

# LEADING LEARNING SYMPOSIUM

*Program at a Glance*

Leading

Learning™

LEADING LEARNING SYMPOSIUM  
OCTOBER 27-28, 2015 | BALTIMORE, MD

## PRE-EVENT

Pre-event learning has begun and will intensify the 90 days before the symposium.

- Blog posts at <http://leadinglearning.tagoras.com/blog>
- Emphatically Recommended reads (books and articles)
- Quick videos on tools and trends and case studies, some created and some curated from other sources
- Podcast

*Why?* One-shot learning isn't effective. To maximize the learning that takes place at the Leading Learning Symposium, we'll introduce ideas and information before attendees gather in Baltimore. The pre-event learning will also help address one of the known challenges of adult learning—adults tend to represent a range of backgrounds and experience that impact learning. The pre-event content will allow learners and facilitators gathered in Baltimore to assume a certain familiarity with key concepts and ideas. This will allow us to focus time at the symposium on the application of ideas, rather than the explanation of ideas.

## DAY 1: OCTOBER 27, 2015

### PRIMING ACTIVITY: 8:00-8:45

The symposium kicks off with JumpStart Storytelling, a proven technique for building high-performance collaboration and originated by Seth Kahan, one of the symposium faculty.

*Why?* The priming activity is a great opportunity to connect with highly motivated peers to begin getting value right away. This activity starts the symposium off not by talking about the importance of active learning and social learning but by doing.

### COMMUNITY ASSEMBLY: 9:00-10:00

The symposium continues with a discussion of the state of the lifelong learning market and key trends. We'll also highlight the three overarching themes of the conference (reach, revenue, and impact) and the four threads (strategy, marketing, learning, and technology), as well as the learning techniques (interleaving, spaced learning, effortful recall, and more) that will be used.

*Why?* We want to be transparent about how and why we're doing things. The state of the market will clarify the context for the symposium and the work attendees do in their organizations. Calling out the themes, threads, and learning techniques will help attendees be aware of them as the symposium progresses.

## CONTENT PODS: 10:15-12:00

The content pods are relatively brief framing sessions for key knowledge and skills. Each pod is oriented around a tool, a process visual, or a brief study with clear, actionable insights that can be used in the afternoon app labs and, more importantly, in attendees' day-to-day work. The pods are aligned with the three overarching themes of the conference—reach, revenue, and impact—and range from 15 to 20 minutes in length. Pods will be captured on video and posted in the online community that will build on the place-based symposium. Time for collective Q&A will follow the last content pod. Topics reflect the issues and challenges we've heard from advisors and registrants.

- Business Model Innovation in the New Learning Landscape (presented by Seth Kahan)
- Connecting Data Across Marketing, Membership, and Learning (presented by Wes Trochlil)
- New Models for Credentialing and Certification (presented by Celisa Steele)
- Amplifying Value and Brand to Attract and Retain Customers (presented by Jeff Cobb)

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*Why?* The symposium is focused on actionable ideas and concepts that will help attendees improve the reach, revenue, and impact of their education business. The pods will be designed to deliver these ideas and concepts concisely and effectively.  
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## LUNCH AND BREAK: 12:00-13:30

The lunch will be a networking opportunity (no formal content or speaker), with question cards and other aids for sparking meaningful discussion. Sufficient time will be allotted to give people a chance to check e-mail, etc., before afternoon sessions—or a chance to take a walk around the block, review and reflect on the morning's learning, or do nothing.

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*Why?* People will be hungry, and time for reflection and relaxation—white space—aids learning.  
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## APP LABS: 13:30-14:30 AND 14:45-15:45

The facilitated applied-learning sessions represent one of the highest value elements of the symposium—the chance to work collaboratively with peers at other associations and with seasoned consultants who, collectively, have helped hundreds of organizations transform their businesses. Faculty will present relevant content and context and then guide participants in working together to solve a problem or develop innovative opportunities in situations highly relevant to their everyday work. We'll draw on actual situations and scenarios shared in advance by symposium participants and integrate them into group work.

Learners will be assigned to intentional (not random) groups and attend the app labs in cohorts that will foster a sense of meaningful peer learning.

- Generating and Leading Innovation (facilitated by Seth Kahan)  
How can we develop new educational offerings that stand out from competition, stay within budget, and meet learner needs more effectively? How can we ensure key stakeholders across the organization—staff, board, and members themselves—will embrace new approaches to learning?
- The Data-Driven Learning Business (facilitated by Celisa Steele and Wes Trochlil)  
What can we learn from our data that will help drive the future of the business? How can we know if we're connecting with the right customers in the right way? How do we know we're creating significant value?
- Marketing Mastery in the Evolving Learning Landscape (facilitated by Jeff Cobb)  
What new channels/segments are open to us? How could we position and promote more effectively? How can we price educational offerings to make them as attractive as possible—without succumbing to downward price pressure?

The sessions will be repeated across the two days so all attendees participate in each app lab.

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*Why?* The real world is complex, and most challenges and opportunities require collaborative, cross-functional thinking and access to expert insight. Attendees will have the chance to apply their experience and what they learn in the morning to deal with situations that come as close as possible to real-world complexity.  
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#### LEADERSHIP MICROCOACHING: SESSIONS FROM 13:30-15:45

Led by Lisa A. Bing, a symposium faculty member and an expert in leadership development, leadership microcoaching is a brief session (approximately 15 to 20 minutes), in which a symposium attendee, either alone or in a small group, focuses on a key leadership issue that is standing—or could stand—in the way of progress.

The sessions run concurrently with the app labs, so individuals who participate in microcoaching will need to break away briefly from an app lab for the coaching session or opt to do only coaching during that time block. Not everyone will be able to participate in this opportunity, given limited time. If you're interested, [e-mail Jeff Cobb](#) as soon as possible—we'll schedule the sessions on a first-come-first-served basis.

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*Why?* It can be challenging to implement even the greatest of strategies for growing and improving an education business. Microcoaching allows attendees to direct their own learning, homing in on a particular leadership issue.  
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#### SYNTHESIS: 16:00-16:45

We'll reconvene as a group to debrief, connect the dots, and prepare for the next day.

- Encourage attendees to report to the full group on what they have learned.
- Engage some attendees in hot seats.

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*Why?* Reflection is important to learning, and, by building in time to reflect as a full group, we reinforce the sense of community and peer learning with which we open the day. Not everyone will have attended the same sessions during the day, so the group sharing will also provide attendees with a glimpse of what they may learn the next day.  
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#### RECEPTION: 17:30-19:00

We'll gather over drinks and light appetizers for a networking opportunity.

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*Why?* Breaks and relaxation are important. The reception will also strengthen the sense of community.  
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## DAY 2: OCTOBER 28, 2015

#### COMMUNITY ASSEMBLY AND THE SUPERHUMAN ART OF LEARNING TO PREDICT THE FUTURE: 9:00-10:00

We'll focus on community building and active reflection before handing it over to a featured speaker, who comes from outside associations but offers a perspective and approach transferable and valuable to the attendees' world.

The featured speaker will be Rohit Bhargava, author of the best-selling book *Non-Obvious: How to Think Different, Curate Ideas & Predict the Future*. For the past five years, Rohit's annual *Trend Report* has been viewed and downloaded more than half a million times. In "The Superhuman Art of Learning to Predict the Future," Rohit will give us a look at the methods he uses to predict the future, and we'll learn five essential habits that will change the way we think. His talk will also reveal the five new trends changing business in the coming year. Predicting the future may seem hard, but, with the right process, it's not only possible, it can give us the ultimate competitive edge.

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*Why?* "Outside" perspectives can be valuable for viewing situations differently and engage the learners as they think through how the perspective applies to their world.  
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## CONTENT PODS: 10:15-12:00

The day 2 content pods reflect more issues and challenges we've heard from advisors and registrants. Time for collective Q&A will follow the last content pod.

- Effective Pricing Practices (presented by Jeff Cobb)
- Rapid Refresh: A Case Study in Quickly and Effectively Revising an Entire Learning Program (presented by Pat Mangan of the National Rural Electric Cooperatives Association)
- Cutting-Edge Technologies for Big Learning Impact (presented by Celisa Steele)
- Moving Forward: Leading for Impact (presented by Lisa A. Bing)

## LUNCH AND BREAK: 12:00-13:15

The lunch will be for networking and will allow attendees time for a break.

## APP LABS: 13:15-14:15

To allow learners the chance to attend all three applied-learning sessions, these will be repeats from day 1.

## LEADERSHIP MICROCOACHING: SESSIONS FROM 13:15-14:15

Day 2 brings more chances to focus on a leadership issue in an individual or small-group session with Lisa A. Bing. If you're interested in microcoaching, [e-mail Jeff Cobb](mailto:jeff@tagoras.com)—we'll schedule on a first-come-first-served basis.

## CURATED CONNECTIONS: 14:30-15:30

Attendees with shared interests will come together for informal but focused discussion. We'll actively work to connect people based on what we know about them. We'll also provide structure and facilitation to make these discussions effective and meaningful while still allowing them to develop organically.

*Why?* These curated connections will provide a meaningful way for learners to stay in touch with a subset of other attendees and continue informal social learning together.

## SYNTHESIS: 15:45-16:30

We'll reconvene as a group to debrief, connect the dots, and prepare for the future.

*Why?* In addition to providing an opportunity for active reflection, this final synthesis session will also emphasize this is not the end—let the learning continue.

## POST-EVENT

Post-event learning will begin immediately after the symposium.

- Blog posts at <http://leadinglearning.tagoras.com/blog>
- Emphatically Recommended reads (books and articles)
- Quick videos on tools and trends and case studies, some created and some curated from other sources
- Podcast
- Captured content from the symposium
- An online community for attendees

*Why?* Post-event learning will provide spaced learning. The majority of what we learn we forget—unless we keep engaging with the ideas.

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