

**Save the  
Date!**



**VIRTUAL**  
**JAN 25-28, 2021**

**Ready for Anything**

**JANUARY 25-28, 2021**

**JULY 12, 2021**

**FEBRUARY 10, 2021**

**AUGUST 5, 2021**

**MARCH 11, 2021**

**SEPTEMBER 14, 2021**

**APRIL 14, 2021**

**OCTOBER 18, 2021**

**MAY 11, 2021**

**NOVEMBER 18, 2021**

**JUNE 9, 2021**

**DECEMBER 8, 2021**

**TD.ORG/TK-YEARLONG**



Alexandria Clapp (A...



## 2 Keynote Speakers

World-renowned experts sharing exceptional insights and inspiration.

[View Keynotes](#)



## 9 Super Sessions

High-profile industry thought leaders sharing their knowledge on relevant topics from the world of learning technology. Hour-long sessions, including interactive Q&A opportunities for attendees.

[View Sessions](#)



## 25 Virtual Classroom Sessions

Practical education sessions, providing actionable tips and takeaways that can be applied immediately in your job. Hour-long sessions, including a live Q&A with the speaker.

[View Sessions](#)



## 20 Hands-On Learning Sessions

Virtual tech lab for adult learners. These 2-hour live sessions are fun, interactive, practical learning experiences. Participants will use popular learning technologies to create real-world programs that can be put to work immediately.

[View Sessions](#)



## 29 Byte-Sized Learning Sessions

It's byte-sized learning, with gigabyte outcomes. These 30-minute focused sessions will help you move your ideas to action.

[View Sessions](#)



## TK Solutions Showcase

We're excited to bring you our TK Solutions Showcase! This is your first chance of the year to dive into the latest products and services available from today's leading providers. The TK Solutions Showcase brings innovative solutions right to your computer!

[Learn More](#)





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Profile industry thought leaders sharing their knowledge on relevant topics from the world of emerging technology. Hour-long sessions, including interactive Q&A opportunities for attendees.



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2-hour

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0.5-hour

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ALWAYS  
TITLE

# CONTRIBUTION

MODEL THE  
BEHAVIOR

BE VULNERABLE

NOT  
ABOUT  
BEING THE  
BEST

DON'T HAVE  
TO ALWAYS HAVE  
THE ANSWER

# SKILLS

ACTIVE  
LISTENING

AUTHENTICITY

EMPATHY



NOT  
RESPOND

LIVE  
LIFE  
URGENTLY

# AFFIRMATION

## BAD ADVICE

WELL  
MEANING

CAUSES  
DOUBT





## Keynote Speakers

World-renowned experts sharing exceptional insights and inspiration.



Opening Keynote

## BOZOMA SAINT JOHN

Chief Marketing Officer, Netflix

Over the course of her career, Netflix CMO Bozoma “Boz” Saint John has earned a formidable reputation as a trailblazing brand and marketing executive and genuine change-agent in the space. Few people have the depth and breadth of experience that Boz has. Couple that with her remarkable success at Pepsi, Apple, Uber, and the Endeavor brands (WME | IMG, Miss Universe, Ultimate Fighting Champion, Professional Bull Riders, and more) and you have one of the most effective marketers of any generation.

With almost 20 years of experience that spans multiple industries including digital music and entertainment, consumer packaged goods, fashion, sports and automotive, Bozoma is a leader heralded for her bold thinking and cutting-edge ideas. Prior to Netflix and Endeavor, she served as the Chief Brand Officer at Uber, where she was tasked with telling the stories of millions of riders and driver-partners across over 600 cities, and as the Head of Global Consumer



EXIT THEATER MODE

Chat

Polls

Files

Peo



Love the concept of stating it u  
front. Talk about transparent.



**Angela Feigl**  
Agreed Kris

11 da



**Ben Dyer**  
That link between safety and te  
effectiveness Google spent a lo  
time studying in the mid-teens  
(Google Project Aristotle if  
interested.)

11 da



**James Wilson**  
What a great point!

11 da



**Thomas Fons**  
Agree that is great - prefacing  
"how" you will listen/act

11 da



**Alexandria Clapp**

11 da

Start typing...



26:33 / 50:30





ボゾマ・セントジョン氏。2014年にアメリカ広告業界で殿堂入りを果たした実力派マーケター。彼女は広告代理店からキャリアをスタートし、ペプシ（PEPSI）、Apple Musicの責任者になった。その後2017年にUberのCBOに就任し重責を担い、現在はNetflixのCMOを務める。BLMによる火種がいまだ残るなかで、トレンドセッターとしてのブラックカルチャーと広告ビジネスとの関わりに切り込む

USで生まれたが、その後ガーナに移り、12歳でUSに戻ってきた

12歳のなまりの強い英語を話す少女が、どう周囲と溶け込むかは大変だったが、どんなに共通点が無いようにみえるヒト同士でも、よくよく質問をして聞いてゆくと、なにかしらの共通点があるものだ気が付いた。

このことは、いまもone on oneで話すときや部下と話すとき、そして何千人を前にして話す時も自分に身に付いている。ユニバーサルヒューマニティーだ。

企業内の文化（カルチャー）の違いは、一人ひとりからくるが、その一人一人の違いをどう受け入れるかが大事だ。顧客だってみんな異なる。

制御したり、外からおさえるのでなしに、互いに分かり合えるようにする努力を惜しまないことで、組織のカルチャーも変えられるし、特別な秘策は要らないのだという、ゆるぎない自信と、カッコつけない素朴さがにじむ。

■アップルで高評価を得て好業績だったときに、あえて騒がしいゴシップ（社内のハラスメントキャンダル：Uberの報酬体系は女性や有色人種を差別しており、結果として、所得や昇進、諸手当の面で損失を被った、という訴え）のあるUberに移った：そこで何を学んだか？ワンレッスンとは？

一つではない。

アップルに居た時、何も問題はなかったが、Uberの騒ぎをみて、一時の高評価からUberが過ちに転落したのは、ただ1企業だけの話ではない。黒人女性全体の話だと自分は理解した。

アップルから移る理由は全くなかったのだが、そのニュースを見たセントジョンは、UberのCEO（知り合い）に電話をかけて、自分に何かできることは無いか？と聞いた。

自分が黒人女性として、そこの真ただ中に行くことで貢献できるのではないかと考えた。これは自分の日常の仕事ではなかったし、どうやって顧客を満足させるかという仕事でもない。自分がやらなくてはならない必然性にも乏しい。

でもここが一番のレッスンだったと思う。

あなた自身が「人間として」この世界で何をしているのかを問われているのだ、



今のこの世界をどう変えたいのか、そのままで良いのか

どうやって違いを作るのか (make difference)

こうしたチャレンジに対して、1日たりとも休息していただける日はないのだ、というのがUberで学んだことだった。

別に役員だから、こうしたパワーが発揮できるというのではなく、どんなところにおいても影響は発揮できる

これは結局Uberだけでなく、シリコンバレー全体の問題でもあった

どうしたらもっとインクルーシブな社会になれるのかを、2020年の経験から考えるようになった。

自分のFBやSNSの友人のリストを見てほしい。それはどのくらい多様性をもったリストと言えるだろうか？

社会的には（実は自分と）共通のひととだけ一緒にいるのではないか？

■このコロナの状況下で、組織のあるいはあなたの仕事はどう変わりましたか？

私は幸いマーケティングで、私の最大の興味は人を観察することです。空港での観察は最高（いろんなひとがいる）

（いまは、ソーシャルメディアで：ソーシャルメディア探偵みたいなものだ。海岸を金属探知機をもって歩く人みたいに）

どう考え、どう行動するのか？

ひとに自由に会えない、病気の不安、親しい人を無くした悲しみ、そうしたなかでどうひとがふるまうのか。

オンラインで話をするようになって、よく観察したり、良く質問したり、コミュニケーションをとり、より深いつながり（Deeper connect）を仕事でも私生活でも志向するようになった

大きなイコライザー（平等化）ツールになる。グローバルチームでも、本社と現地が（オンラインだと）個々人でつながれるので

これはグローバルをマネージする自分にとっての大きな学びで収穫だ。もう以前のカンファレンスコール（部屋と部屋をつなぐやつ）には戻れないだろう。なぜなら今のほうが一人一人をよく理解できるから。



オンラインでのグループアクティビティーも自分は好き。

自分の創造性の元はブレインストーム（BS）からきているのでBS大好き。

そこ（BSの場）でボス風を吹かせるのではなく、どんな小さな取るに足らないように見えるアイディアも歓迎し、出してもらう

みんなが参加するのが楽しい

【うれしそうに話す：ファシリテーターだな、表情、身振り、口調、促進者です！】

そういう場所で人は強みやパワーを発揮する

普段は言えないこと、表面的でないことのなかにいいアイディアが潜んでいる

リーダーシップとしても、肯定する支持する（アフアーメーション）がどれほど必要か

そうした場でモデレーターとして引き出し役としてどこまで立ち回れるかがキモ：

# Ready for Anything



IMPORTANT

THERE IS ALWAYS A WAY TO CONNECT TO PEOPLE



I'M A STUDENT



Uber

WHY SHOULD THIS ONE COMPANY TAKE THE FALL

DON'T BE PASSIVE

BE PART OF THE CHANGE

HOW ARE YOU MAKING A DIFFERENCE

EARLY LESSONS IMPACT

BRIDGE

WHO CREATED THE CULTURE  
WHO DOES IT SERVE

STICKING OUT ISN'T ALWAYS A BAD THING



OWN YOUR DIFFERENCES

ALLOW IT TO CHANGE

INCLUSIVE LEADERSHIP



PRACTICE WHAT YOU PREACH  
LEAD BY EXAMPLE

REFLECT

COVID

PERSONAL PROFESSIONAL BOUNDARIES BLUR

HARDER TO CONNECT

atdk degreeed



WORK HARDER TO CONNECT

ASK MORE QUESTIONS

BALANCE

NETFLIX

HAVEN'T MET TEAM IN PERSON



GREAT EQUALIZER

BEYONCÉ

PERFECTIONIST  
COMMITTED  
SINGULAR FOCUS

LEADER IN THE ROOM

ISN'T ALWAYS BIGGEST TITLE

SOCIAL MEDIA

AFFIRMATION  
ATTENTION TO DETAIL

CONTRIBUTION

MODEL THE BEHAVIOR

BE VULNERABLE

NOT ABOUT BEING THE BEST

DON'T HAVE TO ALWAYS HAVE THE ANSWER

SKILLS

EMPATHY



ACTIVE LISTENING



NOT RESPOND

AUTHENTICITY

LIVE LIFE URGENTLY

BAD ADVICE

WELL MEANING

CAUSES DOUBT



RELEVANCE



REAR WINDOW

PEOPLE WATCH  
SOCIAL MEDIA  
DETECTIVE

DON'T THREATEN ME WITH A GOOD IDEA



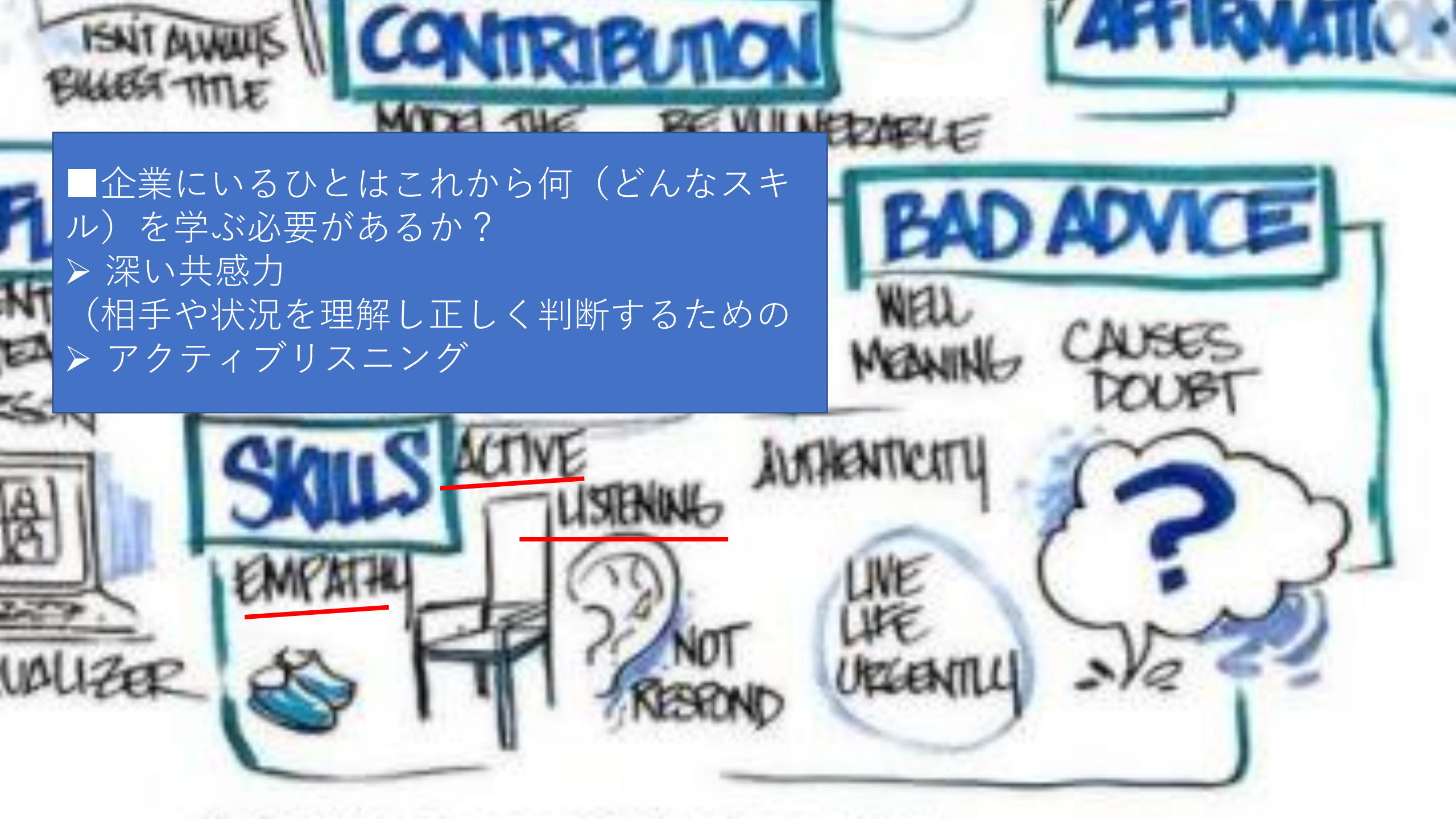
BRANDS  
VULNERABLE  
FREE TO SHARE

AFFIRMATION



■企業にいるひとはこれから何（どんなスキル）を学ぶ必要があるか？

- 深い共感力  
（相手や状況を理解し正しく判断するための）
- アクティブリスニング



Sheri Jeavons, Power  
Presentations  
David Bruesehoff, EY

# Transforming Soft Skills Training with AI, Video, Gamification... and More



EXIT THEATER MODE

Chat

Polls

Files

People



Adapt and Implement New Tech  
for Soft Skills Training (Insights  
Article).



Classroom Bruesehoff-Jeavons  
Presentation



Use a Virtual Coach to Scale and  
Personalize Learning Efforts  
(Insights Article)



0:17 / 1:00:28



# Transforming Soft Skills Training With AI, Video, Gamification, and More

Learn how one company developed measurable, scalable, and cost-effective virtual communication skills training for SMEs while decreasing travel costs and increasing efficiency, accountability, and ROI. This unique solution offers personalized coaching using a combination of AI-based analysis, instructor review, and peer feedback.

In this session, you will:

- Implement a process to transform your face-to-face training into a blended learning event.
- Discover how AI can provide individualized coaching and feedback for communication skills.
- Save time and money by implementing educational webinars, remote coaching, AI software, gamification, and a learning hub.



## Reminder: Attendees

トレーナーとしての経験がないSMEsに対し、どうやってファシリテーションのソフトスキルを学んでもらうか？

Varied level of skill sets: Ability to present

**SMEs: Many have never conducted training**

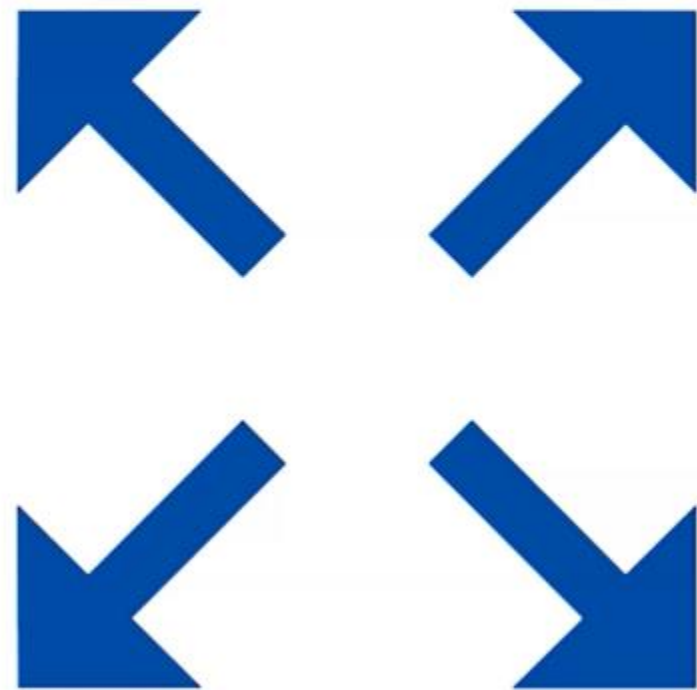


# Overview:

## Face-to-Face Facilitator Skills Development Program

### Big picture

- Soft skills training:
- Teaching SMEs to be trainers/facilitators
- Taking a two-day soft skills class: 16 Hours
- Two to Four Trainers
- 15-20 attendees
- Travel for the trainers and attendees
- Make it 100% virtual





# Overview: Blended Learning Format

## Teach with Charisma Program

Same attendees...



600人

...plus more

No travel time or cost





# Overview: Blended Learning Format Teach with Charisma Program

## Blended learning: **3 weeks total**

- 90-minutes: Engaging VILT/week (4.5 hours total)
- 3 hours: Learning hub per week (9 hours total)
- Three touchpoints per week
  1. **Practice presenting: Power Presenter Software**
  2. Video homework assignment: Feedback from facilitator
  3. Breakout room exercise: Peer feedback





# Overview: Blended Learning Format Teach with Charisma Program

## 2 trainers:

3.5 hours/week time commitment  
per trainer (10.5 vs 16 hrs)

**Capacity of up to 50 attendees/class**

**23 classes for 2019**

**Estimate 600 participants in 2019**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				8hr	8hr	
		3.5hr		2～4人のトレーナー 参加者15～20人		
		3.5hr				
		3.5hr				

2人のトレーナー  
参加者50人まで

スケールアップ



# Overview: Blended Learning Format Teach with Charisma Program

Learning  
Hub  
(content)

Access anywhere anytime

Learners build skills: Weekly assignments

Visuals and videos from trainers and SMEs

Ongoing access to tools after course completion



11:50 / 1:00:28



# What does that look like?

Week 1  
Week 2  
Week 3

ハブ内で個人  
学習

プレゼン課題  
を各自練習

ビデオで自演  
課題を提出

講師や同僚か  
らのFB

Review  
Learning Hub  
Content

Practice  
Presentation  
Session 1 Due

Video  
Homework  
Assignment 1  
Due

VILT Session 1

3 時間：非同期自己学習

90分:同期

Review  
Learning Hub  
Content

Practice  
Presentation  
Session 2 Due

Video  
Homework  
Assignment 2  
Due

VILT Session 2

Review  
Learning Hub  
Content

Practice  
Presentation  
Session 3 Due

Video  
Homework  
Assignment 3  
Due

VILT Session 3

## VILT Structure

Recap Video  
Homework  
Assignment

Apply feedback  
in real-time/peer  
review

Learning Hub  
Content Q & A

Prepare for next  
week

1 自己学習

Learn

自己学習

2

Experience

バーチャルクラス  
学習

3

Coach





## Learn to Facilitate



## Check your progress



## Facilitator Resources

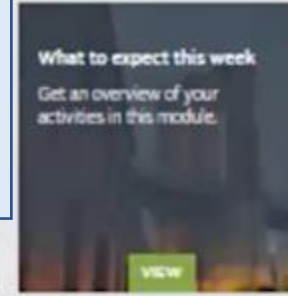


# Structure of Content

How do I tell a good story

Week2  
Prepare to  
facilitate

What to  
expect this  
week



## How do I tell a good story?

0/3 | MORE

### In this section...

Stories help us relate and understand. Learn how to make them connect.

est time: 20 mins



### The 4 Cs (+1) of Storytelling

Video Quiz with  
Caitlin Weekley, Facilitator C...



### Let me tell you a story

In this section you hear four different stories. Can you identify how the four Cs of storytelling are used?



### How do the 4 Cs + 1 show up in TED Talks?



## How can I connect my class to the content?

0/3 | VIEW

## How can I bring everybody into the class?

0/4 | VIEW

## This week's assignment: Record & upload your story!

0/2 | VIEW

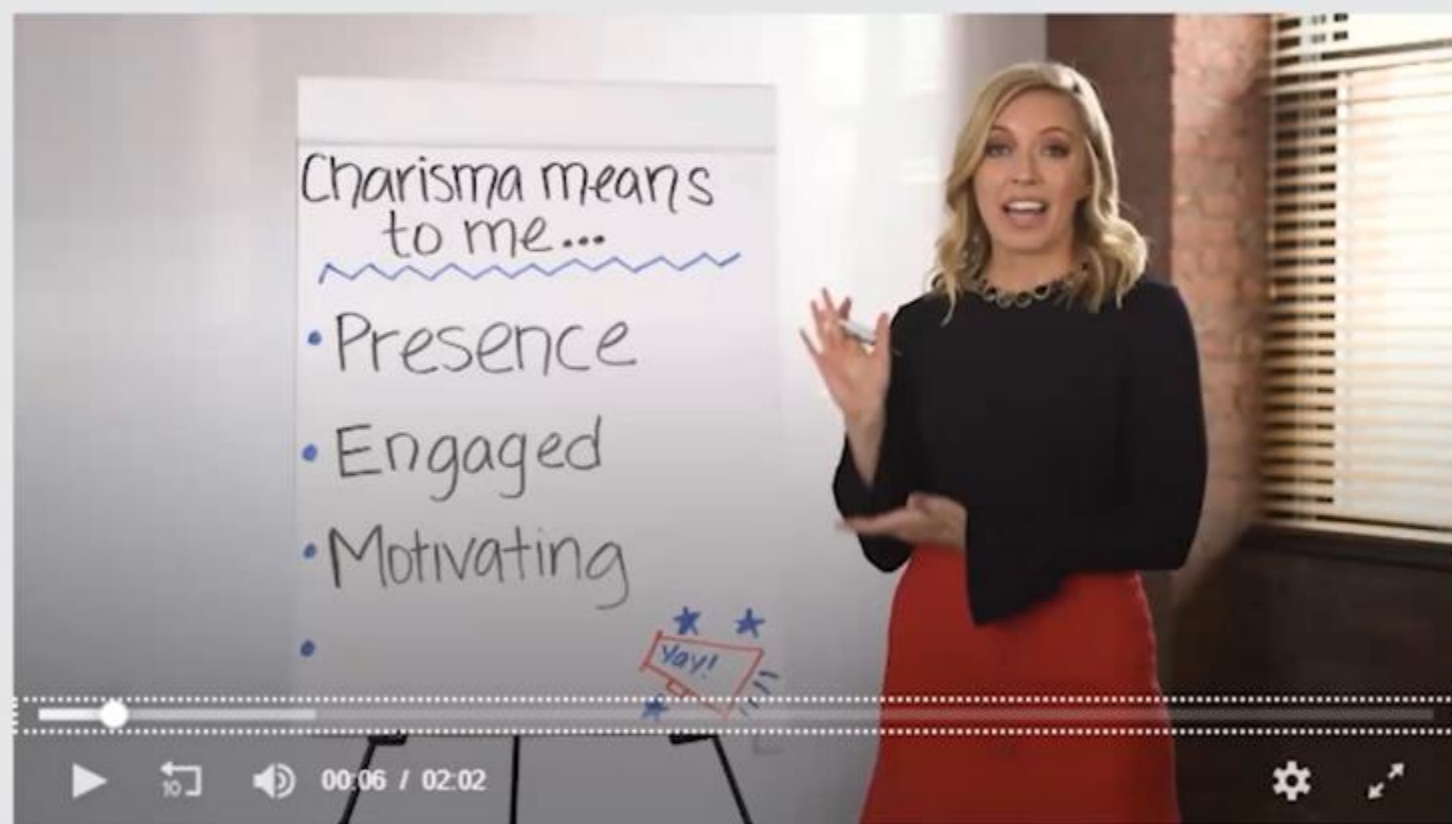
## Dig deeper

0/5 | VIEW



## Caitlin: How I Use Flipcharts

Bookmark



Like

Share My Thoughts

2 ITEMS

Caitlin: How I Use Flipcharts

2:02 MIN

Evaluate this flipchart



# Power Presenter Software

## What is it?

This state-of-the-art communication practice software delivers a learning experience featuring 3D audiences that react in real time to your performance. If you're dull, they'll yawn and look away. If you're enthusiastic, they'll lean in, nod and show interest in your presentation!

- Patented communication simulator
- AI-powered, cloud-based software
- Scoring system provides measurable feedback on your delivery style and content development

[Purchase a six-month license](#)

# Presentation Practice Software Using AI

## Goal

- Scalability
- Personalized coaching
- Accountability スコアリング
- Training within flow of work

研修後でも、実務で必要なときに  
取り出して復習できる（前日など）





# Presentation practice software using AI with

## Current Situation

- Presentation practice software is taking the place of the coach
- Provides “just in time” coaching when ever they want it as often as they want it
- Because of scoring: Competitive and fun







# Power Presenter Software using AI



What is it?

## **Presentation simulator:**

Register and login using web browser  
Use webcam

## **Practice presentation:**

Receive real-time feedback  
Using AI: Calibrated using thousands of presenters

## RESULTS

< Back

Date 4/19/2017 Time 12:54 PM Duration 00m 40s Score 73/100

Review Video

Delete

Pitch Variability



Compare

Feedback

Pace Variability



Compare

Feedback

Volume Variability



Compare

Feedback

Verbal Distractors



Compare

Feedback

Total Pauses



Compare

Feedback

Pace



Compare

Feedback

Long Pause



Compare

Feedback

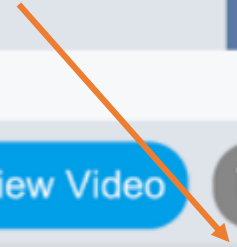
Eye Contact



Compare

Feedback

同僚や講師からの  
フィードバックも



Enhance your executive presence by reviewing your recording side-by-side with indicators that tell you exactly where you need to improve:

# Submitted Video Homework Assignments

## Teach with Charisma FACILITATOR COACH FEEDBACK CHECKLIST

Person being observed:			
Observable Behavior	How often observed:		
	Throughout	Sometimes	Not at all
Use of open face while you are talking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use inflection and a conversational pace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use everyday language – eliminate slang and jargon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use hand gestures and body language (i.e. leaning in) to support talking points	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use personal examples, anecdotes or stories that trigger emotional responses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ask questions and/or call on participants to respond	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What facilitator skill was done particularly effectively?

What is one facilitator skill that could have been done better?

全画面表示を終了するには **Esc** キーを押してください

Conrad Nelson - Intro

09/15/2019



Estefania's Intro

09/16/2019

Estefania Fisher



Hi, I am Nick

09/16/2019

Nicholas Olson



Introduction: I'm PM

09/15/2019

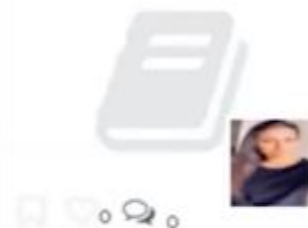
Paolo Macatbag



My Intro

09/13/2019

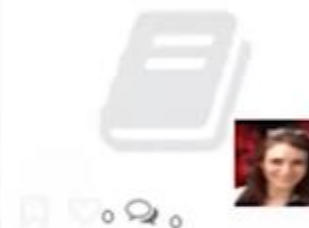
Delly Abolfazli



Assignment 1: Katie Norwalk introduction

09/12/2019

Katie Norwalk



Holli's intro

09/12/2019

Holli Lau



Self introductory video

09/12/2019

Madhura Chandur



Amanda's Intro :O)

09/12/2019

Amanda Demetrovich



Scott Cole Intro











My Field Report

Intro...and so it begins



# Leader Board

## Top Participants

	Bridgette Long	1150
	Holli Lau	1040
	Nerissa Schmitter	970
	John Clausing	950
	Philip Slocum	950
	Delly Abolfazli	940
	Scott Cole	940
	Katie Norwalk	940
	Stephanie Smith	940
	Madhura Chandur Ram...	930

# Reports

Reports / License Set: #27 (Test Account)

License Set : #27 (Test Account)

Avg Score: 60

Total Practice Time: 11h : 9m : 17s

Report:

Download

Overview

Reset

#	First Name	Last Name	Sessions	Total Time	Highest Score	Score Average	Videos	Peer Reviews	Last 10 Scores	Last Session(CT)
1	Letitia	Howard-sherwood	11	24m : 34s	88	72	View (0)	View (0)	59,88,76,80,82,71,73,48,62,82	02/18/2019 18:32
2	Son	Mun	180	3h : 52m : 4s	100	61	View (29)	View (4)	60,94,38,41,73,50,51,70,56,59	04/29/2020 14:53
3	Dan	Tan	133	6h : 52m : 38s	98	47	View (0)	View (0)	72,64,59,43,55,68,77,9,26,89	10/12/2017 12:02

▶ 43:42 / 1:00:28

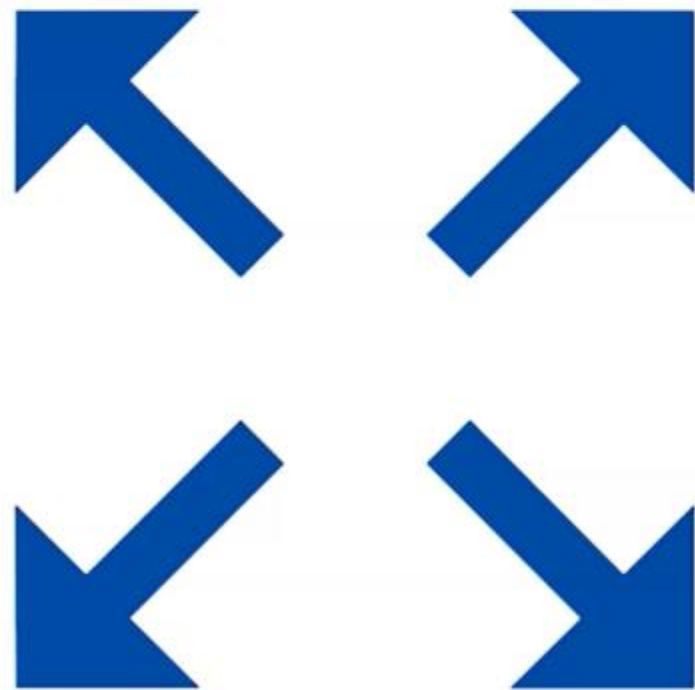




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  2. Video homework assignment: Feedback from facilitator
  3. Breakout room exercise: Peer feedback





# Comparison and Cost Savings People and Time

## Facilitator Skills Development

- **~27 participants** / month
- **3 touchpoints** to practice skills and receive feedback
- **14 hours** in class by participant (live)
- **~4-6 facilitators** per course
- **~20 hours** preparation and travel by facilitator for course

## Teach With Charisma

- **~40 participants** / month
- **9 touchpoints** to practice skills and receive feedback
- **12.5 hours** in class by participant (in Learning Hub and VILT)
- **2 facilitators** per course
- **~6 hours** prep/admin per facilitator (no travel) + 4.5 hours in VILT

# Comparison and Cost Savings Evaluations

## **Facilitator Skills Development**

- 4.63 the first class overall evaluation average

## **Teach with Charisma**

- 4.65 the first class overall evaluation average





# Comparison and Cost Savings People and Time

## Facilitator Skills Development

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# Comparison and Cost Savings

## Financial Investment

### **Facilitator Skills Development**

- \$484.5k on travel annually  
(based on \$1500 per participant rate)

### **Teach With Charisma**

- \$0 on travel annually



# Thank you!

**Sheri Jeavons**

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ハンズオン：2時間

# SELECTING A VIRTUAL CLASSROOM PLATFORM: WHICH ONE SHOULD I USE?





# ABOUT TODAY'S SPEAKER: CINDY HUGGETT, CPTD

Author of 4 books on virtual training

30 years experience in workplace learning

Lives in Raleigh, North Carolina USA

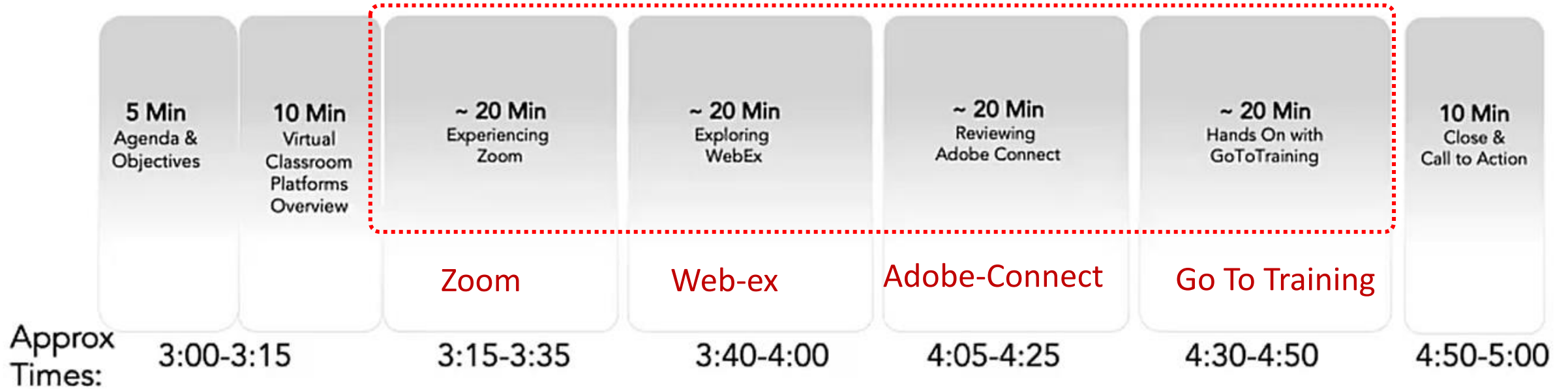
[www.cindyhuggett.com](http://www.cindyhuggett.com)

twitter: [@cindyhugg](https://twitter.com/cindyhugg)



# THE PROCESS

In each platform, we will explore the same set of features:  
chat, sharing documents, annotation (drawing), polling, video, and breakouts



ハンズオン：2 時間  
20分ずつ、4 つのツールを体験する

# THE ANSWERS TO YOUR FAQs

**Will we actually go to each platform (Zoom, WebEx, Adobe Connect, GoToTraining)?**

Yes! I'll share a personalized link to each one just before we transition from one to the next.  
If you 'get lost' along the way, return to the ATD TK session for guidance.

**Can you answer all my questions about each platform?**

Unfortunately, no. While I'll do my best to answer your questions, with only 20 minutes in each platform, it won't likely be possible for me to answer every specific question.

**Do you work for any of these vendors?**

No! I'm just a practitioner who uses all of these platforms in my client work. I've used all of them for many years.

**What about pricing and costs for these platforms?**

I don't have pricing information to share. Please contact each vendor for their specific details.





# How do I know which platform is best for my organization?

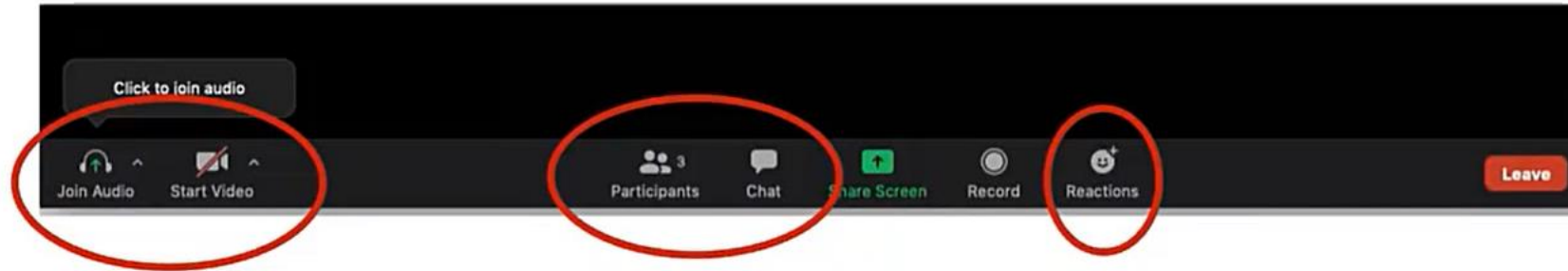
Most popular?

IT Department  
says so?

Least expensive?







# Zoom's Control Bar



全画面表示を終了するには **Esc** キーを押してください

# Let's Go Explore WebEx Meeting Center!

<https://bit.ly/2XLDcbw>



# 新パターン カタルタ

- 一. 8つのマスのうち、どこかひとつを選んで「❤️」をつけます
- 二. 「  
」をひとつとしゃべります
- 三. ❤️マークのついた「セリフ」(接続詞や副詞句)をそのまま  
言って、続けてもうワンセンテンスをしゃべります

	①	



たとえば

しばらくは

許されるのなら

最終的には

むかしは

どのみち

やっぱり

不思議なことに

	②	

しばらくは	許されるのなら	むかしは
たとえば		不思議なことに
最終的には	どのみち	やっぱり

	③	



どのみち

最終的には

しばらくは

たとえば

やっぱり

むかしは

不思議なことに

許されるのなら

	④	

たとえば

しばらくは

許されるのなら

最終的には

むかしは

どのみち

やっぱり

不思議なことに

	5	



許されるのなら	むかしは	不思議なことに
しばらくは		残念ながら
たとえば	最終的には	やっぱり

	⑥	

むかしは

やっぱり

どのみち

しばらくは

許されるのなら

不思議なことに

最終的には

たとえば

	7	



不思議なことに	たとえば	むかしは
最終的には		許されるのなら
やっぱり	しばらくは	どのみち

	8	

最終的には	自慢じゃないですが	たとえば
やっぱり		むかしは
しばらくは	どのみち	許されるのなら