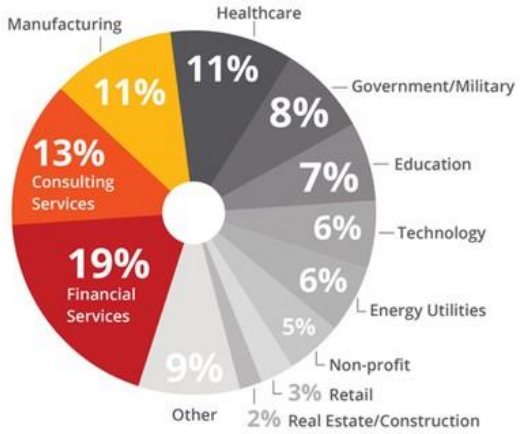
May 6–9, 2018 | San Diego, California

96% of attendees have, recommends, or specifies purchasing decisions for their organization

LEVEL WITHIN ORGANIZATION

- **22% EXECUTIVE** (Chief Learning Officer, SVP of Learning, Director of Training, Human Resources Director, Chief Human Capital Officer)
- **29% MANAGER** (Training Manager, Manager of Sales Training, HR Manager, L&D Manager, Manager of OD)
- **25% INDIVIDUAL** (Training Specialist, HR Generalist, Instructional Designer, LMS Administrator)
- **19% CONSULTANT**
- **5% OTHER**

INDUSTRY REPRESENTATION



91%
of attendees are satisfied with ATD International Conference and Expo

Conference provides attendees with:

- Networking opportunities
- Vendor analysis
- Benchmarking data
- Professional Development
- Best Practices

57%
of attendees are from an organization with 1,000+ employees

45%
of attendees have been in the training industry 11+ years

ORGANIZATION SIZE

24%
of attendees come from outside the United States

TOP TITLES

AVP, Talent Management
Chief Development Officer
Chief Engagement Officer
Chief HR Officer
Chief Learning Officer
Chief Talent Development Officer
Deputy Dir., Learning and Performance
Director - Change Management

Senior Training Officer
SVP - Chief Talent Officer
Training & Development Supervisor
Senior Director, Global L&D
Director – Talent Development
Director Corporate University
Director Human Resources
Director of eLearning

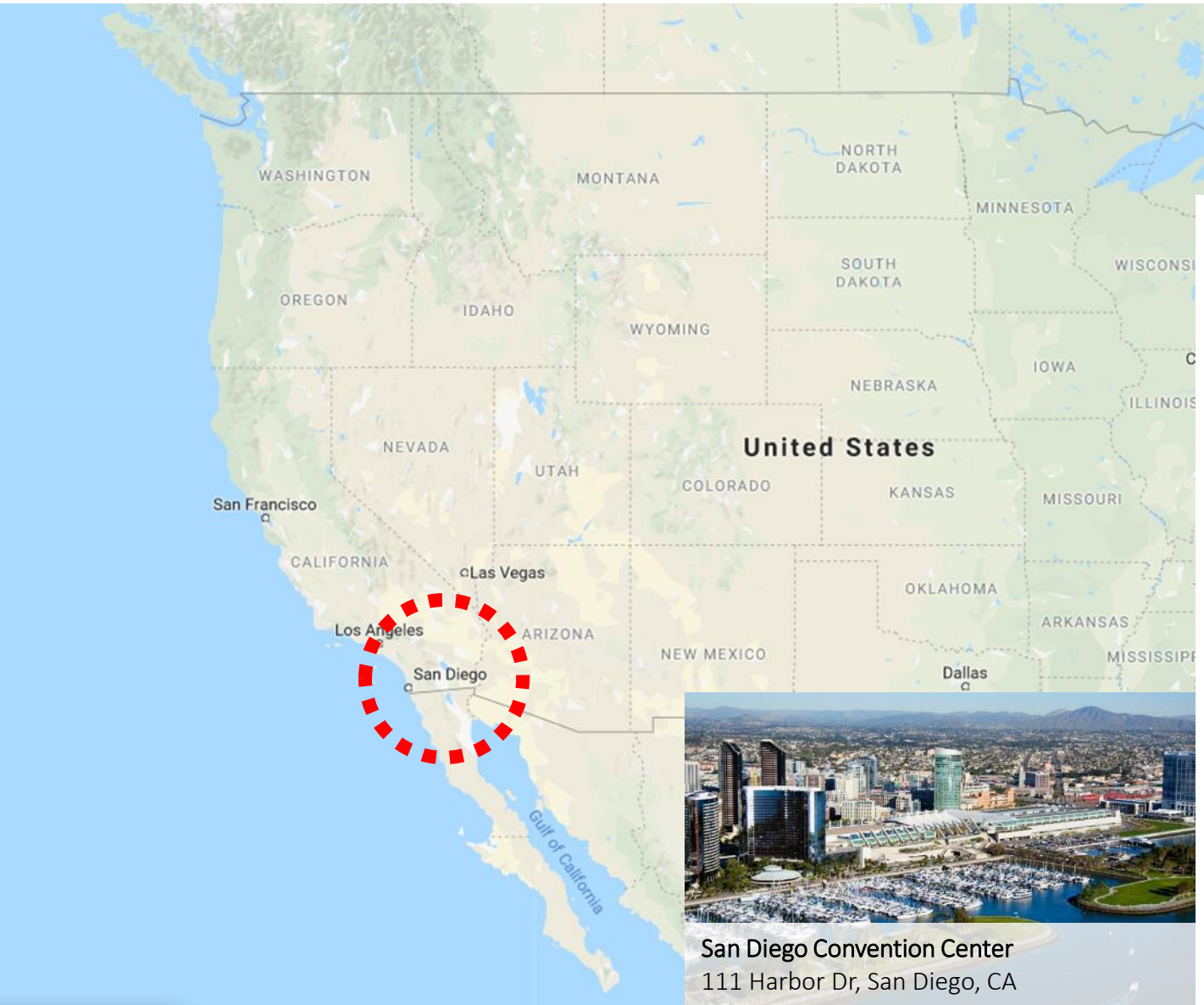
Director of Sales Training
Director, Leadership Development
Director, Training
Executive Director of Talent
Global Director of Sales Enablement
VP Technology
VP, Global Learning

Activities and Events for International Attendees

- International Orientation
- Global Village
- International Attendee Reception
- Simultaneous interpretation in Chinese, Japanese, and Korean (paid service)

Destination

San Diego, California
May 6-9, 2018



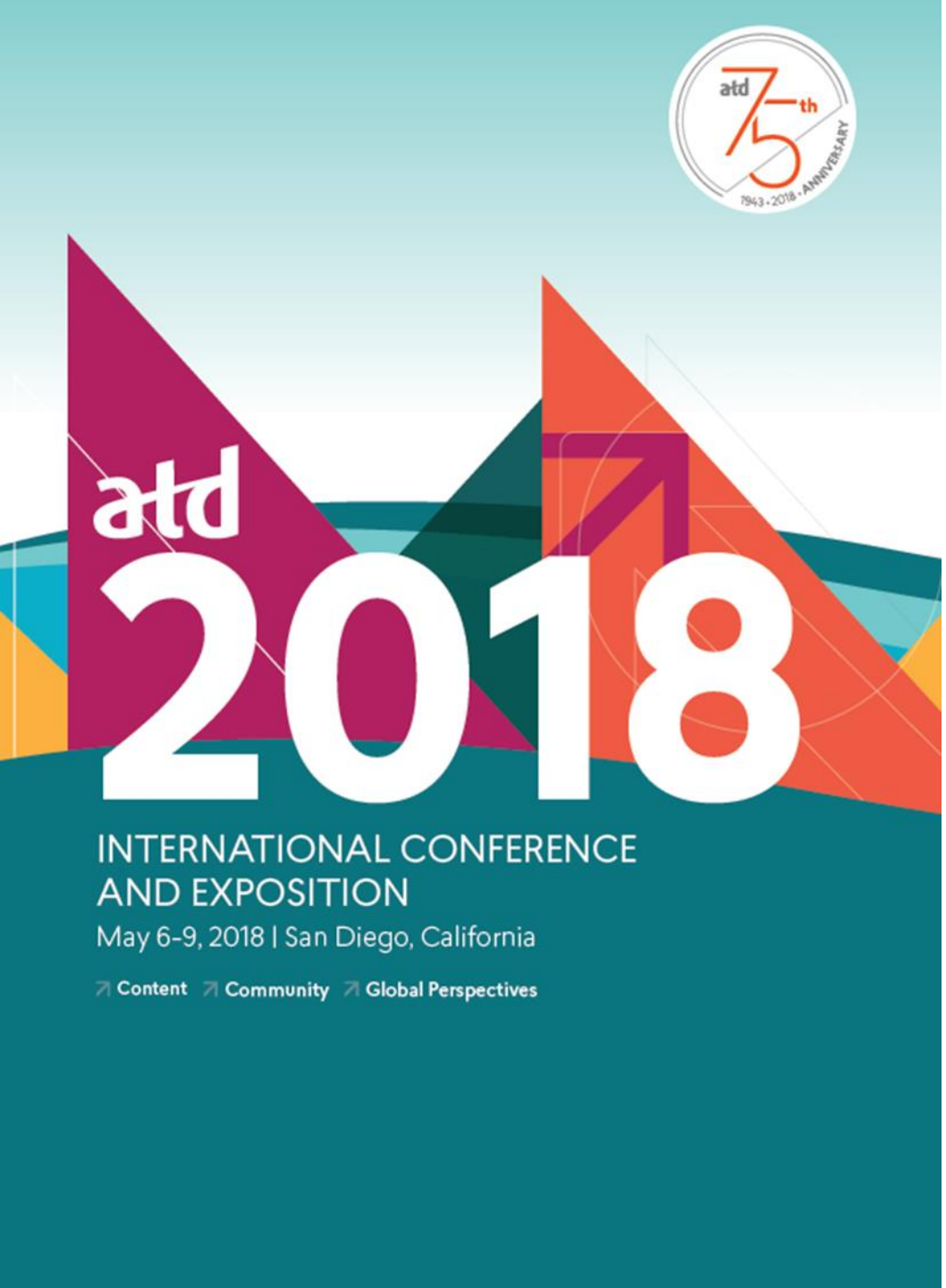
San Diego Convention Center
111 Harbor Dr, San Diego, CA

Location, Location, Location

Join us in San Diego!

With 112 kilometers of sun-drenched coast, an inviting ocean, and a year-round daily forecast of 21°C, and you'll see why this southernmost stretch of California is all about outdoor fun. Discover top theme parks and attractions like SeaWorld San Diego, San Diego Zoo, San Diego Zoo Safari Park, and LEGOLAND California.

- San Diego Zoo and Safari Park
- Balboa Park
- Maritime Museum of San Diego
- SeaWorld San Diego
- Gaslamp Quarter
- USS Midway Museum



Top 5 Reasons to Attend ATD 2018

- Immerse yourself in an integrated experience to understand industry trends, and expand global perspectives.
- Meet and hear directly from the world's leading subject matter experts.
- Explore the industry's largest exposition, and understand the latest resources, tools, and solutions.
- Expand your network, and meet with colleagues from all around the world.
- Discover San Diego, and experience American culture!

Ways to Register

Individual

- Register online: www.atdconference.org/Register
- Contact us: international@td.org

Group (Delegation)

- To register and organize a delegation, email international@td.org.

Full Conference Registration	ATD Member	List Price
Early Bird Rate Expires January 31, 2018	$1,395	$1,695
Advanced Rate Expires March 30, 2018	$2,175	$2,500
Regular Rate Expires April 27, 2018	$1,875	$2,200
International Delegation (Groups of 5 or More)	$1,325	$1,625
After April 27, 2018	$1,425	$1,725
Other Fees		
Networking Night		$75
Simultaneous Interpretation Korean, Japanese, Chinese		$345

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INTERNATIONAL CONFERENCE AND EXPOSITION

May 6–9, 2018 | San Diego, California

Contact Us
international@td.org

See You in San Diego!

May 6-9, 2018