



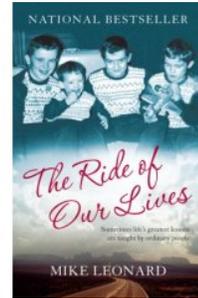
Mike Leonard

Today Show
Correspondent



How to Tell Your Own Story

The Ride of Our Lives, Roadside lessons of an American family
(8:30 a.m. in Room 224)



Mike likes to share about his life, his book and how to tell your own story.

In his 20-plus years with Today, Leonard has created wryly observant video feature stories on the often-overlooked aspects of everyday life. So instead of just judging the Jarlsberg at the cheese competition, Leonard also seized the opportunity to poke fun at the media for shunning a perfectly good event they dismissed as too ordinary to cover.

Leonard's talent for sniffing out the smaller, more obscure stories is what makes his work so much fun. "I'll usually tend to do something nobody's ever done or will do," he says.

For instance, sitting around his office one day, Leonard commented to a colleague, "Any Joe Blow could do that." "So I thought, there's got to be somebody out there named Joe Blow," he explains. "I did a search and found this man in Texas, Mr. and Mrs. Joe Blow and the four Blow boys. I called him up and said, 'Hey, Mr. Blow, this is Mike Leonard. I'd like to do a story on you.' And he said 'Why? I'm just an ordinary guy.' Well, I know! He's a Joe Blow!"

Mike will share a Today show story aired during the waning days of August 2006. It's somewhat similar to a recent post about our waffle ball stadium with a "goodbye summer/time is speeding by" twist. Isn't that the motivation for any and all bizarre behavior? Time is speeding by. Our days are numbered.

You can view archives of Mike's NBC stories online at
<http://mikeleonard.pictureshowfilms.com/index.php/archives/category/nbc-stories>



Ron Edwards

CEO & former Head of
eLearning at Unilever



All the World's a Virtual Stage:
*How mobile & virtual world technologies transform
how we communicate, collaborate, & learn
(9:15 a.m. in Room 224)*

Ron leads Ambient Performance, a consultancy helping organizations innovate in learning strategy, design and delivery, specializing in the application of technology to reach more people, more often, closer to their moments of need. His "be where the eyeballs are" approach to mobile learning and mobile gaming are enabling organizations to bring fun and anywhere, anytime engagement to performance development.

Ron is recognized as a thought leader and pioneer in learning, and has contributed to several industry publications including Learning on Demand's Mobile Learning Revisited Bulletin for SRI-BC, Human Resource Executive, Chief Learning Officer Magazine, Training & Development Magazine (ASTD), Learning Decisions and three HRD Press books: Blended Learning - The eLearning Field Book - Mobile Learning.



Steven Teal

Chief Learning Officer

Honeywell

**The Impact of Innovation
on the Future of Our Profession**

(1:15 p.m. in Room 224)

Learning professionals are becoming more creative in the way they help drive performance using innovation learning, knowledge management and strategic change. But these same innovations are also forcing us to think more broadly about our profession and the resulting mindset and skills we need to bring to the table. This session will put these changes into perspective from the CLO suite and challenge you to think about how you further your personal development and career.

Steven is an accomplished learning and development professional with a proven track record of success, and international recognition as a thought leader in the areas of learning, talent development, change management, instructional design, performance management, learning metrics, e-Learning, and learning and performance technologies. Experience gained in major corporations and across consulting, government, academic and entrepreneurial environments.

Steven Teal's Specialties: Learning, talent development, change management, instructional design, performance management, knowledge management, learning metrics, e-Learning, learning and performance technologies.

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Panel Discussion: Wrestling the 800lb Gorilla in Your Budget

*Getting the Most from your Training Partners
(10:30 a.m. in Room 224)*



**John
Mabbott**

Manager - iDEN
Technical Training



**Scott
Howland**

Director



**Cheryl
Lewis**

Vice President



**Jane
Ehrenstrom**

Vice President



**Laura
Bunte**

Principal
Consultant

Have you ever:

- Hesitated to outsource a training project/function because you're afraid it will take too much of your time to oversee the project?
- Stopped an outsourced training project because the budget ran out?
- Questioned the value of your training provider?
- Wondered what a change in the project scope will cost?

Join us for an interactive discussion with a panel of Chicagoland Learning Leaders regarding lessons learned from a variety of experiences.

We'll cover strategies to address these and other common perceptions related to outsourcing your learning initiatives, including how to prepare and manage typical training projects:

- Budgets,
- Quality,
- Continuity, and
- Closure

Participants will take away a set of templates and checklists that CARA has used to address training project risks, increase overall project continuity, and better manage project teams (clients and consultants).



Kelli Rai Smith

Learning Leader



Ed Prentice

President



3-D simulations at Harley-Davidson:
*Demonstrations of Emerging Learning Platforms
such as Second Life
(10:30 a.m. in Room 226)*

Strategic Challenge:

Harley-Davidson, a household name for motorcycles, needed a better way to provide visual merchandising training to associates in its dealerships across the country. Due to the unique company structure, Harley-Davidson was in need of a way to deliver high-quality instruction to associates who could not attend the 3-day classroom course in Milwaukee. In addition, the Retail Environment Group was seeking creative ways to update several videotaped instructional pieces and make their distance training more interactive.

Learning Solution(s):

Harley-Davidson's Retail Environment Group introduced a new Computer Based Training (CBT) Program set in a virtual dealership with virtual trainers, using real Harley-Davidson branded fixtures and displays to give the training a "real world" look and feel.

The program is designed to provide dealership staff with knowledge of merchandise presentation best practices and tools to help them do their jobs better. The state-of-the-art "Merchandise Presentation for..." Rider Accessories module has activities and exercises built in to reinforce the information being taught, that Steve, our virtual trainer, walks you through, helping employees master subjects quickly and remember what they learned.

Lessons Learned:

This project was extremely ambitious in terms of production. One thing both partners learned was that the initial scope and timeline were not adequate for the work involved, particularly the large amount of "upfront" development needed to create the showroom, fixtures, and products. The 3D artists should have traveled to a dealership and been able to see the products and fixtures in real life. We also developed improved methods for communication with regard to technical requirements and edits.



Barbara Gillespie
Agency Recruiting



Dianna Anderson
VP Leadership Coaching



**Innovative Applications of Coaching
Skills Training at State Farm**
(10:30 a.m. in Room 134)

Coaching isn't just for individual development anymore. At Cylent, we define coaching as the translation of insight into meaningful action in order to release and realize potential. Coaching approaches can be used to help individuals, teams, departments and even organizations to attain new levels of insight and translate those insights into business results. This case study demonstrates how taking a coaching approach to creating change *and* instilling coaching capabilities in the organization addressed a business challenge at State Farm.

Strategic Challenge

People who are considering the possibility of becoming State Farm agents face a sometimes difficult decision: "Is becoming a State Farm agent the right career choice for me?" The people who help candidates to make this important choice (the Agency Career Track Specialists) faced a challenge of their own: How to support candidates in making a good choice, given some significant changes in the selection process.

Learning Solutions

Cylent specializes in developing customized programs for instilling coaching capabilities in organizations, in order to deliver business results. We customized our Coaching in the Moment™ workshop to help the ACT Specialists integrate more coaching approaches into their conversations with candidates. This has supported the candidates *and* the ACT Specialists in gaining greater levels of insight throughout the selection process. We also trained a select group of the ACT Specialists to support their colleagues in deepening their coaching capabilities through "in the moment" coaching conversations.

Lessons Learned

Coaching approaches are not just for individual development
Customizing a learning experience to address key business issues deepens the learning
Embedding resources in the organization supports continued learning



Patrick Casseday
OD Program Manager



Brian Felton
Vice President Enterprise
Learning Solutions



**Schneider Electric's Virtual World:
*Innovation in Sales Product Training***
(10:30 a.m. in Room 136)

Strategic Challenge:

When Schneider Electric shifted its sales strategy from a product-based to a solution-based approach, there was no online, self-paced, or instructor-led training available to instruct the sales force on the solutions we supported or how the products supported those solutions. While we had many courses on the features, benefits, and technical aspects of our products, we needed a way to identify the products within our valuable solution sets.

Learning Solutions:

Working in partnership, Schneider Electric and Global Knowledge developed web-based portals that offer users an online, virtual, interactive representation of Schneider Electric's distribution, automation, and control products that support the customers' applications and solutions.

Lessons Learned:

The successful development and execution of any learning initiative requires teamwork on the part of the client and the training partner. Recognition of the importance of project management, communications, and innovative thinking will help drive the success of any learning initiative. Lessons learned regarding the implementation of this particular learning solution will be discussed at the session.

**Building a Best in Class
Finance Academy at Kraft**
(10:30 a.m. in Room 248AB)

Henry Fetta
Director- Finance
Global Training

Robert Blondin
Vice President
Learning Strategy



Focus:

Kraft is one of the world's largest manufacturers of consumer products. With operations in over 72 countries and over 4,000 global finance employees, accounting for the business is a complex endeavor. Equally complex at Kraft is ensuring that the organization provides effective learning and development opportunities for global finance personnel at all levels.

In this session, you will hear how Kraft formulated a comprehensive learning strategy for the finance function and proceeded to successfully implement a best-in-class training model that today provides a wealth of technical skills learning and development opportunities for the finance staff. This Kraft Finance Academy enables the function to accurately account for, and act as a "trusted advisor" to, the business.

During this session, we will provide insight into the accounting training needs that Kraft faced internationally, how the creation of a comprehensive US GAAP training curriculum addressed those needs, how that program was leveraged to establish a finance learning function and strategic roadmap, and the methodology utilized to achieve these results. Additionally, we will present best practices that were keys to our success.

Take Away:

Attendees will leave this session with insight into the value a finance training function can bring to the organization, the methodology that can be utilized to establish or enhance the training function, and best practices associated with undertaking a strategy of this magnitude.



David Bramble
Chief of Staff, Internal Talent
Management Council



Peggy Parskey
Measurement Specialist



**Community-based Learning &
Evaluation at Microsoft**
(2:30 p.m. in Room 224)

Classroom-based learning is but one method by which employees acquire knowledge, build skills and synthesize insights. Increasingly, organizations are providing other processes, methods and tools to enable employee learning. These organizations are integrating learning into day-to-day work and mirroring approaches their employees use outside the workplace. Additionally, they understand that technology can enhance and enrich the classroom the learning experience.

At Microsoft, communities of practice are being leveraged to support experiential learning, reinforce key skills, build cross-organizational connections and drive a culture shift. These communities provide synchronous and asynchronous learning opportunities along with a content-rich environment to enable learners to attain business results and career development goals.

Microsoft also recognizes that measuring the effectiveness, utility and impact of these communities is as important as measuring its formal learning. Requiring a customized solution to evaluate community-based learning, Microsoft is creating processes, instruments and tools to measure its investments in this area.

During this presentation, you will learn how Microsoft, in partnership with KnowledgeAdvisors is customizing approaches to measure community-based informal learning and continually improve the processes by which its employees develop skills and capabilities.



Beth M. Ruddock
Performance Strategist



First Year Stories:
Inspiring New Joiners Through
the Voices of Accenture People
(3:30 p.m. in Room 248AB)

You've heard a lot about story telling but not sure where to start? Come to the session where I will share a success story where Accenture has leveraged story telling across 46 countries and seen by over 55,000 new joiners with great results and rave reviews. I'll share key lessons learned from this multi year initiative but potentially more valuable are some resource you can use to start your own story telling program.

Strategic Challenge

The scale of new employee introductions to the Accenture workforce within the past year has been immense. Over one-third of the total Accenture global population was new to the organization. That's approximately 55,000 new joiners this past year; translated 150 people hired per day across 46 countries. With a rich history and strong corporate culture, how can we ensure our beliefs and values are immediately embraced and lived consistently by our newest members of the company? Best People, Stewardship, Client Value Creation, One Global Network, Respect for the Individual, and Integrity.

Learning Solutions

Accenture created a "multi touch point" program allowing for countries to "Think Globally and Act Locally":
It includes:

- A traditional face to face classroom local training course focused on introducing our company core values, strategic business direction, and key resources; delivered via four components:
 - **Share It.** Accenture Senior Executives share personal stories of how they are living the six-core values.
 - **Know It.** Veteran employees serving as faculty demonstrate stewardship by teaching the new generation; core value definitions, collateral, & mnemonics to instill our core values.
 - **Try It.** Via discussions, activities, and simulations to practice and apply our core values.
 - **Map It.** New joiners integrate Accenture core values to their own personal value system and lay out a plan for how they will approach either first assignment.
- Video montages called "First Year Stories" highlighting how our company core values are being lived, as told through the voices of Accenture employees (via download or video pod casts)
 - **Live It.** Continued reminder & examples of core values lived by Accenture employees

Lessons Learned

- "Storytelling is the commonality of all human beings, in all places, in all times. It is used to educate, inspire, to record historical events, to entertain, and to transmit cultural norms"
 - Collins and Cooper
- Every person has a good story to tell. We'll discuss how to debunk those who see themselves as "I'm not a good storyteller" to articulate their story in a compelling nature.
- Leverage top leadership but not exclusively. Top decision makers AS WELL as their immediate right hand person (i.e., influencers) are excellent resources for stories.
- You can start a program with \$500.



Roger Turnquist, Ph.D.

First Vice President
Leadership & Learning



Leading Through Transition:
Creating Effective Tools for Managers
(2:30 p.m. in Room 248AB)

Change Management Capabilities have been elevated from optional to required. Who doesn't have to be good at getting through life's transitions?

This mini-workshop will provide you an opportunity to predict how others worked through a very tough change initiative.

You'll predict actions and decisions at key junctures and then see how mid-level managers and HR Teams responded to those same change opportunities.

You'll hear how others responded through change by the stories they share.

Your take away will be the ability to cite your own change capabilities through your own story as well as receiving a custom developed booklet entitled "Leading Through Transition: A guide for Managers."



Sheri Jeavons



Powerful Presentation Skills to Get Results:

*Communicate Successfully to Upper Management
(2:30 p.m. in Room 134)*

Energize your presentations by learning the key physical skills needed to be a dynamic presenter in this interactive, informative, educational and fun format. Learn to stand and deliver with a commanding presence to get the approval you need from upper management. Segments will involve two volunteers who will receive one-on-one coaching to look and sound powerful when standing and presenting to a group. The audience will see how easily and quickly they can change and enhance their presentation style by fine-tuning one or two physical skill elements. This is a positive experience for the volunteers and fun for the audience.

You will learn ...

- Six key physical skills to look and sound dynamic
- How to sustain eye contact and project your voice to engage your audience
- Proper placement of hands to encourage authentic gestures
- Three must-know techniques for presenting with PowerPoint® slides
- How to be a confident speaker, regardless of the topic or audience
- How to communicate effectively, persuasively and enthusiastically to upper management
- Delivery techniques to look relaxed and natural to connect with your audience
- How to project your voice with enthusiasm
- You will be able to immediately apply these new skills to engage and excite your audience.



Steven Seymour

Vice President of
Strategic Accounts



Kim Hagan

Director of
Educational Services



Innovations in Learning:
Three Cornerstone Success Stories
(2:30 p.m. in Room 136)

Many organizations today are extending beyond the traditional scope of training programs designed solely for employee development; more focus is being put on training the value chain, establishing leadership and mentoring programs, and creating additional revenue streams through training. In this session we will share success stories on three forward-thinking companies with creative training programs that have directly led to increased revenues, lower administration costs, quicker time-to-productivity, and empowered employees and partners.

- Hear how Equinox Fitness has generated significant increases in revenue with instructor-led training and evaluations.
- Find out how Aon has achieved 100% regulatory compliance, established Aon University, and built an early career development and mentorship program for talent straight out of college.
- Learn how Trend Micro, one of the largest internet security companies in the world, certifies its customers and resellers on its ever changing products – on demand and across the globe.

By the end of this session, attendees will have a better understanding of three very different learning scenarios and their business impact. This session will also address key processes and enabling technologies that have made such programs possible.



Ron Edwards

CEO & former Head of
eLearning at Unilever



Alyaa Parks

Director of
Learning & Development



**Creating Digital Stories:
Podcasting & Blogging Workshop**
(2:30 p.m. in Room 226)

Do you want to learn how podcasting and blogging are being used in organisations and why? Would you like to see just how easy it can be to do yourself?

Ron Edwards will show you the basics of finding, subscribing, creating, and publishing blogs and podcasts and will provide examples and advice for how to implement in your organisations.

Alysa Parks will share her experience introducing podcasting at CDW and will discuss how this new content distribution approach fits perfectly with the demographics in the workforce today.

Ron and Alysa will also lead a discussion on podcasting and blogging in organisations where questions will be invited from the audience.



Michael Quinlan
Principal



David Rappuhn
Manager, Professional
Development



Tim Ahrens
Member Development
Coordinator



Crucial Conversations:
*Changing Minds and Behavior
through Story Telling*
(3:30 p.m. in Room 224)

Strategic Challenge:

If behavior is influenced by the individual group, and the environment where do you start to make changes in behavior? And what changes do you focus on. Two clients, Abbott Labs and Johnsonville Sausage will share their very different approaches to implementing and sustaining *Crucial Conversations* skill building.

Johnsonville Sausage used an organizational assessment approach that identified several problems that could be solved with *Crucial Conversations* skills.

Abbott Labs uses a competency based approach to determine if and where the skills fit.

Johnsonville and Abbott will share their different approach that led them to *Crucial Conversations* and the results and lessons learned.

Lessons Learned:

Crucial Conversations skills regardless of how an individual comes to learn these skills, leads to behavior change because it teaches individuals to influence the group and ultimately their environment.

Because they are essential to problem solving *Crucial Conversations* skills are fundamental to a high performing organization.

Vendors can be overly prescriptive regarding how their solutions should be implemented for maximum impact.

The best and most creative source of implementation strategies and tactic often come from the client themselves, if we listen. Clients know their cultures best, let them lead the way. Then share their stories.



Bill Kurlovech
Manager, Talent
Management



Greg Karris
Regional Director



**Driving Employee Engagement During
Challenging Times: *Chrysler's Story***

(3:30 p.m. in Room 226)

It's nothing new to hear the automotive industry has experienced unprecedented change. What is new is what Chrysler LLC is doing to engage employees as the company navigates the most significant change of its over 80 year history.

An American and automotive icon, Chrysler is dramatically changing the way it does business to compete in the hyper competitive automotive industry. Chrysler recognizes that to be successful, leaders have to work differently with their employees. No longer is managing by metrics good enough, aligning and committing the workforce is key to Chrysler's Recovery and Transformation Plan (RTP).

Bill Kurlovech of Chrysler's Talent Management group has been at the forefront of developing and executing Chrysler's employee engagement strategy. In this session Bill and Greg will discuss:

- The case for change, months prior to the change in ownership and downturn in the business Talent Management knew employee engagement would be critical to Chrysler's success.
- A discussion of the strategy and solutions
- Innovative approach to building Line Leader support and commitment
- The results to date of the effort.



Sailesh Lalla
Vice President of
Business Development



Dr. Chip Cleary
Vice President, Design

**Applying the 80/20 Rule to
Closing the Skill Gap**
(3:30 p.m. in Room 134)



Over the past several years, many HR organizations have developed renewed interest in using an integrated approach to addressing the skills gaps they face. Under such an approach, they develop a defined set of competencies and skills inventory for each job role to drive decisions ranging from which roles are kept in-house to who gets promoted). As a critical design decision, many HR organizations plan to apply such an approach broadly across the job roles in their organizations. Such a decision has the appeal consistently providing managers and employees a uniform talent management platform across the organization.

We endorse the core of using an integrated approach to develop capacity. At the same time, we believe that a broad-based attempt to deploy such an integrated approach is prone to stumble. The challenge is that organizations that are large enough to consider such an approach are too complex with too many job roles to consistently sustain it across them all. Even if an organization can get an integrated system started, it is prone to find that two years' later, the competency models are often out of date, the interviewing guides based on them are starting to be ignored, and the training organization is patching new courses onto its once-pristine curricula in response to changing business needs. In short, because the system is overly complex, it begins to degrade as soon as it is deployed.

At the same time, most HR heads are readily able to name a small number of job roles that are vitally pivotal in driving business results in their organizations. We believe that such job roles call for a different level of investment and a different approach. This is where a deep implementation of an integrated approach can be deployed and maintained to help the organization get the most impact for its investment in bridging the skills gap. In this session, we will offer some thoughts about how to use the 80/20 rule at multiple levels to manage the skills gaps they face.

Thomas Reilly

CEO



Heath Dickinson

DIRECTOR OF
MEMBER TRAINING



Bringing Disaster Recovery Home:

*Preparing Employees and their Families
for the Unthinkable
(3:30 p.m. in Room 136)*

Strategic Challenge:

Trifus was engaged by Sovereign Deed to help them define a training strategy for a completely new industry; private disaster preparedness and response. Sovereign Deed provides training, consulting, products, and fulfillment services to help individuals, families, and corporations prepare, respond to, and recover from disasters that interrupt the normal infrastructure.

Part of the challenge was tackling a completely new industry. The other challenge was getting students to engage and think about disasters; something that people would rather not think about. Come on too strong and you scare people away. Go too soft and you don't get people's attention about a topic that could have life or death consequences.

Trifus worked with Sovereign Deed subject matter experts to use case studies and problem-based learning techniques typically used in leadership development training to help students break down resistance and become more self-reliant and more prepared.

Learning Solution(s):

- Small group, highly interactive, personalized modular instructor-led training
- Move instructor-led training to video and develop a DVD version of the training
- Create detailed home and family assessments to gauge family preparedness for area threats
- Based on assessments, develop a longer term training and threat mitigation plan for the family
- Develop Web-based certification curriculum of preparedness topics available to Sovereign Deed Members on the learning portal

Lessons Learned:

Trifus helped Sovereign Deed come up with creative solutions for a totally new industry:

- Need to use multiple training methods to reach students
- Training families in their homes creates additional dynamics to learning
- Need automated tools to provide scalable custom solutions
- Training had to be highly modular to meet demands of students' schedules
- Scenario-based training is required to fully integrate product training, conceptual-based leadership training and preparedness planning

CLO Roundtable: Innovation, Creativity & Story-telling

Chicagoland Learning Leaders Conference

(4:30 p.m. in Room 224)



Sam Herring



Steven Teal



Corinne Miller

formerly with
Motorola



Kimberly Scott



An engaging forty-five minute Q&A session of senior Chief Learning Officers sharing insight on innovation, creativity and story-telling at the 6th Annual Chicagoland Learning Leaders conference.



Sarah Alvarez

Museum Educator
The Art Institute of Chicago



Brendan Sullivan

Corporate
Creativity Coach

The Role of Visual Narrative
in a 'Culture of Innovation
*Optional Creativity & Story-telling
Lunchtime Workshop (Noon in Room 134)*



We live in a highly visual world which stimulates us constantly through everything from computer screens to advertisements to our office environment to the scene in a board room. In these observed moments, we see elements such as colors, form, and body language, and our minds work overtime to interpret these visual cues. This interpretation often results in narratives of individual scenes that we then relate to our larger professional or organizational narrative. In this session, art-based exercises illustrate how these narratives are created, how we negotiate a world where everyone else is creating their own narrative, and how visual narrative enhances our professional creativity and innovation.

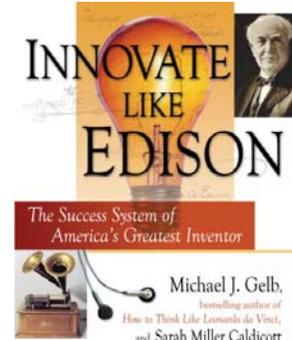
Today's presentation is a part of **Art-Work**, a new model for arts-based corporate learning. **Art-Work** is collaboration between the Art Institute of Chicago and Catalyst Ranch, Chicago's most creative conference center. Through thought-provoking queries, discussions and activities focused on the visual arts, **Art-Work** groups develop and hone their professional skills in a fresh way. The session is conducted by two **Art-Work** facilitators.



Sarah Caldicott

Innovate Like Edison
Co-author

Learn How Your Organization Creates Competitive Advantages
by “Innovating Like Edison”
*Optional Creativity & Story-telling
Lunchtime Workshop (Noon in Room 248AB)*



Book Signing @ 5:15 p.m.

Are you confused about how to effectively drive innovation in your organization? If so, you're not alone. More than 55% of executives feel they are not effectively advancing innovation in their companies. In today's presentation, you can learn how to employ Thomas Edison's own innovation best practices in your enterprise. Sarah Miller Caldicott, MBA and great grandniece of Thomas Edison, will share insights on how to drive competitive advantage using innovation methods from her new book, ***Innovate Like Edison: The Success System of America's Greatest Inventor*** slated for release on October 25th.

In today's session, you will learn why Edison was successfully able to drive innovation through a balance of culture, process, and speed using the Five Competencies of Innovation:

- #1: Solution-centered Mindset
- #2: Kaleidoscopic Thinking
- #3: Full-spectrum Engagement
- #4: Master-mind Collaboration
- #5: Super-value Creation

Innovation is *the* game-changer for every individual, every team, and every organization. Edison's systematic approach to innovation represents the most important legacy he left to America. Achieving innovation literacy can spur the U.S. – and your organization - to firmly reestablish global innovation leadership now.

Innovate Like Edison presents Thomas Edison's world-changing innovation methods as a cohesive, practical, and immediately applicable system. Sarah will describe what she calls *Edison's Five Competencies of Innovation™*. Based on patterns and sequences Edison used for decades, the Five Competencies enabled Edison to generate over \$101 billion in market value through his record-breaking 1,093 U.S. patents. Learn how The Five Competencies can drive ***innovation literacy*** for you as an individual, your internal teams, or your entire enterprise.



Tim Keelan

Founder and CEO

StoryQuest Inc.

How to find and tell the stories of your organization.

*Optional Creativity & Story-telling
Lunchtime Workshop (Noon in Room 136)*

A lunchtime workshop shares how you can find and leverage the stories of your organization to drive learning and organizational change.

During this interactive session you will learn:

- How to find the stories that speaks to the issues you want to effect.
- How to “harvest” stories even when people don’t think they have any
- How to tell and share stories for high impact.