

Learn from the



October 2, 2009
8:00 a.m. – 3:00 p.m.

L'Enfant Plaza Hotel
Washington, DC

A Day with ASTD's 2009 BEST Award Winners

Schedule	
8:00–8:30	Coffee and Networking
8:30–8:50	<p>Welcome and Overview of the Day</p> <p>Melinda Bickerstaff, Chair, BEST Awards Advisory Committee</p>
9:00–9:50	<p>Session I Room</p> <p>Quorum MTR: <i>Effective Training Management in a New Era</i></p> <p>Lafayette Whirlpool Corporation: <i>Federated Learning at Whirlpool Corporation</i></p> <p>LaSalle DPR Construction: <i>Leadership Development Process and the ROI</i></p> <p>Marquette TELUS: <i>Shifting from a Learning 1.0 Culture to a Learning 2.0 Culture</i></p> <p>Caucus CSC: <i>Learning 2.0: How CSC Uses Social Learning to Support Culture Change</i></p>
10:00–10:50	<p>Session II Room</p> <p>Quorum Sun Microsystems: <i>Redesigning Corporate Training in a Web 2.0 World or How We Learned to Love Collaboration</i></p> <p>Lafayette InterContinental Hotels Group: <i>The IHG Leaders' Lounge</i></p> <p>LaSalle Trust Company of the West: <i>Faculty Relations – A Cornerstone of Success</i></p> <p>Marquette VF Asia: <i>How Organizations Learn</i></p> <p>Caucus sanofi-aventis: <i>The Journey to Becoming a Strategic Business Partner</i></p>

11:00–11:50	Session III	
	<i>Room</i>	
	<i>Quorum</i>	Prescription Solutions: <i>A Prescription for Customer Advocacy Education</i>
	<i>Lafayette</i>	Luxottica Retail: <i>Bringing Talent Into Focus</i>
	<i>LaSalle</i>	Mayer Electric: <i>Jungian Archetypes, Ancient Greeks, and the Learning Organization: The Amazing Marriage of Mayer and Myth</i>
	<i>Marquette</i>	LarsonAllen: <i>Learning, Collaborating, and Connecting through a Virtual Conference Experience</i>
	<i>Caucus</i>	La Quinta: <i>Achieving More Through Partnership: Strategically Aligning & Supporting Vendors to Maximize Business Performance</i>
12:00–1:00	Lunch and Networking – Ballroom AB	
	Join a table to discuss learning solutions to business challenges.	
1:00–1:50	Session IV	
	<i>Room</i>	
	<i>Quorum</i>	Barilla America: <i>There's a Reason It's Called Employee 'Engagement' not 'Marriage': 50 Engaging Ideas in 50 Minutes</i>
	<i>Lafayette</i>	Brown-Forman Corporation: <i>Driving Corporate Strategy with the World's First Responsible Drinking Game</i>
	<i>LaSalle</i>	Fallon Clinic: <i>Culture Assessment at Fallon Clinic</i>
	<i>Marquette</i>	Grant Thornton: <i>Using Avatar-Based Learning for Business Impact</i>
	<i>Caucus</i>	Reliance Industries–Manufacturing Division: <i>Effective Practices for Achieving Business Goals</i>
2:00–2:50	Session V	
	<i>Room</i>	
	<i>Quorum</i>	BJC HealthCare: <i>Building Your Technology Toolkit</i>
	<i>Lafayette</i>	Suzlon Energy: <i>Concept to Commissioning (C to C) for Fresh Talent</i>
	<i>LaSalle</i>	University Health System: <i>The Center for Learning Excellence at University Health System's Institute for Leaders</i>
	<i>Marquette</i>	Wipro: <i>The Integrated Talent Management System</i>
	<i>Caucus</i>	Reliance Industries–Refinery Division: <i>Talent Transformation</i>

Discussion Details

9:00-9:50	Session I
<i>Quorum</i>	<p>MTR <i>Effective Training Management in a New Era</i></p> <p>The discussion will focus on effective training management practices in a large railway corporation. After a merger in December 2007, MTR carries an average of 3.7 million passengers every weekday with an expanded rail network (216.4 km) providing 19 hours of service daily. Widely recognized as a world-class public transport service provider for its reliability, safety, and efficiency, MTR's 99-plus percent service performance achievements in 2008 exceeded the Government's Operating Agreement and its own Customer Service Pledges target. Effectiveness of staff training and development is a definite crucial success factor in maintaining over 12,000 staff competencies for sustaining corporate core business performance and growth.</p> <p><i>Presenter:</i></p> <ul style="list-style-type: none"> ▪ Steven Cho, Head of Operations Training – stcho@mtr.com.hk
<i>Lafayette</i>	<p>Whirlpool Corporation <i>Federated Learning at Whirlpool Corporation</i></p> <p>Whirlpool Corporation has 80,000 employees in 176 countries. Learn how learning and development is designed, developed, and deployed through a federated learning model.</p> <p><i>Presenter:</i></p> <ul style="list-style-type: none"> ▪ Donna Porter, Manager of Whirlpool University – donna_porter@Whirlpool.com
<i>LaSalle</i>	<p>DPR Construction <i>Leadership Development Process and the ROI</i></p> <p>DPR will share how its unique culture led it to create a Leadership Development Process to develop a defined pipeline of leaders. Discussion leaders will also describe the development of their personalized Leadership Development process and the extensive ROI that was conducted.</p> <p><i>Presenters:</i></p> <ul style="list-style-type: none"> ▪ Cari Williams, People Practice Leader – cariw@dprinc.com ▪ Melanie Brittle, Training Leader – melanieb@dprinc.com ▪ Robert Jackson, Training Leader – robertj@dprinc.com
<i>Marquette</i>	<p>TELUS <i>Shifting from a Learning 1.0 Culture to a Learning 2.0 Culture</i></p> <p>Learn how you can shift from a formal classroom, e-learning in-house, outsourced training model to a formal/informal social learning paradigm that is continuous, collaborative, connected, and community-driven.</p> <p><i>Presenter:</i></p> <ul style="list-style-type: none"> ▪ Dan Pontefract, Head of Learning – dan.pontefract@telus.com
<i>Caucus</i>	<p>CSC <i>Learning 2.0: How CSC Uses Social Learning to Support Culture Change</i></p> <p>The session will include an overview of new technologies and approaches that learning organizations can use to tap into collective intelligence. Examples will be shared demonstrating how CSC has developed learning solutions to support branding, leadership, collaboration, and innovation.</p> <p><i>Presenter:</i></p> <ul style="list-style-type: none"> ▪ Holly Huntley, Chief Learning Officer – hhuntley@csc.com

10:00-10:50	Session II
Quorum	<p>Sun Microsystems <i>Redesigning Corporate Training in a Web 2.0 World or How We Learned to Love Collaboration</i></p> <p>How can organizations weave formal and informal learning into a practical, measurable solution? The story of Sun Sales University, and how advanced learning technologies, manager actions, and social platforms are all used to deliver accredited sales professionals, yielding revenue wins, will be presented. The required governance process and how each level of accreditation works are applicable and transferable to any company will be an active element of discussion.</p> <p><i>Presenters:</i></p> <ul style="list-style-type: none"> ▪ Joseph Campbell, Director of Training – joseph.campbell@sun.com ▪ Charles Beckham, Chief Technology Officer – charles.beckham@sun.com ▪ Karie Willyerd, Vice President and Chief Learning Officer – karie.willyerd@sun.com
Lafayette	<p>InterContinental Hotels Group <i>The IHG Leaders' Lounge</i></p> <p>Using social networking and Web2.0 resources, IHG – the world's largest hotel company by number of rooms – introduced the "Leaders' Lounge" in November 2008. The online leadership community gives over 800 IHG leaders worldwide the opportunity to connect with each other to share learnings and develop their skills daily. During this session, Lynne Zappone will discuss from concept to implementation and use, how the Leaders Lounge has changed the face of development within IHG.</p> <p><i>Presenter:</i></p> <ul style="list-style-type: none"> ▪ Lynne Zappone, Senior Vice President, Americas HR & Global Learning – lynne.zappone@ihg.com
LaSalle	<p>Trust Company of the West <i>Faculty Relations – A Cornerstone of Success</i></p> <p>One of the most significant contributors to our University's early success has been the engagement and commitment of our distinguished faculty, all of whom are working senior professionals within the company. We will discuss our faculty relations strategy, from inception to present, and will cover our approaches in various areas such as initial surveying and selection for the program; the course development process; instructor support, feedback, and coaching; and recognition and appreciation.</p> <p><i>Presenters:</i></p> <p>Jeannie Finkel, Managing Director, Human Resources and Administration – jeannie.finkel@tcw.com Diana Horwich, Associate, Program and Event Management – diana.horwich@tcw.com</p>
Marquette	<p>VF Asia Limited <i>How Organization's Learn</i></p> <p>This session will focus on finding the balance between organization learning theorists and their application in a work setting. The discussion will focus specifically on the use of organization learning theorists and the metaphor of improvisation in jazz that provided a structure for the design and launch of a global performance management process in an apparel company.</p> <p><i>Presenter:</i></p> <p>Ruth L. Kennedy, Director, Organization Development – ruth_kennedy@vfc.com</p>
Caucus	<p>sanofi-aventis <i>The Journey to Becoming a Strategic Business Partner</i></p> <p>In 2008, sanofi-aventis adapted its commercial model in order to improve customer value and realigned customer-facing teams at local levels. All enabling functions, including training, were required to adapt to this newly decentralized approach. Rather than focus on structure and resource reallocation, the training and development team seized the opportunity to generate a strategy that would not only support the new model but enable its success. During this session we will share our approach to developing these strategic partnerships and examples of the outcomes.</p> <p><i>Presenters:</i></p> <ul style="list-style-type: none"> ▪ Mike Capaldi, Assistant Vice President, Sales Training & Leadership Development – michael.capaldi@sanofi-aventis.com ▪ Larry Raynor, Senior Director, Training Operations – lawrence.raynor@sanofi-aventis.com

11:00-11:50	Session III
Quorum	<p>Prescriptions Solutions <i>A Prescription for Customer Advocacy Education</i></p> <p>Prescriptions Solutions made customer satisfaction a priority in 2008 by launching its Customer Advocacy Program. Winning the 2008 J.D. Power & Associates Customer Satisfaction award underscored the success of their efforts. Join the discussion as the company shares how it changed the culture and shifted the organization from cordial efficiency to customer delight by incorporating simulations, in-house video production, and kinesthetic learning devices into their Advocacy Education Program.</p> <p><i>Presenters:</i></p> <ul style="list-style-type: none"> ▪ Will Garrick, Director, 3D Learning – will.garrick@prescriptionsolutions.com ▪ Lisa Naef, Training and Quality Manager, 3D Learning – lisa.naef@prescriptionsolutions.com
Lafayette	<p>Luxottica Retail <i>Bringing Talent into Focus</i></p> <p>We will share the talent management journey that led Luxottica Retail from empty bench to strategic talent management, and explore some of the secrets to the success of our key talent approach.</p> <p><i>Presenters:</i></p> <ul style="list-style-type: none"> ▪ Mary Pater, Director of Talent Management and Learning Strategy – mpater@luxotticaretail.com ▪ Sean Dineen, Vice President, Training and Development – sdineen@luxotticaretail.com
LaSalle	<p>Mayer Electric <i>Jungian Archetypes, Ancient Greeks, and the Learning Organization: The Amazing Marriage of Mayer and Myth</i></p> <p>The Austrian psychologist Carl Jung explored the concept that we all share a collective unconsciousness, a kind of knowledge we are all born with. Socrates among the ancient Greek founders of the original learning organizations believed that all humans have access to knowledge independent of experience. Both Jung and Socrates explored the use of myth and storytelling as a way of stimulating the unconscious knowledge to make it conscious. At Mayer Electric, we are building a learning organization on these ancient-modern models as we elevate telling our story to the level of myth and invite our associates to become heroes and heroines in the great work that is ours.</p> <p><i>Presenter:</i></p> <ul style="list-style-type: none"> ▪ Alex Muro, Training Director – amuro@mayerelectric.com
Marquette	<p>LarsonAllen <i>Learning, Collaborating, and Connecting through a Virtual Conference Experience</i></p> <p>We will share the experience we gained as we implemented a virtual learning conference approach. We leveraged simple technology, included collaborative activities, and created an environment across multiple locations to ensure culture, connection, and a sense of togetherness occurred, even with our conference participants sitting thousands of miles apart.</p> <p><i>Presenters:</i></p> <ul style="list-style-type: none"> ▪ Beth Knight, Project Manager, Learning & Development – bknight@larsonallen.com ▪ LaChel Hird, Director, Learning & Development – lhird@larsonallen.com.
Caucus	<p>LaQuinta <i>Achieving More Through Partnership: Strategically Aligning & Supporting Vendors to Maximize Business Performance</i></p> <p>LQ Management is one of the largest operators of limited-service hotels in the United States, with over 70,000 rooms. Based in Dallas with 9,000 plus employees nationwide, La Quinta operates and provides franchise services to more than 750 hotels in the U.S., Canada, and Mexico. With only 10 full-time members of LQUniversity, we strategically align ourselves to support our vendor partners to maximize our ability to impact people, product and profit. With the goal of continuous improvement, our vendor management strategy is to build a transparent, two-way relationship that enables us to make decisions considering the best interests of both La Quinta and our vendors. Our approach is to do "Whatever It Takes" to support our guests, our employees, and our vendor partners through training, incentives, project management, and business process design.</p>

	<p><i>Presenters:</i></p> <ul style="list-style-type: none"> ▪ Christina Cernuch, Vice President, Operations Services – christina.cernuch@laquinta.com ▪ Marissa Torres, Manager, Contact Center Services – marissa.torres@laquinta.com
12:00–1:00	Lunch and Networking
<i>Ballroom AB</i>	<p>Join a table to discuss learning solutions to business challenges:</p> <ul style="list-style-type: none"> ▪ Aligning Learning with Your Organization's Business Goals ▪ Engaging and Retaining Employees ▪ Developing Leaders for Today's Competitive Environment ▪ Managing the Learning Function ▪ Using Technology for Learning

About ASTD BEST Awards

Established in 2003, the BEST Awards recognize organizations that achieve enterprise-wide success as a result of employee learning and development. In 2009, the BEST Awards program received applications from 93 organizations which submitted quantitative and qualitative information about their learning and development practices and programs. Their applications were assessed by members of the BEST Awards Advisory Committee through a blind review process.

The 2009 ASTD BEST Awards honor 39 winning organizations who demonstrate the critical connection between employee learning and development and achieving business results. They are **BEST** at Building talent, Enterprise-wide, Supported by the organization's leaders, fostering a Thorough learning culture.

Details about applying for the 2010 ASTD BEST Awards will be available February 1 at www.astd.org/BEST.

1:00-1:50	Session IV
Quorum	<p>Barilla America, Inc. <i>There's a Reason It's Called Employee 'Engagement' not 'Marriage': 50 Engaging Ideas in 50 Minutes</i></p> <p>Managing and retaining employees is crucial to a company's success. According to the Corporate Leadership Council, highly engaged employees put forth 57 percent more effort and are 87 percent less likely to turn over. Do you want to create a culture where employees are happily 'engaged' on the job? This interactive session will provide you with 50 ideas on engaging employees in 50 minutes that can be implemented in your organization. These are proven ideas that show results. In 2008, Barilla America, Inc. had approximately a 10 percent turnover rate. This year we are at around 7 percent, compared to industry averages of almost 16 percent. We think our people and culture have a lot to do with these results.</p> <p><i>Presenters:</i></p> <ul style="list-style-type: none"> ▪ Laura Birk, Director Corporate Learning and Talent Development – lbirk@barilla-usa.com ▪ Lucinda Ehlen, Talent Development Consultant – lehlen@barilla-usa.com
Lafayette	<p>Brown-Forman <i>Driving Corporate Strategy with the World's First Responsible Drinking Game</i></p> <p>Responsible drinking is serious business, but that doesn't mean you can't have fun learning about it. Brown-Forman employees visit the virtual "Think and Drink Tavern," through a board game and online module, to learn more about responsible alcohol consumption. Hear how Brown-Forman is engaging learners and reinforcing corporate strategy through non-traditional methods.</p> <p><i>Presenter:</i></p> <ul style="list-style-type: none"> ▪ Patte Schamore, Assistant Vice President, Director Corporate University–Brand Building U – patte_schamore@B-F.com
LaSalle	<p>Fallon Clinic <i>Culture Assessment at Fallon Clinic</i></p> <p>The presentation will focus on the use of Likert's Systems Research Theory to assess, measure, and create actionable improvement plans towards facilitating a culture change within a company.</p> <p><i>Presenter:</i></p> <ul style="list-style-type: none"> ▪ Gary Segal, Senior Director Learning and Organization Development – gary.segal@fallonclinic.org
Marquette	<p>Grant Thornton <i>Using Avatar-Based Learning for Business Impact</i></p> <p>In this session, we'll present two examples of how Grant Thornton successfully used 3-D animated characters (avatars) to deliver learning. We'll discuss the business needs and impact of the learning, the benefits for using this delivery method, other supplemental learning elements used, and repurposing the avatars after initial learning roll-out.</p> <p><i>Presenters:</i></p> <ul style="list-style-type: none"> ▪ Robert Wagner, Audit Client Account Team Leader – robert.wagner@gt.com ▪ Michelle Johnson, Tax Client Account Team Leader – michelle.johnson@gt.com
Caucus	<p>Reliance Industries – Manufacturing Division <i>Effective Practices for Achieving Business Goals</i></p> <p>Learn what best practices the learning function at RIL–Manufacturing Division employs to achieve business goals, including plant training coordinators, mandatory involvement of all leaders, mentoring, knowledge sharing forums, measuring training effectiveness, intensive cross functional training, and training modules focused to meet future and current business needs as well as individual leaning needs identified by employees.</p> <p><i>Presenter:</i></p> <ul style="list-style-type: none"> ▪ Suraj Prakash Jain, Senior Manager – suraj.p.jain@ril.com

2:00-2:50	Session V
Quorum	<p>BJC HealthCare <i>Building Your Technology Toolkit</i></p> <p>How do you use technology to get learning into the hands of the people who need it? BJC HealthCare shares with you two innovative programs: MP4U, a mobile learning approach, and the Knowledge Kit, a wizard-like rapid development tool for novices.</p> <p><i>Presenters:</i></p> <ul style="list-style-type: none"> ▪ Jeanne Bonzon, Director, Learning and Development – jvb0529@bjc.org ▪ Bob Church, Manager, Learning Technologies – rec2328@bjc.org
Lafayette	<p>Suzlon Energy <i>Concept to Commissioning (C to C) for Fresh Talent</i></p> <p>The topics which will be covered include: academic interface program (liaisoning and branding), recruitment process, onboarding, Campus to Corporate Conversion (three focus areas: Suzlonisation, behavioral transformation, and technical skills development), use of technology, and integration of trained talent into the business units.</p> <p><i>Presenters:</i></p> <ul style="list-style-type: none"> ▪ Dilip Mohapatra, Vice President, Global Learning & Development – dilip.mohapatra@suzlon.com
LaSalle	<p>University Health System <i>The Center for Learning Excellence at University Health System's Institute for Leaders</i></p> <p>Learn how the Institute for Leaders, a premier group of performance development programs, was designed, implemented, and evaluated for success in supporting the organization's strategic plan. Discover how University Health System conducted skills gaps analyses, enlisted executive support, marketed the programs, selected applicants, planned programming, conducted evaluations, made course corrections throughout, and celebrated successes.</p> <p><i>Presenters:</i></p> <ul style="list-style-type: none"> ▪ Jacque Burandt, Administrative Director, Staff Development, HR Communications and Volunteerism – jacqueline.burandt@uhs-sa.com ▪ Lynn Lindemann, Performance Development Manager – lynn.lindemann@uhs-sa.com
Marquette	<p>Wipro <i>The Integrated Talent Management System</i></p> <p>Learning management systems are used to better administer and manage learning in organizations. The integrated talent management system has been created in Wipro to provide a single portal for employees to self-serve all the learning needs. The power of an LMS as a learning platform significantly multiplies when it is integrated with other enterprise applications to realize business goals.</p> <p><i>Presenter:</i></p> <ul style="list-style-type: none"> ▪ Ranganadhan Nadadhur, Principal Consultant – rangnanadhan.nadadhur@wipro.com
Caucus	<p>Reliance Industries – Refinery Division <i>Talent Transformation</i></p> <p>Learn about an array of unique learning initiatives undertaken at RIL–Refinery Division: accelerated training through mentoring, rapid readiness training for the new employees, Project Health Check for ensuring minimum required competency of operating personnel, leaders as coaches, collaborative next generation training, and the FOPE scheme for new engineers.</p> <p><i>Presenter:</i></p> <ul style="list-style-type: none"> ▪ AS Sundaram, Assistant Vice President, Training & Development – as.sundaram@ril.com

PLATINUM SPONSOR

Booz | Allen | Hamilton

delivering results that endure

SILVER SPONSORS

