

4th

MANAGING the TRAINING FUNCTION

Bring your training to the next level in your organization

"A lot of good information to build my training department."

- Siva Sivanesan,
Training Department Manager,
Ontario Pension Board

"Enjoyed the course and its content."

- Imesia Ewan,
Training & Development
Specialist, AMEC

"The networking was great."

- Martine Bérubé,
Corporate Training Coordinator,
Canadian Museum of
Civilization

"Great take-away ideas."

**February 1 & 2, 2010, Toronto
Two-Day Event!**

***Workshop Included: Connectivity - The New Age of Business:
How to Develop the Connected Leader***

who should attend

Vice-presidents, Directors and Managers involved in the areas of: Training and Development, Technical & Skills Training, Instructional Design, Employee Development, Leadership Development, Management Development, Organizational Development, Quality Improvement, Performance Measurement & Management, Corporate Education and Evaluation Design

course highlights

- Hear how Canada's training leaders optimize training in their organizations
- Find out how to effectively manage and motivate the next generation of workers
- Look at how to evaluate e-learning, its effectiveness and its return on investment
- Best practices to ensure that training is retained and applied through a number of tried and true methods
- Tips and techniques for performing an assessment of training needs
- Leverage the positive aspects of informal learning

participating organizations

AEGON Canada Incorporated
Automated Learning Corporation
Bluedrop Performance Learning
Delta Hotels and Resorts
George Brown College
Grey Bruce Health Services
Hay Group Ltd.

LCBO
Leadership ReFramed
Maple Leaf Sports and Entertainment
Mount Sinai Hospital
Royal Bank of Canada
Wardrop Engineering Inc., A Tetra Tech Company
YPG Holdings Inc.



Course Leader
Emad Rizkalla,
Bluedrop
Performance
Learning



Robert A. Abell,
Automated
Learning
Corporation



Jose Bansil,
Delta Hotels
and Resorts



Fiona Betivoiu,
AEGON Canada
Incorporated



Kathy Brooks,
Hay Group Ltd.



Daneal
Charney,
Leadership
ReFramed



Bob Cox,
George Brown
College



Gail Ecker,
LCBO



Karen
McGregor,
Grey Bruce
Health Services



Shreyshee
Raja,
Mount Sinai
Hospital



Elisabeth Rees-
Johnstone,
Royal Bank of
Canada



Debra
Watkinson,
Maple Leaf
Sports and
Entertainment

as well as:

Christine
Felician,
YPG Holdings
Inc.

Kim Buote,
Wardrop
Engineering
Inc., A Tetra
Tech Company

Emilia Spadola,
YPG Holdings
Inc.

FACULTY

COURSE LEADER

EMAD RIZKALLA

Emad Rizkalla is a professional engineer who co-founded Bluedrop Performance Learning. He has over 16 years of Training, IT and e-learning industry experience. He also has additional background in marketing, organizational development, change management, leadership and ROI assessment.

CO-LECTURERS

DR. ROBERT ABELL

Dr. Robert Abell, CEO of Automated Learning Corporation, has been involved in education and training projects, instructional design and project management since 1975. Following several years of experience at Athabasca University, he completed projects for Defense, Government, private industry and learning institutions.

JOSE BANSIL

Jose Bansil, is the Director of Learning and Development at Delta Hotels and Resorts and ensures that a culture of continuous learning and growth at Delta Hotels is fostered. His background includes over 20 years in the corporate training environment in the aviation, property management and hospitality industries.

FIONA BETIVOIU

As the Manager of Training and Development at AEGON Canada Incorporated, Fiona Betivoiu is responsible for the management and execution of all operational training and corporate employee development programs for both internal and external-facing customers.

KATHY BROOKS

Senior Director and Practice Leader, Leadership and Talent, at the Hay Group, Kathy Brooks is a writer, speaker, thought leader, coach and consultant specializing in executive coaching and assessment, leadership development and talent management.

KIM BUOTE

Kim Buote is Manager, Training and Organizational Development with Wardrop Engineering Inc., A Tetra Tech Company. She is a seasoned professional with 15 plus years leading key initiatives in leadership, learning and organizational development.

DANEAL CHARNEY

Daneal Charney brings to her work the synergies gained from 20 years of experience as a leadership development consultant and facilitator. She is a contributing author to the best-seller, *The Instant Manager*.

BOB COX

Bob Cox is the Director of Organizational and Staff Development at George Brown College, where he is responsible for the training and development of over 2500 faculty, support staff and administrative staff. He has been recognized nationally and internationally for his work within Canadian Community Colleges.

GAIL ECKER

Gail Ecker is Senior Manager for the Leadership and Organizational Development Team at the LCBO. She has 20 plus years experience in the training and development field. In support of the core strategic theme: "Cultivating Leaders", she and her team are focused on developing and sustaining a coaching culture in their organization.

CHRISTINE A. FELICIAN

Christine A. Felician is Director, Organizational Development at YPG Holdings Inc.

KAREN MCGREGOR

Karen McGregor is Corporate Manager of Organizational Development & Learning for Grey Bruce Health Services. In her role she mentors and provides leadership to a team of nurse and staff educators across five geographically disbursed sites.

SHREYSHREE RAJA

Shreyshree Raja is Director of Organizational Development at Mount Sinai Hospital. In this role, she is accountable for management and leadership development programming, establishing a framework for talent management and succession planning.

ELISABETH REES-JOHNSTONE

Elisabeth Rees-Johnstone is a Senior Manager, Learning Solutions with Royal Bank of Canada. In this senior learning and development role, she advises, develops, designs and leads appropriate learning and performance solutions to enhance the "people performance" of the business.

EMILIA SPADOLA

Emilia Spadola is Senior Manager, Corporate Development at YPG Holdings Inc.

DEBRA WATKINSON

Debra Watkinson has been Manager, People Engagement with Maple Leaf Sports and Entertainment limited since 2007. Her focus is on developing and facilitating full-time staff training and development, talent management and engagement in line with our vision and values and strategic focus.

COURSE PROGRAM

DESIGNING AN IN-HOUSE TRAINING PROGRAM TO SUPPORT STRATEGIC DIRECTION

Leading organizations are looking to become more performance-based in order to better serve internal stakeholders and increase the value of their training function to the organization. In order to achieve this goal, the training function needs to be aligned with the business goals and strategic direction of the organization and deliver measurable results in business terms. This session will look at performance-based training strategies.

- Presenting training as a key business strategy: aligning learning with business objectives & strategic direction
- Overcoming management resistance
- Upgrading staff skills
- Monitoring performance and providing coaching and quality review
- Identifying and prioritizing learning initiatives that will have the strongest business impact

EVALUATING THE IMPACT OF TRAINING

In an effort to assess and increase the value of their training activities, training and development professionals are well served by taking stock of the impact of the training. The Kirkpatrick model is one method frequently used by training and development professionals to determine the impact of training. This session will highlight recent efforts and results attained by George Brown College to evaluate the impact of their training activities.

- Why evaluation matters
- How to conduct a training audit
- Deciding when to change training methods
- Best practices for evaluating the impact of training

TRAINING NEEDS ANALYSIS

A starting point in managing training involves conducting a comprehensive review in order to determine accurately what sort of training is appropriate. This session will provide you with tips and techniques for performing an assessment of training needs.

- Why needs analysis is important
- Asking good questions and listening effectively
- Measuring gaps in performance and learning

STRATEGIES FOR BUILDING A LEARNING CULTURE

Building a learning culture requires the engagement of all organizational levels to raise awareness and increase motivation for participation in programs designed to impart new skills and knowledge as well as improve performance and behaviour. Motivating employees to learn new skills is essential for the success of any training program. This session will look at strategies for building enterprise-wide support for training and development initiatives.

- Defining the critical features of a learning organization
- Applying marketing strategies to increase awareness and interest
- Creating a dynamic, collaborative learning culture

CASE STUDY: BUILDING IN-HOUSE CAPACITY FOR MANAGEMENT LEARNING

For organizations to be effective their management cadre must be well equipped with the necessary knowledge and skills to address day-to-day operational issues, anticipate and respond to emerging issues and lay the foundation for constructive management-employee relations. This presentation will highlight Mount Sinai Hospital's experience in creating in-house leadership capacity through foundational management development training.

- Conducting the needs assessment: establish the business case
- Designing curriculum to address skills development requirements
- Challenges of building in-house capacity

BLENDED LEARNING

The goal of blended learning is to provide the most effective training by combining different learning styles that can be accomplished through the use of blended virtual and physical resources, such as collaboration software, web-based courses and knowledge management practices. This session will look at how to effectively use blended learning strategies to enhance your training function.

- Reasons for using blended learning: areas where it is most effective
- Designing blended training initiatives
- Challenges to blended learning

EVALUATING THE "FIT" & EFFECTIVENESS OF E-LEARNING

Discussions of e-learning are pervasive in the world of training. Whether you are already using e-learning or merely considering doing so, the bottom line is that you need to do a management assessment to know if e-learning methods are effective and adding value to the company. This session will look at how to evaluate e-learning, its effectiveness and its return on investment.

- Key success factors: understanding why some courses fail
- Considering e-learning from a strategic perspective
- Evaluating e-learning design, content and options
- Calculating the ROI of e-learning

CASE STUDY: BRAND TRAINING

An increasing number of successful organizations have implemented internal branding strategies to increase engagement and inspire external brand advocacy among employees. Simply put, if your employees identify with your brand, then their level of commitment and loyalty will increase. This session will highlight Delta Hotels and Resorts' recently launched internal branding strategy in which training played a huge part in embedding the new brand in their culture.

- Training needs analysis
- Training evaluation
- Internal branding techniques
- Engaging employees to identify with the brand

PROMOTING LEARNING RETENTION METHODS: MAKING IT STICK

How do you engage learners to increase their retention and their ability to apply what they have learned on the job? Classroom participation and excellence are not always signs of the best practitioners as an employee might excel on a training course but be unable to effectively retain what was learned or apply it to their daily job. This interactive session will highlight best practices to ensure that training is retained and applied.

- Reasons training can fail
- Incorporating adjustments for learning style
- Getting your message through the noise of distractions
- Learner engagement: methods for increasing "stickiness"

MANAGING INFORMAL LEARNING

Informal learning is learning that takes place away from company-organized formal training. It can be a powerful way for employees to learn new skills but is also difficult to manage. This session will discuss how to leverage the positive aspects of informal learning.

- What are the different types of informal learning
- What are the pros and cons of informal learning
- Assessing if informal learning in your company
- Techniques for effectively managing informal learning

CASE STUDY: OUTSOURCING TRAINING WITHIN A LEARNING CULTURE

Having employees that are motivated to learn new skills is essential for the success of any training program. At the same time, many companies are choosing to outsource the training function to take advantage of reduced fixed costs and access to faster cycle times. This session will feature initiatives taken at YPG Holdings Inc. to ensure that their corporate culture supports training and development initiatives.

- Building a learning culture
- Tips for engaging employees
- Benefits and disadvantages of outsourcing training
- What are the outsourcing options available

ADAPTING LEARNING STRATEGIES TO GEN-YERS

Generation Y employees have different expectations, motivations and approaches to learning and training. Is your organization ready to meet the new priorities of Gen-Y workers in its learning strategies? Find out how to effectively manage and motivate the next generation of workers.

- What are the characteristics of Generation Y?
- Understanding what drives younger employees in the workplace
- New priorities of Generation Y and their impact on organizational performance
- Changing training & learning style to appeal to Generation Y without sacrificing your organizational culture and values

WORKSHOP

CONNECTIVITY - THE NEW AGE OF BUSINESS: HOW TO DEVELOP THE CONNECTED LEADER

The rapid ascent of today's global digital economy is posing new and unexpected challenges for leaders and their organizations. This new environment consists of collapsing boundaries between firms, suppliers and competitors and a new breed of consumer that expects round the clock attention and feedback for continued loyalty. This reality requires a new brand of leader, the Connected Leader, and a new brand of follower with a unique competency set. This session will focus on the new world of work and the leaders and workers it requires.

- Does your organization have leaders and other employees with the new behaviours and skill sets required
- What steps are you taking to ensure that your organization is prepared to meet its future

MULTIMEDIA PRESENTATIONS

Register for Managing the Training Function and we will give you free of charge a CD-ROM comprising the following virtual presentations from recent Federated Press courses and conferences. Presented in their entirety with complete audio and accompanying PowerPoint slides totaling 740 minutes of expert learning, these presentations are an added bonus to this year's course. Bear in mind that these presenters are not necessarily those that you will see and hear at this year's course.

Building a Learning Culture

Shalini Taylor,
Gamma-Dynacare Medical Laboratories
Time: 48 Slides: 19

Integrating Performance Management and Learning Management Processes:

What Works
Frank Welsh,
Public Health Agency of Canada
Time: 30

Using Measurement to Guide Employee Development and Training

Brett Knowles,
pm²
Time: 56

Performance Measurement: A Primer for Effective HR Metrics

Ian Cullwick,
Deloitte & Touche LLP
Time: 43 Slides: 32

Linking the HR Scorecard to Corporate Strategy

Shawn McKnight,
Department of National Defence
Time: 23 Slides: 28

Equipping Managers to Engage

Nicole Bendaly,
Kinect
Time: 46 Slides: 15

Linking Career Development with Engagement & Engaging Metrics for Gauging ROI

Dave Rocheleau,
Royal Bank of Canada
Time: 68 Slides: 20

Creating an Employee Engagement Culture

Leslie Dutton,
Hewitt Associates
Time: 46 Slides: 28

Making Learning Stick

Barry Nelson,
Practical Management of Canada Inc.
Time: 66

Measuring the ROI of Training Initiatives

Barry Nelson,
Practical Management of Canada Inc.
Time: 38

Case study: Strategies for building a learning culture

John Watson,
Ontario Pension Board
Time: 51 Slides: 22

E-learning and knowledge management

David Muratori,
John Hancock Financial
Time: 76 Slides: 16

Outsourcing training

Danielle McCay,
Benchmark Performance Inc.;
Don Whittemore,
RBC Recruitment & Learning
Time: 58 Slides: 31

Case Study of a Federated Learning Model in Action at Scotiabank

Linda White,
Scotiabank Global Performance and Learning Office
Time: 44 Slides: 19

In Search of Quality Assurance Standards for Training Products

M. Kathryn Biondi,
Ontario Correctional Services College
Time: 47 Slides: 36

Audio/Video segments clickable slide by slide
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PROCEEDINGS CD - ROM

Registration: To reserve your place, call Federated Press toll-free at 1-800-363-0722. In Toronto, call (416) 665-6868 or fax to (416) 665-7733. Then mail your payment along with the registration form. Places are limited. Your reservation will be confirmed before the course.

Location: Metropolitan Hotel, 108 Chestnut Street, Toronto, Ontario, M5G 1R3

Cost: The attendance fee for the course is \$1825 per person and covers attendance for one person and the lecturers' presentation material. The fee further includes lunch on both days, morning coffee on both days and refreshments during all breaks. You may purchase a Proceedings CD-ROM containing edited actual proceedings and materials from the course.

Time: This course is a two-day event. Registration begins at 8:00 a.m. The morning sessions start promptly at 9:00. The second day ends at 4:00 p.m.

Cancellation: Please note that non-attendance at the course does not entitle the registrant to a refund. In the event that a registrant becomes unable to attend following the deadline for cancellation, a substitute attendee may be delegated. Please notify Federated Press of any changes as soon as possible. Federated Press assumes no liability for changes in program content or speakers. A full refund of the attendance fee will be provided upon cancellation in writing received prior to January 18, 2010. No refunds will be issued after this date. Please note that a 15% service charge will be held in case of a cancellation.

Discounts: Federated Press has **special team discounts**. Groups of 3 or more from the same organization receive a **10%** discount. Groups of 7 or more from the same organization receive a **15%** discount.

Payment must be received prior to January 25, 2010

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TO REGISTER FOR MANAGING THE TRAINING FUNCTION

Name _____
 Title _____ Department _____
 Approving Manager Name _____
 Approving Manager Title _____
 Organization _____
 Address _____
 City _____ Province _____ Postal Code _____
 Telephone _____ Fax _____ e-mail _____
 Please bill my credit card: AMEX VISA Mastercard
 # _____ Expiration date: ____ / ____
 Signature : _____
 Payment enclosed: Please invoice. PO Number: _____

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