



# ALIGN 2017



CONFERENCE AGENDA

MONDAY, SEPTEMBER 11

## BIZLIBRARY SOLUTIONS TRAINING

9.10	4:00 - 7:00 p.m.	Registration
9.11	8:00 a.m. - 5:00 p.m.	Registration
	8:00 - 9:45 a.m.	Client Advisory Board Breakfast (invite only)
	8:00 - 9:45 a.m.	Small Business Meeting (invite only)
	10:00 - 10:50 a.m.	BoosterLearn Features & Benefits
		Client Success: Partnership Best Practices
		BizLibrary Technology Review
	11:00 - 11:50 a.m.	How to Gain Leadership Buy-in
		What's New in the BizLibrary Collection
		Marketing & Communications: How to Build a Plan
	11:50 - 12:50 p.m.	Lunch Buffet
	1:00 - 1:50 p.m.	How to Gain Leadership Buy-in
		Content Management + LMS Features & Benefits
		Marketing & Communications: How to Build a Plan
	2:00 - 2:50 p.m.	How to Align Training & Business Goals
		Content Management + LMS Features & Benefits
		BizLibrary Technology Review
	3:00 - 3:50 p.m.	How to Be a Successful Program Manager
		Best Practices For Launching a Successful Program
		How to Align Training & Business Goals
	4:00 - 4:50 p.m.	BoosterLearn Features & Benefits
		What's New in the BizLibrary Collection
		How to Be a Successful Program Manager
	5:30 - 9:30 p.m.	Welcome Reception/Dine Around

9.12	7:00 - 8:00 a.m.	Breakfast	
	8:00 - 9:00 a.m.	President's Address	
	9:15 - 10:00 a.m.	Align Training with Culture, Recognition & Employee Development You Asked For Commitment to Training...Now What?	
		Building an Emerging Leadership Program	
	10:00 - 10:15 a.m.	Networking Break	
	10:15 - 11:00 a.m.	Talent Development Programs Need Dedication & Perseverance Getting from "Not I" to "I Will" With a Mentor Program	
		Impact Your Corporate Bottom Line	
	11:00 a.m. - 12:15 p.m.	Awards Luncheon	
	12:20 - 1:20 p.m.	Keynote: Garry Golden	
	1:30 - 2:15 p.m.	Leverage Your LMS for Learner Engagement & Development Marketing & Communications for Success Gaining Buy-in for Your Learning Program	
	2:15 - 2:30 p.m.	Networking Break	
	2:30 - 3:15 p.m.	Which Came First? Program Utilization or Program Communication? Tackling Your Training Program - Overcoming "We've Always Done It This Way"	
		Training for Transformation - Executing on Strategy	
	3:30 - 4:30 p.m.	BizLibrary Product Roadmap	
	6:00 - 9:00 p.m.	Networking Event: City Museum	
	9.13	7:00 - 8:00 a.m.	Breakfast
		8:00 - 9:00 a.m.	Keynote: Michael Rochelle
9:15 - 10:00 a.m.		Planning & Marketing Strategies from the Beer Industry Train the Trainer: Why, When & How	
		Review "The Review"	
10:00 - 10:15 a.m.		Networking Break	
10:15 - 11:00 a.m.		Building a Successful Mentoring Program in Your Organization Building a Management Training Curriculum	
	<b>Conference Adjourns</b>		

**We hope to see you back in  
St. Louis for ALIGN 2018!**

September 17 - 19

4:00 - 7:00 p.m.

**Registration***Grand Coatroom*

8:00 a.m. - 5:00 p.m.

**Registration***Grand Coatroom*

8:00 - 9:45 a.m.

**Client Advisory Board Meeting** *(invite only)*

8:00 - 9:45 a.m.

**Small Business Meeting** *(invite only)*

10:00 - 10:50 a.m.

**BoosterLearn Features & Benefits***Grand A*

Find out more about BizLibrary's newest product that will change the way your employees learn.

**Key Objectives:**

- Background and philosophy of learning reinforcement
- Overview and description of reinforcement boosters and BoosterLearn platform
- How training ROI can be generated

**Ryenn Gaebler**, Client Success Account Executive**Brandon Koch**, Client Success Account Executive

10:00 - 10:50 a.m.

**Client Success: Partnership Best Practices***Grand B*

The BizLibrary Client Success team is in the business of helping organizations reach their full potential. We believe in proactively communicating with our clients to drive success through partnership and strategy. Hear from our team on how to best leverage this relationship to reach your program goals.

**Key Objectives:**

- Understanding the roles within Client Success
- Best practices for communication
- Ongoing strategic support
- Lessons from current clients
- Moving forward

**Hannah Brenner**, Client Success Consultant

10:00 - 10:50 a.m.

**BizLibrary Technology Review***Grand C*

Our products are constantly evolving to improve the learning experience for our users. Discover the new features we have launched since last Align and how they can enhance business training within your organization.

**Key Objectives:**

- Review latest features of our Learning Management Platform, Content Platform and BoosterLearn
- Ask questions during Q&A with the Product Team
- Give us your feedback to help guide future improvements

**BizLibrary Product Team**

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11:00 - 11:50 a.m.

**How to Gain Leadership Buy-in***Grand A*

Leadership support is critical to the success of a training program, but many are challenged in building that bridge and actually gaining the support that is necessary. In this session, we'll cover why leadership buy-in is critical and introduce a 10-step program to make it happen. You'll walk away with ideas, guides and action plans to implement. This session is perfect for anyone just starting out or struggling to make the leap.

**Key Objectives:**

- Why leadership buy-in is important
- How to get it
- How to keep it

**Melissa Hebert**, Client Success Manager

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11:00 - 11:50 a.m.

**What's New in the BizLibrary Collection***Grand B*

The BizLibrary Collection is constantly growing and evolving - come and learn about what's happened since ALIGN 2016!

**Key Objectives:**

- Learn about the content goal and what actions we take to achieve and measure the goal
- What's new with The BizLibrary Collection content since ALIGN 2016
- Share your content feedback and suggestions directly with the content team

**BizLibrary Content Team**

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11:00 - 11:50 a.m.

**Marketing & Communications: How to Build a Plan***Grand C*

For a training program to be utilized within an organization, it must be communicated! Hear from BizLibrary experts on best practices in creating a plan that is engaging and exciting!

**Key Objectives:**

- How to effectively identify and build audience personas
- Systematic approaches to building marketing plans
- Stages and phases of communication strategies
- Hear tips, tricks, examples and best practices from our clients

**Stacey Moore**, Client Success Consultant**Alex Manolis**, Client Success Consultant

11:50 a.m. - 12:50 p.m.

**LUNCH BUFFET***Grand D Foyer*

1:00 - 1:50 p.m.

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**Melissa Hebert**, Client Success Manager

1:00 - 1:50 p.m.

**Content Management + LMS Features & Benefits***Grand B*

For additional education on BizLibrary's Content Management and Learning Management System features, this session will provide not only an overview, but specific benefits that can enhance your program.

**Key Objectives:**

- Learn about features that include custom content upload, enhanced resource management, BizQuiz, resource management, community, classroom and certifications
- Discuss benefits and best practices for each area
- Hear use cases of how successful clients are using each function to boost utilization and learning within their organizations

**Ryenn Gaebler**, Client Success Account Executive**Brandon Koch**, Client Success Account Executive

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**Stacey Moore**, Client Success Consultant**Alex Manolis**, Client Success Consultant

2:00 - 2:50 p.m.

**How to Align Training & Business Goals***Grand A*

For any organization to have a successful training program, it is critical to align business goals and strategic initiatives. Hear from BizLibrary experts on how to effectively align goals, track progress, and measure results.

**Key Objectives:**

- Identifying business goals and initiatives
- Aligning training goals to the business
- Developing tools to measure results
- Setting milestones to track progress
- Reporting results

**Hannah Brenner**, Client Success Consultant**Daniel Binkholder**, Client Success Consultant

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**BizLibrary Product Team**

3:00 - 3:50 p.m.

**How to Be a Successful Program Manager***Grand A*

The training industry is constantly evolving; the skills needed to be an excellent training program manager are also changing. In this interactive session, Libby Mullen and Libby Powers, BizLibrary Client Success Consultants, will explore the top 10 characteristics that make training program managers EXCELLENT and provide a participatory setting to learn the steps necessary to improve your skillset.

**Libby Powers**, Client Success Account Executive**Libby Mullen**, Client Success Account Executive

3:00 - 3:50 p.m.

**Best Practices for Launching a Successful Program***Grand B*

Whether you're a new client launching your program for the first time, an existing client planning to relaunch your learning program, or a program manager implementing a new training initiative, this session is for you!

**Key Objectives:**

- Hear best practices for ensuring long-term program success
- Learn areas to take into consideration prior to launching your program or initiative
- Assess your key stakeholders and build your support team
- How to set measurable goals and milestones

*Complimentary sessions to this presentation include Marketing & Communication: How to Build a Plan, How to Align Training and Business Goals, How to be a Successful Program Manager, and How to Gain Leadership Buy-in*

**Alex Manolis**, Client Success Consultant

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**Libby Powers**, Client Success Consultant**Libby Mullen**, Client Success Consultant

5:30 - 7:30 p.m.

**Welcome Reception**

7:30 - 9:30 p.m.

**Dine Around**

7:00 - 8:00 a.m.

**Breakfast**

8:00 - 9:00 a.m.

**President's Address***Grand D*

9:15 - 10:00 a.m.

**Align Training with Culture, Recognition & Employee Development***Grand A*Edie Ingram, *Wyandotte Tribe of Oklahoma*

Learn what tools are available to engage employees at every level. When employees are engaged, it drives a deep sense of culture that reflects corporate unity, increases employee motivation and strengthens workplace confidence. Attend this session to gain information on how to make use of your LMS to align company culture, employee recognition and learning. You will leave the session with:

- Ideas for enhancement and implementation of employee recognition programs
- A plan of how to use BizLibrary to drive corporate culture
- New perspectives on using BizLibrary to enrich the employee experience

9:15 - 10:00 a.m.

**You Asked for a Commitment to Training...Now What?***Grand B*Andrea Jones, *Comer Holdings*

The journey from no participation to high participation is directly linked with a company's commitment to employee development and improving culture. Hear how commitment from leadership, structure, and accountability can help pave the way for success and goal achievement.

9:15 - 10:00 a.m.

**Building an Emerging Leadership Program***Grand C*Kristen Davidson, *Consumers Credit Union*

Learn how a three-tiered, in-house leadership program was designed to build bench strength in mentoring through management. I will share our lessons learned, our tips and how we designed, developed and implemented the program in house. We will also work on building out a framework for you to get started.

10:00 - 10:15 a.m.

**Networking Break***Grand Foyer*

10:15 - 11:00 a.m.

### Talent Development Programs Need Dedication & Perseverance

*Grand A*

Mary Feierabend, *MarksNelson*

Dedicating your company to a comprehensive talent development program isn't a two-day process. You'll get out what you put in. Learn the importance of these key areas:

- Creating progressive competencies
- Creating learning tracks
- The role of coaching

10:15 - 11:00 a.m.

### Getting From "Not I" to "I Will" with a Mentor Program

*Grand B*

Mary Coursey, *Everence*

When you ask who will help get new persons onboard, or help someone navigate a complex process, do you get a blank stare? Or, isn't that your job as a training professional? Come see how our organization got from "Not I" to "I will" with a mentor program. We will share the process from initiation through implementation and you'll see how Everence formed their mentor program, chose the tools and training for mentors and mentees, and brought individuals into a common goal of being "better together."

10:15 - 11:00 a.m.

### Impact Your Corporate Bottom Line

*Grand C*

ReLita Clarke, *Arrow Electronics*

Have you been wondering what it would take to get your "seat at the table" with the executive team? Well, wonder no more! Strategic alignment is your answer. In this session, you will receive a few best practices that will assist you in impacting your corporate bottom line.

11:00 a.m. - 12:15 p.m.

### Awards Luncheon

*Grand D*

12:20 - 1:20 p.m.

### Keynote | Garry Golden, Futurethink

1:30 - 2:15 p.m.

**Leverage Your LMS for Learner Engagement & Development**  
*Grand A*Rhoda Banks, *Aegion*

The days of having a LMS to simply track training events are long gone! As the industry of learning and development have evolved so has the technologies and strategies used to help support an ongoing learning strategy. Additionally, with organizations becoming more global and generationally diverse on-demand and just-in-time learning and development is a need and an expectation. Having and leveraging an optimized LMS is a key success factor in building and sustaining a learner culture. Therefore, it is paramount that organizations build a LMS strategy focused on the end user's experience, and custom content management. Learn how establishing standards for system configuration, ongoing content governance and maintenance are key to your success in maximizing this investment. Take your LMS from MESS to BEST through building a custom content management strategy centered on governance and your end user's experience.

1:30 - 2:15 p.m.

**Marketing and Communications for Success**  
*Grand B*Hallie Tucker & Ana Hanna, *Superior Energy*

For a training program to be successful, it must be utilized. Grabbing employees' attention through marketing is an important part of engaging employees in their own learning and development.

- Identify the best way to communicate your message
- Create marketing content that draws attention
- Develop ways to measure and gauge success
- Align training objectives to business goals or challenges

1:30 - 2:15 p.m.

**Gaining Buy-in for Your Learning Program**  
*Grand C*Cris Hatcher, *Watco*

In this session we will discuss a few options for gaining buy-in for your learning program. Additionally, we will share some examples of how Watco University gained acceptance and buy-in for our online learning program, Watco U Online. As we talk through this presentation, we will discuss the importance of knowing your audience, and how keeping it simple can often lead to the greatest success.

- Who do you need buy-in from?
- When do you need to get buy-in?
- Where do you start?
- How do you capitalize on buy-in?
- Who is your audience?

2:15 - 2:30 p.m.

**Networking Break***Grand Foyer*

2:30 - 3:15 p.m.

**Which Came First? Program Utilization or Program Communication?**  
*Grand A*Hillary White, *OtterBox*

The content you provide to the organization is only as good as how much your learners use it. Learn how one organization successfully launched BizLibrary to learners and continued to grow usage for more than a year.

- Company-wide buy-in is a must
- How you talk about your offerings is critical
- You have to use multiple communication channels to get the word out
- Educating learners about their options never ends

2:30 - 3:15 p.m.

**Tackling Your Training Program - Overcoming "We've ALWAYS Done It This Way!"**  
*Grand B*Brandon Gibson, *QS/1 Data Systems*

Learn how to reduce monotony in your training program and remove "We've ALWAYS Done It This Way" from your culture.

How updating, re-branding, and increasing employee involvement within an existing training program shifted traditional learning outcomes and transformed our company's training program.

2:30 - 3:15 p.m.

**Training for Transformation - Executing on Strategy**  
*Grand C*Claudia Hayes, *ePlus Technology*

In 2016 ePlus partnered with The Kevin Eikenberry Group and Franklin Covey to launch a multi-year training program for managers. With immense changes anticipated in the near future – demographic shifts in the workforce, rapid technology transformation in our market, and continuous growth through acquisition – we need our management both to operate as a team and to help their teams align with changing business needs. An important side benefit is a noticeable cultural shift, as evidenced by managers' enthusiastic commitment to using what they learned with their teams and their requests for additional training. In this session, you'll learn how we used the BizLibrary catalog as both a launch pad and landing strip for this wildly successful program.

3:30 - 4:30 p.m.

**BizLibrary Product Map***Grand D*

We strive for innovation and advancement to provide the best total learning solution to our clients. Learn about our strategy to continually improve our content and technology in the coming year.

- Get a first look at the new content topics we plan to include in the BizLibrary Collection along with new formats for BizLibrary Productions
- Discover plans for content localization and closed captioning
- Learn about details about technology improvements on the horizon including advanced playlists, curated learning paths, curriculum builder, gamification, advanced assignments, a fresh homepage experience, and more
- Ask questions during Q&A with the Product and Content Team experts
- Share your feedback to help guide future improvements

**BizLibrary Product Team**

6:00 - 9:00 p.m.

**Networking Event***City Museum*

7:00 - 8:00 a.m.

**Breakfast**

8:00 - 9:00 a.m.

**Keynote | Michael Rochelle, Brandon Hall Group**

9:15 - 10:00 a.m.

**Planning & Marketing Strategies from the Beer Industry***Grand A*Lloyd Brown, *Monarch Beverage*

You've signed with BizLibrary and carefully selected and designed your curriculum - now all you need are users to engage with and complete the courses. Management is looking for an ROI worth the spend and now it's time to deliver. If this sounds familiar, join us to learn what's helped and hindered our progress from roll out to present day online training engagement. This presentation of the good, the bad and the ugly will give you plenty of useful ideas you can implement immediately while dodging the minefield of mistakes we've made along the way. If nothing else, you'll pick up some tips about the beer and wine industry.

9:15 - 10:00 a.m.

**Train the Trainer: Why, When & How***Grand B*Heather Schneider, *RK Stratman*

Training is critical to the success of any organization and selecting the right trainer is just as important. Learn how to develop a train-the-trainer program using company values and BizLibrary content as the starting point for a program that gives trainers the skills needed to coach newly-hired employees, and to increase their productivity, confidence, and engagement.

9:15 - 10:00 a.m.

**Review "The Review"***Grand C*Sara Luchsinger, *Seek Careers*

If you are one of the people who jumps for joy come time to complete annual reviews, please join another session. Overhauling the review process can create internal havoc but the impact allows team members to feel more connected to their leaders and enables them to take an active role in developing themselves.

- Build a review process where doing more frequent reviews allows managers to be more involved in performance with his/her employees
- How the review process can increase LMS usage
- How the review process can increase productivity and reduce turnover

10:00 - 10:15 a.m.

**Networking Break***Grand Foyer*

10:15 - 11:00 a.m.

**Building a Management Training Curriculum***Grand A**Janice Love, Swope Health*

Change is hard, especially when it comes to changing the culture of an organization. This training session will describe the culture change journey using the Korn Ferry competency model to guide our selection and development efforts. Anticipated results include greater alignment with business objectives, enhanced productivity, increased workforce nimbleness, improved ability to identify and develop high potentials, and better retention of top talent

- How to use the BizLibrary business competencies library as a tool to ensure a successful implementation and widespread Korn Ferry competency adoption
- Develop a training program that changes behavior to align with the business strategy
- How to equip managers to model and train level-based, functional and career path competencies
- How to ensure employees know what success looks like by demonstrating behaviors and actions that matter most for personal and organizational impact

10:15 - 11:00 a.m.

**Building a Successful Mentoring Program in Your Organization***Grand B**Jessica Jones, Conductix-Wampfler*

Mentoring is a big buzz word...but what's the buzz really about? This session will discuss how to successfully develop and launch a mentoring program within your organization. It will address who should be involved, why it should be on your organization's roadmap, the how-to's as well as how to use mentoring to solve business challenges. Don't miss the chance to learn about "culture in a bag."

11:00 a.m.

**Conference Adjourns**