

# LEADING LEARNING SYMPOSIUM

2016 Schedule

Leading

Learning®

LEADING LEARNING SYMPOSIUM  
OCTOBER 24-25, 2016 | BALTIMORE, MD

We built the 2016 program in collaboration with the advisors and registrants. This ensures the symposium content is tightly aligned with attendees' current and emerging needs—a claim very few other events can credibly make. In addition to the activities described in the schedule, we anticipate adding extemporaneous program items, such as hot seats (which allow attendees to present a challenge or opportunity they're facing to the group and get rapid feedback and advice) and ten-minute talks (which provide a structured way for attendees to share about a learning project or initiative that may offer other learners ideas to apply in their organizations).

## PRE-EVENT

We'll provide a variety of learning opportunities leading up to the symposium.

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

*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: MONDAY, OCTOBER 24, 2016

### COMMUNITY ASSEMBLY AND PRIMING ACTIVITY: 9:00-10:00

The symposium kicks off with community assembly facilitated by Jeff Cobb and Celisa Steele. They'll provide a briefing on the state of the lifelong learning market and critical trends, organized around the three overarching themes of the conference: reach, revenue, and impact. They'll also introduce a **maturity model for the business of lifelong learning**. That model will provide a framework for attendees' engagement at the symposium and the basis for action back at the office.

A brief priming activity will provide focus for the two days and help start meaningful connection among attendees.

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*Why?* The state of the market will clarify the context for the symposium and the work attendees do in their organizations. Calling out the themes (reach, revenue, and impact) will help attendees be attuned to them as the symposium progresses. The priming activity starts the symposium off not by talking about the importance of active learning and social learning but by doing.  
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#### CONTENT PODS™: 10:15-11:45

The Content Pods are relatively brief framing sessions for key knowledge and skills. Each Content Pod is oriented around a tool, a process visual, or a brief study with clear, actionable insights that can be used in the App Labs and, more importantly, in attendees' day-to-day work. The Content Pods are aligned with the three overarching themes of the conference—reach, revenue, and impact—and range from 15 to 20 minutes in length. Time for Q&A will follow each Content Pod, and there will be additional collective Q&A after all Content Pods. Jeff Cobb will serve as facilitator of the Content Pods, working actively to help attendees draw relevant connections among the ideas that emerge in the Content Pods. Topics reflect the issues and challenges we've heard from advisors and registrants.

- **Thinking Big with Learning Leadership (presented by Seth Kahan)**  
Creating substantive change in the fields we serve should arguably be the end goal of all our educational offerings. This Content Pod explores how learning leaders arrive at a vision for change and then enlist others to support that vision.
- **What's the Value of Validation? (presented by Mickie Rops)**  
Whether you choose to assess the impact and value of a learning experience drives both the resources required to offer it and its revenue potential. This Content Pod examines when validation of learning makes sense and why.
- **Changing the Frame: Finding New Market Opportunities (presented by Celisa Steele)**  
Increased competition, the accelerating rate of change, and the new normal of information overload make it essential to see—and do—things differently if we want to stand out and thrive. This Content Pod highlights the need to view the world differently to seize new market opportunities in lifelong learning.

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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 Content Pods will be designed to deliver these ideas and concepts concisely and effectively and will be carried forward into the App Labs.  
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#### LUNCH AND AWARDS: 11:45-12:45

The lunch (included as part of the registration) will be a networking opportunity. Awards will also be presented to acknowledge the activities and accomplishments of Leading Learning community members.

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*Why?* People will be hungry, and mealtime is a great time for social learning. The awards will help highlight some of the important contributions community members make to the lifelong learning field—and may spark innovation for attendees' work in the year ahead.  
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#### APP LABS™: 13:00-14:45

The facilitated applied-learning sessions (or App Labs, for short) represent the chance to work collaboratively with peers at other organizations 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.

Two of the sessions will be repeated on the second day to allow attendees to participate in the App Labs most closely aligned with their needs and interests.

- **Setting the Pace: How to Lead Learning in Your Field (facilitated by Seth Kahan)**  
What does it mean to lead learning? When should we lead, and when should we run with the pack? How can we set the standard for learning in our field or industry? What's the role of the individual leader versus the organization? When does management trump leadership? (Note: This App Lab will only be offered once.)
- **Beyond Credentialing: Validation as a Key to Education Business Success (facilitated by Mickie Rops)**  
Which of our offerings warrant validation? What are our validation options (self-assessments, microcredentials, certificates, digital badges, etc.)? How can we leverage the data generated by our validation efforts? What opportunities does validation open up for our education business? (Note: This App Lab will be offered both days.)
- **Growing—and Breaking—Market Boundaries (facilitated by Jeff Cobb)**  
What are the key trends and market forces you can leverage to improve reach into your existing audience? How can you reach beyond the known customer base to develop products and offerings that serve new markets effectively? How can you more consistently—and effectively—play the role of “Chief Learning Market Officer”? (Note: This App Lab will be offered both days.)

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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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**SYNTHESIS: 15:00-16:00**

We reconvene as a group to debrief, connect the dots, and prepare for the next day. Jeff Cobb and Celisa Steele will work to help attendees draw connections among the day's activities, see implications for their work, and map ideas to the **maturity model for the business of lifelong learning** introduced in the morning.

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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: 17:00-18:30**

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: TUESDAY, OCTOBER 25, 2016**

**COMMUNITY ASSEMBLY AND “OUTSIDE” SPEAKER: 9:00-10:15**

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 Dorie Clark, author of *Reinventing You* and *Stand Out*, which was named the #1 Leadership Book of 2015 by *Inc.* magazine. The *New York Times* has described her as an “expert at self-reinvention and helping others make changes in their lives.”

Dorie is a frequent contributor to the *Harvard Business Review*, *TIME*, and *Entrepreneur*. Recognized as a “branding expert” by the Associated Press, *Inc.*, and *Fortune*, Dorie is a marketing strategy consultant and speaker for clients including Google, Microsoft, Yale University, Fidelity, the U.S. State Department, and the World Bank.



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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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#### APP LABS™: 10:30-12:15

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Two of the sessions from the first day will be repeated on the second day to allow attendees to participate in the App Labs most closely aligned with their needs and interests.

- **Setting Your Team Up for Success Through Servant Leadership (facilitated by Ralph Gaillard)**  
How can you help ensure your education team has the skills and self-assurance to make sense of the changes reshaping the professional development landscape? What can a servant leadership framework offer you and your team as you create and deliver on new learning strategies for your customers? How will you bring out your team members’ engagement, confidence and brilliance—all so critical to succeeding as an education business? (Note: This App Lab will only be offered once.)
- **Beyond Credentialing: Validation as a Key to Education Business Success (facilitated by Mickie Rops)**  
Which of our offerings warrant validation? What are our validation options (self-assessments, microcredentials, certificates, digital badges, etc.)? How can we leverage the data generated by our validation efforts? What opportunities does validation open up for our education business? (Note: This App Lab will be offered both days.)
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#### LUNCH AND BREAK: 12:15-13:15

The lunch (included as part of the registration) will be a networking opportunity and a chance to take a break.

#### CURATED CONNECTIONS: 13:30-14:45

Attendees with shared interests will come together for informal but focused discussion. We will actively work to connect people based on what we know about them. We will also provide structure and facilitation to make these discussions effective and meaningful while still allowing them to develop organically. We anticipate there being the opportunity for attendees to participate in two discussions on different topics.

While topics for discussion will be refined and added to based on attendees’ input and interests, we anticipate the Curated Connections covering strategic and tactical topics like these:

- Forging meaningful partnerships (with academia, corporations, and others)
- Challenges and successes in implementing learning technologies
- Getting strategic about social and informal learning
- Building a better education team
- Effective pricing practices—what’s working, what’s not
- Habits and practices for personal excellence

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*Why?* These Curated Connections will provide a valuable in-the-moment peer learning as well as a meaningful way for learners to stay in touch with a subset of other attendees and continue informal social learning together.  
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## SYNTHESIS: 15:00-16:00

We'll reconvene one last time as a group to debrief, connect the dots, and prepare for the future, revisiting in particular the **maturity model for the business of lifelong learning** introduced in the symposium's opening session and how it can serve as a framework for attendees' work as they return to the office.

*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 and improvement continue.

## POST-EVENT

Post-event learning will begin immediately after the symposium.

- Blog posts at <http://www.leadinglearning.com>
- Reviewing and reflecting on the Emphatically Recommended reads (books and articles)
- Leading Learning 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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