



DR. ESTHER JACKSON

**DO YOUR
MEMBERSHIPS
REALLY HAVE
THEIR
PRIVILEGES?**



Session Description

This session will cover what many can miss in failing to do their homework before joining a professional association. Benefits of membership are not just based on what you get from the association, but what you give as well. Use these steps to empower you in your decision making on membership selections that can propel you in reaching your goals.

Attendees will:

- ✓ Recognize the importance of a professional association membership for you as a modern learner and leader.
- ✓ Identify questions to ask themselves when considering membership with a professional association.
- ✓ Discuss 10 ways to make a professional association membership a greater asset.

Presenter Bio

As one to watch who is on the move, Esther Jackson is an accomplished leader with a demonstrated commitment to talent development, community involvement, and goal achievement.

Esther has a doctorate in higher education and adult learning from Walden University. She also holds a bachelor's degree and a master's degree in education from Wayne State University. She has acquired special training and certifications in areas including change management, gamification, and Lean Green Belt. Training, instructional design, presenting, project management, and consulting are areas of her skillset.

She considers it an honor to share her expansive training, experience, and education with various audiences for presentations at conferences and events. These include the national ATD Chapter Leaders Conference, ATD Detroit, the Michigan Chapter of NAAHR (National Association for African Americans in Human Resources), the Training Expo coming up in 2019, and more.

Her current role is Project Manager & Instructional Designer with the Innovative Learning Group. Leading a professional association is another role for her as President Elect on the board for the Detroit Chapter of the Association for Talent Development. In addition, she is a member of Detroit SHRM (Society for Human Resource Management), the Michigan Chapter of ISPI (International Society for Performance Improvement), and the Michigan Chapter of the NAAHR (National Association of African Americans in Human Resources).

The greatest of enjoyments for her are found in her volunteering which targets those with deep needs. Esther is a volunteer with Henry Ford Hospital and Child Safe Mentoring Program. These are her treasured opportunities for a purpose driven pursuit of fulfillment in helping others succeed.



AMY MORRISEY

**DON'T JUST
LEARN IT;
DO IT!**



Session Description

Modern learners want shorter nuggets of content. Training requests are filled with language like, just in time, microlearning, and chunk-able content.

It can be challenging, however, for instructional designers to fit everything they need to do into five- to seven-minute chunks. If you're not careful, the lessons can end up being mostly teaching, and what gets lost is the chance for learners to practice the skills being taught and the chance to apply the new skills to their own situation.

In this session, you'll walk through a case study of e-learning microlessons that focus primarily on practice and application. You'll learn:

- ✓ To keep "formal learning" to a minimum.
- ✓ To give learners a chance to try techniques out and apply them before ever even leaving the course.
- ✓ Through real-life examples of award-winning formats of microlearning, including branching scenarios, skills and drills, games, and application activities.
- ✓ To design this kind of microlesson yourself.

Presenter Bio

Amy is the president of Artisan E-Learning, a custom e-learning development firm passionate about serving the learning needs of organizations all over the world. Prior to stepping into e-learning, Amy was most likely found at the front of a training room. She spent 17 years training, coaching, and consulting on topics ranging from business writing to advocacy skills targeted to STEM employees to strategic and critical thinking. She also wrote and delivered keynotes for several large clients.

A passion for learners is what drives Amy everyday. She loves instructional design and creating courses that put the learner at the forefront of the design.



EDDIE RAYBORN

LEVERAGING ENGAGEMENT FOR GROWTH & DEVELOPMENT



Session Description

As the U.S. workforce evolves, T&D professionals must learn to develop and incorporate the most effective engagement tactics.

In this session, we will discuss the following subtopics:

- ✓ How to engage a multigenerational staff using modern “performance development” strategies.
- ✓ Conducting effective professional growth conversations.
- ✓ Removing the unconscious bias in engagement and staff development.

Presenter Bio

Eddie Rayborn is a dedicated Human Resource Business Partner with Henry Ford Health System. He partners with workers across multiple HFHS business units, as well as senior and executive level leadership to support and develop the best possible employee learning programs, while lawfully managing and retaining talent. He strives to provide employees with the tools and resources they need to do their jobs well while leading them into the next major steps in their careers.

Eddie knows what drives professional growth and how to engage in any working environment. His formula to building trust and connecting to the heart-beating people he helps is simple: communicate understanding and together reach the best possible solutions.



LAKISHA JACKSON-YOUNG

OUT WITH THE OLD, IN WITH THE SUCCESSFUL YOU



Session Description

So often we utilize training approaches that are not impactful due to a lack of connection with the audience. The key to impactful trainings is to connect with purpose. Once aligned with needs, learn how to propose training with a plan that targets business and performance goals using 3 simple steps.

Attendees will:

- ✓ Identify 3 simple steps to training for impact.
- ✓ Gain insight to determining needs of the modern learner
- ✓ Review steps for connecting a training approach to business and performance

Presenter Bio

Lakisha Jackson-Young strives to utilize every life experience that has enabled her to strive for greater purpose in life to share with her employees, individuals in the workplace, and throughout her community.

Lakisha received her Bachelor of Science degree from Bellevue University in Omaha, Nebraska in Professional Retail Sales Management. She has also studied Public Relations at Wayne State University in Detroit, Michigan. She is currently pursuing her Master's degree in Leadership and Coaching through Bellevue University where she will also complete her Executive Coaching Certification.

Her wealth of knowledge includes over 20 years of retail experience in the mobile industry beginning with the following positions: Retail Sales Manager, Retail Sales Supervisor, Business Account Executive, National Account Manager all with Verizon Wireless. During her career with Verizon Wireless she received numerous Top Regional awards as Top Sales and Revenue for the Great Lakes Region, Top MVP awards and awarded

a President's Cabinet Hawaii trip and other recognition for her overall leadership and performance. Currently, Lakisha is employed with Samsung Electronics of America, as a District Sales Manager where she manages 7 Field Sales Managers within the state of Michigan including: Saginaw, Lansing, Traverse City, Flint, Auburn Hills, Brighton and Central Michigan areas.

Lakisha strongly attributes her success to a background of customer-first selling skills trainings, as well as educational and working knowledge acquired in her various roles. The beginning of every relationship should first involve identifying the true human side of every employee/customer regardless of their generational age and determining their top priority/need. She continues to lead her team of managers with a consistent approach utilizing these same applications. Lakisha has proven within her career in sales how to be a true transactional leader and self-developer for her team as well as others in the customer service industry. Lakisha has truly committed herself to her employees and others who are in need of guidance and effective strategies to help them reach for their goals regardless of their obstacles and pursue them as someone once did for her.

She also serves in her community as a licensed Minister at her local church, and plays an integral part in the Children and Music department through service as director of music. In addition, Lakisha enjoys filling various roles in her family as a wife, daughter, and mother along with that of a business professional in the retail industry for over 20 years.



JENNIFER SUTHERLAND

THE NON- LINEAR CAREER PATH



Session Description

This session will include examples of personal successes and obstacles encountered in my own career path to become a Training Leader. I will provide tips and techniques I have learned through trial and error. Attendees will:

- ✓ Identify characteristics of a modern learner.
- ✓ Discuss career path challenges.
- ✓ Determine how being a modern learner can prepare you for future success.

Presenter Bio

As Director of the Training & Development team for KellyConnect, Jennifer Sutherland is a seasoned training professional with more than 14 years' experience. In addition to her extensive training experience, Jennifer also has substantial sales and sales management expertise in a variety of industries (banking, healthcare, insurance, IT training, educational software and non-profit). Jennifer leads a training team of 75+ remote training professionals and 25+ remote nesting/ramp professionals which support our internal training and our client training needs. As strong advocates for design thinking and adult learning principles, Jennifer's team is responsible for preparing contact center agents and leaders to exceed customer and client expectations. Through a variety of training delivery methods (virtual ILT, eLearning, blended approach, live classroom, leader's playbook), her team provides engaging and interactive learning experiences which align with business objectives and meet high performance standards.

Jennifer directs the training initiatives for a division of 6000+ employees, including onboarding, LMS administration and leadership development. In addition, she is a critical member of the team related to potential and new client engagement.

Jennifer has an Executive MBA from Davenport University, is a member of ATD (Association for Talent Development), ATD Detroit, SOCAP, and Kelly Service's own Leadership in Action network. Jennifer is the Director of Programming & Events for ATD Detroit. She is actively involved with Inforum – Jennifer chairs an Affinity Group and is a member of the steering committee for Inforum's TechnologyNEXT industry group. Jennifer is also active in the community, including being an honored Senator with Junior Chamber International and as a Winning Futures mentor at Harper Woods High School.



SARAH ZIGILA

YOU ARE THE LIGHT!



Session Description

You are unique! You are talented! You are force to be reckoned with! But do your colleagues and network know that? If not, t's time to enhance your personal brand.

A strong personal brand will impact your ability to get the right jobs, promotions, and increase your ability to attract talent and capital. Absorb some tips and tricks that can help you in create your personal brand. Gain advice on the following:

- ✓ Identifying your strengths and talents
- ✓ Your 30-second pitch
- ✓ Maximizing LinkedIn and other social media platforms
- ✓ Sharing rather than telling

Presenter Bio

"Passion is contagious, and I hope to spread my passion for learning, growing, and achieving the impossible to every project and client relationship I establish," says Innovative Learning Group Business Development Executive Sarah Zigila.

With more than 10 years' experience in business development and sales, Sarah rolls up her sleeves and dives in to help clients reach their organization's performance goals. For her, establishing trust, understanding the needs of clients, building loyalty, and achieving excellence are key components of client satisfaction.

"There's nothing more empowering than helping a client's organization grow and progress to a level never thought possible," she says. "The journey can be mysterious, but with a trusted partner such as ILG, the possibilities are endless."

Sarah's past positions have included roles in business development, workforce development, mentoring, and fundraising. She has vast experience enhancing workforce development curricula, designing inspirational sessions, developing employee and mentor training programs, and coaching mentors and students.

Sarah holds a master's degree in training and development with a concentration in organizational development from Oakland University and a bachelor's degree in community development from Central Michigan University. Sarah also has actively participated as a member of the Detroit Economic Club – Young Leader Series and ELITE Success Partners.