Learning is vital to every organization’s sustainability. Learning culture is a collective set of conventions, such as organization values, process and practices that influence and encourage both individuals and the organization to continuously increase knowledge, competence and performance.

**Why is it important?**

Organizations with strong learning cultures outperform their peers in a number of ways and make a difference in the organizations’ ability to compete successfully such as:
- Innovation and the ability to bring new products to market
- Efficiency and productivity
- Quality
- Agility and the ability to anticipate future market needs
- Ultimately market share and market leadership

**Assessing the maturity of learning in your organization:**

Skillsoft resources and tools will help you gain an understanding of your organization’s learning culture and identify areas where focused efforts can have the most impact.

<table>
<thead>
<tr>
<th>Kevin Clancy</th>
<th>Kath Greenhough</th>
<th>Amy Reid</th>
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<tbody>
<tr>
<td>Senior Director Enterprise Learning &amp; Development inVentiv Health</td>
<td>Manager, Consulting Services Australia &amp; New Zealand Skillsoft</td>
<td>Manager, Consulting Services Skillsoft</td>
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In October 2014, the Red Cross launched its Learning Hub (Skillport, the “Hub”) and elearning library of Skillsoft courses, video and books. They used the Learning Growth Model to help communicate their implementation strategy with the CHRO and business partners. Although they started from scratch, they achieved an adoption level of 60% in Year 1. Their healthy adoption story doesn't mean the organization openly embraced elearning; it didn't. They struggled with resistance from leadership and how to increase employee awareness. They had to explore how they might build alignment and adoption to support business needs. The journey became their mission – create an elearning groundswell that was unstoppable!

During this session attendees will learn:
- How American Red Cross used their strengths in mobilization to create a groundswell of adoption
- “Show and tell” is key to adoption: Gushing with pride is more than acceptable and embracing every opportunity to talk about your LMS and elearning resources will get you closer to your goal
- Creativity reigns: You can do almost anything you need to do for marketing with no money and a lot of elbow grease
- Power of the water cooler: Never underestimate the power of peers and water cooler conversations, grassroots efforts in the field are mission critical and will get you almost anywhere you want to go

Who should attend: Those who are implementing elearning with limited resources or for the first time.

**Kristin Morris**
Manager, Learning Systems and Processes
*American Red Cross*

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**Breakout Sessions 1 | SumTotal: Working Effectively with SumTotal Support (customer panel)**

Do you know all of the programs and resources available to SumTotal Customers via the SumTotal Customer Support organization? The team members in the support organization hold some of the deepest product knowledge available, they’re active participants on the SumTotal Connect community, and run terrific programs like ‘Ask the Experts’. Join a panel of SumTotal customers and the SumTotal Vice President of Customer Support, to get tips on how you can fully leverage the wealth of resources available to customers. Hear directly from SumTotal customers regarding how they get the most value from their partnership with SumTotal Support.

**Moderator:**
Mohammed Ajouz
Vice President
Customer Support
**SumTotal, A Skillsoft Company**

**Panelists:**
Keith Dudding
Learning Site Administrator
Edward Jones
Edward Jones

**Varsha Gumastha**
Global Learning Management
App Manager
*RELX Group*

**Jason Maxwell**
Director
Learning and Development
*American Airlines*
### Breakout Sessions 2

**2:30 p.m. – 3:30 p.m.**

<table>
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<tr>
<th>Breakout Sessions 2</th>
<th>#igotskills: Challenging the Status Quo in IT Learning</th>
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This humorous, yet powerful session will take you on a journey of how we challenged the status quo of IT development at Johnson & Johnson. By taking some risks, questioning some assumptions and collaborating with our Skillsoft team, Johnson & Johnson completely changed the way they deliver, reinforce, apply and measure learning within the IT organization. Their goal was simply to increase the engagement of their IT organization and increase adoption. To do this they began the #igotskills campaign, collaborating with the Skillsoft team, they developed a detailed project plan that aligned with the Johnson & Johnson Global IT strategy and Sector Functional Capabilities. This session will focus on the information CIOs are looking for to buy into a learning program and how to launch a successful marketing campaign like #igotskills.

During this session attendees will:
- Gain understanding of the importance of prioritizing the key strategic business objectives of the IT organization to the learning resources
- Learn how to influence executive sponsorship and subject matter experts participation
- Explore how collaboration between the Skillsoft team and the Johnson & Johnson team created a successful adoption strategy

Who should attend: Those interested in learning about successful marketing programs to increase adoption and usage and those interested in the value of involving the CIO and the IT organization in learning.

*Saila Incollingo*
Director of Learning and Talent Development
*Johnson and Johnson*

*Elizabeth Heckman*
IT Technical Training Lead
*Johnson and Johnson*

### Breakout Sessions 3

**4 p.m. – 5 p.m.**

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<tr>
<th>Breakout Sessions 3</th>
<th>Skills Application as a Goal of Program Adoption</th>
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In 2011, professional learning personnel in the Washoe County School District worked with senior managers to design learning programs that focused on job-specific skills. From this work, an employee career lattice program emerged. Recently, the school district added a professional learning recognition system to support the career lattice program. The recognition program provides school district leaders with opportunities to commend employees for attaining professional growth goals. In the last year, Skillport’s Community has become a venue for communities of practice where participants engage in social learning to help their colleagues develop and apply job-specific skills. As a result of this project, skills application in the workplace has increased significantly.

During this session attendees will learn how to:
- Increase engagement by offering job-specific elearning programs
- Use recognition to support professional growth and career advancement
- Promote social learning to increase skills application

Who should attend: Those interested in learning how to increase job-specific skills application and engagement.

*Toni Rader*
Professional Learning Coordinator
*Washoe County School District*
### CA Technologies

CA Technologies shared their university model at 2014 Global Skillsoft Perspectives, since then, their universities have evolved into the next evolution. During this session CA Technologies will share how they have evolved in two years, increased adoption and tied training to their business outcomes. CA Technologies has directly embedded Skillsoft content links into Department Universities and enhanced inter and cross department roadmaps for employee growth and development. These tactics have had a direct contribution to the improvement of key business metrics with higher engagement and adoption.

During this session attendees will learn how to:
- Increase adoption by embedding to main training resource of department
- Improve engagement with tight alignment to employee development paths and business outcomes
- Demonstrate more value to business by leading learners to strategic content

Who should attend: Learning leaders, responsible for corporate education, who are interested in the process of using the university model and aligning it to the organization.

**Thomas Daniels**  
Principal Education Consultant  
*CA Technologies*

### BAE Systems Inc.

In order to get the full benefits of the products and solutions you have secured you need to understand the technology behind it, but you aren't the expert on this technology so often you are left with a huge learning curve to figure everything out. The partnership that BAE has with the Skillsoft and SumTotal teams have made their learning program robust, driven adoption and proven the value through change management and alignment. This session will be an interactive journey of how BAE has undertaken the integration of SumTotal Learn and Skillsoft applications and content offerings into the BAE Learning and Development ecosystem.

During this session attendees will learn:
- How to foster good partner relationships and the journey of the SumTotal/Skillsoft/BAE collaboration efforts
- How BAE is driving adoption and value through change management and alignment
- Lessons learned from the BAE perspective

Who should attend: Those looking to enhance their vendor partnerships through collaboration and want to understand more of how you can influence change management in your organization.

**Robert Browne**  
Instructional Designer  
*BAE Systems Inc.*

**Scott Petrie**  
Manager, Learning Tools  
*BAE Systems Inc.*

The concept of “The Self-Developing Organization” promises a learner-centric approach to learn, perform and succeed. How do you align your learning systems to empower learners and managers as they join the firm, get promoted, and choose ongoing learning based on their individual development needs while satisfying organizational and individual learning requirements? How do you provide transparency so Managers can make informed decisions about employee enrollment in learning programs with a significant time or cost commitment?

This session will discuss how Navigant addressed these questions and the role the Skillsoft has played in the fundamental success of their new and evolving programs. Navigant has been able to provide a customized learning experience using a flexible, unique learning structure that allows employees and managers to take charge of their learning with choices grounded in firm expectations and individual development needs so that learning can occur contextually over a period of time within the daily flow of work.

During this session attendees will learn:

- Key steps to structure and align your learning systems that enable learners and managers to partner together to develop individualized learning plans that clearly align to corporate and role-specific competencies and performance systems
- How to use Skillsoft content to introduce blended learning that provides guidance and empowerment to build not only skills but advocates for learning
- How to utilize and customize Skillport and Sales Advantage to empower learners to access real-time learning solutions.

Who should attend: Those interested in realizing the vision of organizing and aligning learning systems to the business and marrying strategy to execution.

Ann Stavrovich
Director, Learning & Professional Development
Navigant Consulting

Norene H. Trondsen, M.Ed. (DE), PMP
Senior Manager
Learning & Professional Development
Navigant Consulting

Breakout Sessions 5 | Skillsoft Business Skills - Microlearning that Engages and Sticks

Distractions of all kinds are the status quo in today’s business – and they wreak havoc on formal and informal learning programs. Furthermore, they can significantly impact learner engagement and retention.

The latest buzzword and concept of microlearning is very appealing on the surface, but what exactly is it? During this session, we will take a look at a Skillsoft’s business solution and how the new video courses can energize programs, engage users, and facilitate the application of learning on the job on the preferred device where and when it’s needed.

In this session we’ll take a look at Skillsoft’s approach to microlearning, via the new 30 min video business courses. We’ll review findings from customer and millennials research conducted early in 2016. Finally, we’ll share best practices for increasing engagement, retention and value from business solutions to meet the needs of today’s business professionals.

Russ Howard
Senior Director
Product Management – Content Products
Skillsoft

Cindy Simms
Senior Product Marketing Manager
Skillsoft
### Thursday, May 12, 2016

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<th>Time</th>
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<tr>
<td>9 a.m.</td>
<td><strong>Mix-N-Match Workshops</strong></td>
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<tr>
<td>9 a.m.</td>
<td>10:30 a.m. <strong>Making Competencies Work for You: You've Built a Competency Model, Now What?</strong></td>
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<tr>
<td>11 a.m.</td>
<td><strong>Enablement of Content Discovery – Curating Content for Targeted Learning (hands-on lab)</strong></td>
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An effective competency strategy supports short and long term organizational success because it allows for the alignment of talent/behavior with business objectives. Formal models reflect the organization’s mission and values provide a common language to describe not only the KSAs (Knowledge, Skills and Abilities) for success, but often the intangible attributes that often are the qualities that “make or break” an individual’s success in a specific role or with the organization in general. Informal modes are when competencies provide a language for managers (and their HR partners) to set goals and provide feedback on qualitative performance expectations which are often difficult for people leaders to articulate.

At times, you may need to assist your internal stakeholder groups in how to speak the language of development and identify “informal” competency models that can be used to align learning to what’s important to individual stakeholder groups. These competencies can answer the WIIFM question for decision makers and for ICs who need convincing to spend time on their development. During this workshop you will learn how to use content mappings more effectively to focus users on relevant development tools. At the end of this workshop, you will be able to:
- Help internal stakeholders understand the value of competencies
- Use competencies to provide a common language for performance
- Use competencies to align learning to business objectives
- Use content mappings to drive learners to relevant resources and impact adoption

**Sarah Bosin**  
Senior Customer Success Consultant  
Skillsoft

**Melissa Frank**  
Customer Success Consultant  
Skillsoft

**Janet Toner**  
Product Specialist  
Canadian Credit Union Association

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<td>11 a.m.</td>
<td>12:30 p.m. <strong>Enablement of Content Discovery – Curating Content for Targeted Learning (hands-on lab)</strong></td>
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With so many resources available to learners, how do you organize content in a way that aligns with business needs and brings real value to the organization? In this workshop we will walk thru different methods that can be used to find, organize and promote content to learners. We'll discuss how to design a curated experience and get hands-on - **don’t forget your laptop** - with Skillsoft systems that allow you to build these curated views to better enable your learners to quickly access relevant learning content.

**Scott Oliver**  
Product Manager  
Skillsoft

Agenda subject to change without notice