Conference Program

MARCH 27-29, 2019

Building Your Impact Story

explorance.

mtm impact community

metrics that matter

MTM Impact Symposium 2019

About Explorance

Explorance, a Learning Journey Analytics provider, supports organizations in making the right decisions with fact-based feedback data. Through its offerings, Blue and Metrics that Matter, Explorance is at the heart of the learning organization's continuous improvement strategies. By assessing needs, expectations, and competencies, organizations can analyze with the full picture in mind and monitor improvement over time.

Founded in 2003, Explorance is headquartered in Montreal with business units in Chicago, Amsterdam, and Melbourne. Explorance's clients span a variety of learning organizations from various segments including academia, enterprise, consulting, and government across the globe. Since 2014, Explorance has been consecutively ranked as a top employer by the Great Places to Work Institute®. Learn more about the Explorance approach.
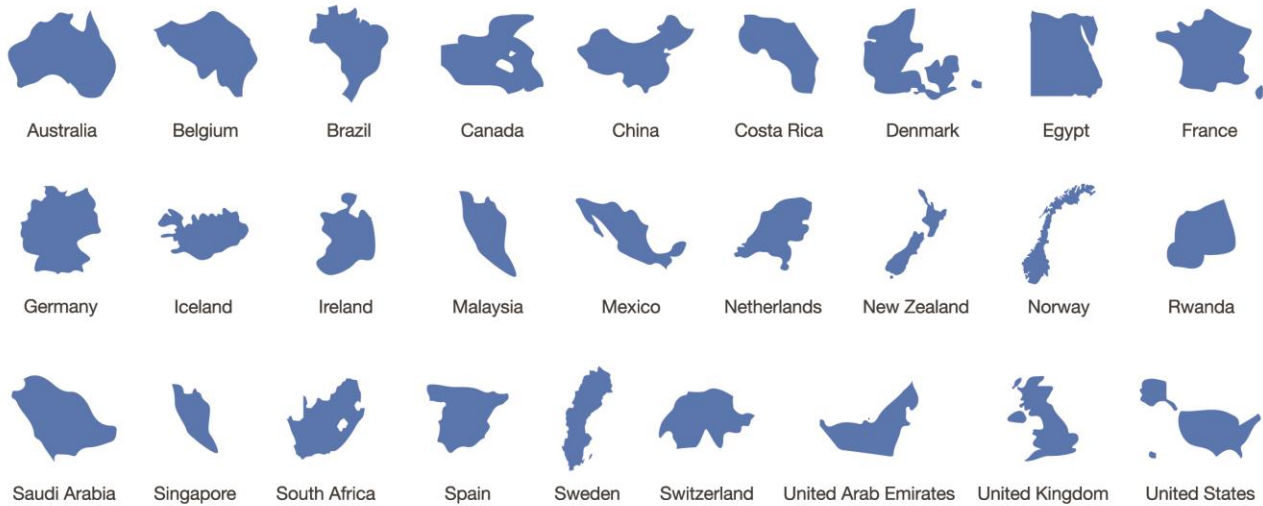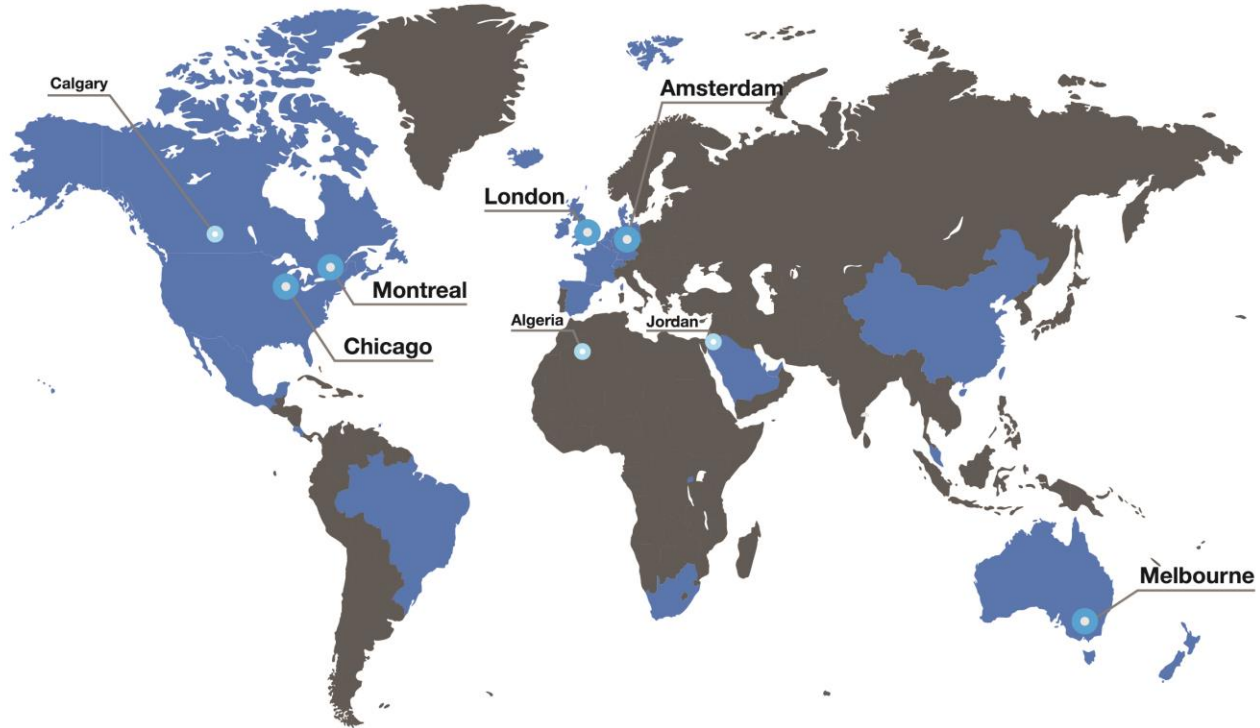
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Explorance

- Explorance Office
- Explorance Satellite Employee
- 215 global employees

Customers Worldwide

- 28 Countries
  600+ Institutions and
  organizations

Calgary

Amsterdam

London

Montreal

Chicago

Algeria

Jordan

Melbourne

Australia	Belgium	Brazil	Canada	China	Costa Rica	Denmark	Egypt	France
Germany	Iceland	Ireland	Malaysia	Mexico	Netherlands	New Zealand	Norway	Rwanda
Saudi Arabia	Singapore	South Africa	Spain	Sweden	Switzerland	United Arab Emirates	United Kingdom	United States

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Keynote Speakers

Patti Phillips, Ph.D. President and CEO of the ROI Institute

Patti Phillips is president and CEO of the ROI Institute. A renowned leader in measurement and evaluation, she helps organizations implement the ROI Methodology in 60 countries around the world. Patti serves on the Board of Trustees of the United Nations Institute for Training and Research (UNITAR). In addition, she serves chair of the Institute for Corporate Productivity (i4cp) People Analytics Board; as Principal Research Fellow for the Conference Board; board chair of the Center for Talent Reporting; and ATD CPLP Certification Institute Fellow. Patti also serves on the faculty of the United Nations System Staff College in Turin, Italy, and The University of Southern Mississippi's PhD in human capital development program.

Doug Stevenson, CSP*, Story Theater International

Doug Stevenson, CSP, is the CEO of Story Theater International. He is the creator of The Story Theater Method and a master storyteller. For over 20 years, Doug was a professional actor stage and movies in everything from Snoopy to Shakespeare to GREASE. Doug specializes in the strategic use of storytelling to engage, influence, and sell a product or service. Using story as a strategy, Doug has helped tens of thousands of business professionals and hundreds of companies and associations to identify their unique storytelling proposition (USP). Some of those companies include Coca-Cola, Verizon, Deloitte, Caterpillar, Microsoft, and Abbott Labs. His proven storytelling methodology has been polished by working on real-world challenges with leaders, marketers, fundraisers, engineers, salespeople, and executives.

*Certified Speaking Professional

Dave Vance, Ph.D. Executive Director of the Center for Talent Reporting

David Vance is the Executive Director of CTR, a non-profit organization dedicated to the creation and implementation of standards for human capital reporting. As president of Manage Learning LLC, he consults with organizations on their learning strategies including alignment, measurement, governance, and creation of the business case for learning. David is the former president of Caterpillar University, which he founded in 2001. He was also the chief economist and head of the Business Intelligence Group at Caterpillar, with responsibility for economic outlooks, sales forecasts, market research, competitive analysis, and business information systems. David was named Chief Learning Officer of the Year (2006) by CLO magazine. He is a frequent speaker at learning conferences and meetings, conducts workshops on managing the learning function, teaches at Bellevue University and the University of Southern Mississippi and is a published author on the subject of human capital.

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Program Track Themes

■ Storytelling & stakeholder engagement

■ Turning data into action
Best practices in data analysis and reporting

■ Building a measurement culture

■ Measurement standards, tools, and accountability

■ Emerging Trends

Breakout Sessions
Organized by Experience Level

Unsure which breakout session is best aligned
to your level of experience with MTM?

The breakout sessions in each time slot are organized such that
sessions that may be more valuable/actionable
to attendees who are early on their journey with MTM will be
found on the left-hand side,
and sessions that may be more valuable/actionable to
attendees who have been using MTM for some time may be
found on the right-hand side.

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Program @ a Glance – Day 1

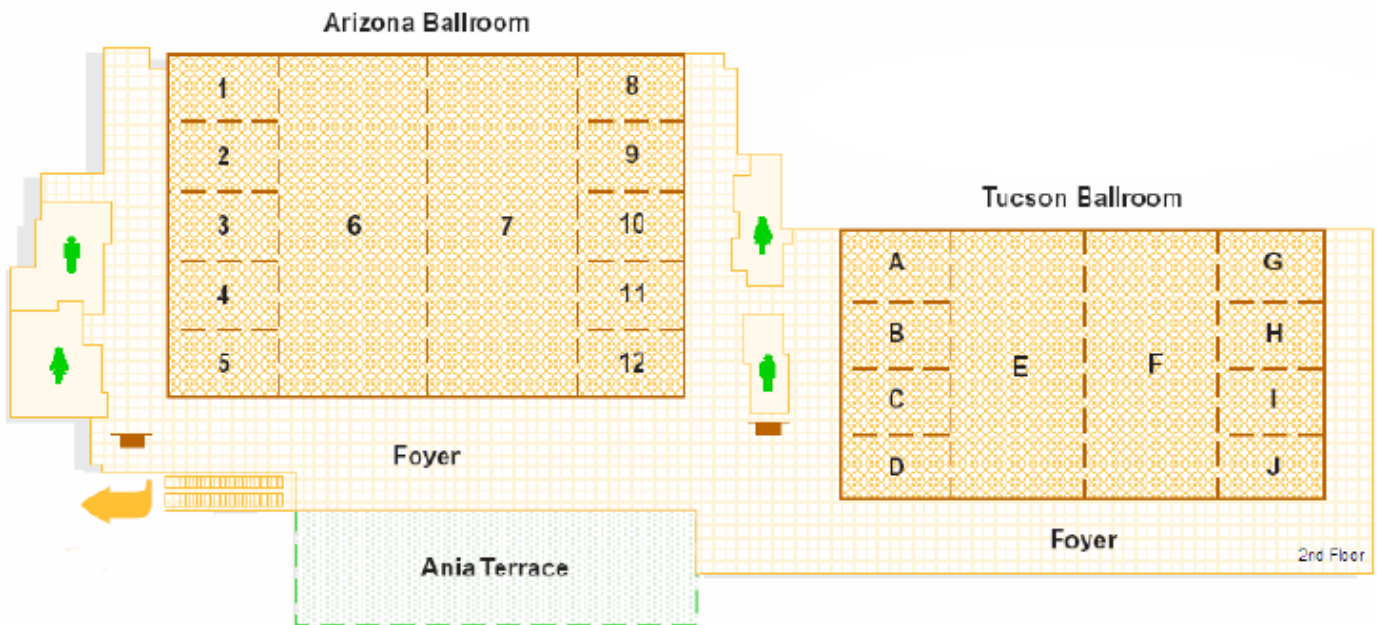| Time	Wednesday, March 27		
8:00-9:00	Registration & Breakfast		
9:00-12:00	**Preconference Workshop #1:** MTM Admin & Reporting Erika Cost	**Preconference Workshop #2:** MTM & ROI John Mattox & Patti Phillips	**Executive Forum:** Samer Saab
12:00-1:00	Lunch		
1:00-1:10	**Welcome Remark** Justin Taylor, Explorance		
1:15-2:15	**Opening Keynote: Doug Stevenson** Storytelling for Impact		
2:15-2:30	Break		
2:30-3:15	**CEO Update: Explorance and Metrics That Matter** Samer Saab, Explorance		
3:15-3:45	Afternoon Break		
3:45-4:35	**Session**: "But They're Not Asking for Data"....Break the Cycle of Assumptions and Inaction! **Explorance**	**Session**: Just Do It: Using Data to Make Decisions **Heartland Dental**	**Panel:** Measuring Informal Learning **Ameriprise, Aon**
4:45-5:00	Close for the Day		
5:00-6:30	Cocktail Reception, Industry Affinity Groups		

Program @ a Glance – Day 2

Time	Thursday, March 28		
7:30-8:00	**Optional:** Meet the VP of Customer Success at the driving range		
8:00-9:00	Registration and Breakfast		
9:00-9:50	**Morning Keynote: Patti Phillips (ROI Institute)** Demonstrating Value with ROI		
10:00-10:50	**Session:** Solving the mystery of informal learning evaluation – Mastercard's Partnership with Metrics That Matter and Degreed **Mastercard**	**Session:** KPI Crash Course: Using Impact & Value KPIs to Tell Your Impact Story **Explorance**	**Session:** Setting L&D strategy and multi-year plan for analytics capability **PPD**
10:50-11:00	Break		
11:00-11:50	**Panel:** Getting Started with Metrics That Matter From Contract to the End of Year 1 **Ascension Health, Fiserv, BCBS of Alabama**	**Session:** Does Training Work? How to be an L&D Detective. **Kevin Yates**	**Session:** Begin With the End in Mind: Tips for Properly Defining the Business Problem to be Solved **Aon**
12:00-1:00	Lunch		
1:00-1:50	**MTM Product Updates** Cristina Hall & Justin Taylor, Explorance		
2:00-2:50	**Session:** Going Viral: Generating Buy-in and Interest in MTM Data **Fresenius Medical Care**	**Session:** Creating a Feedback Culture **BP**	**Session:** Measuring Across the Enterprise: Moving Your Learning Culture Forward **UnitedHealth Group**
2:50-3:15	Break		
3:15-4:05	**Session:** Best practices for executive engagement and sponsorship **PPD**	**Session:** Reporting and Data Visualization: Storytelling with Data **Explorance**	**Session:** The Virtuous Feedback Cycle Drives Training Improvement **Cisco**
4:15-5:05	**End of Day Keynote: Dave Vance (Center for Talent Reporting)** Running L&D Like a Business: Goal Setting and Improvement		
5:05-5:15	**Day 2 Close**		
6:00	**Travel to Pima Air and Space Museum**		
6:30-10:30	**Social Dinner** @ Pima Air and Space Museum		

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Program @ a Glance – Day 3

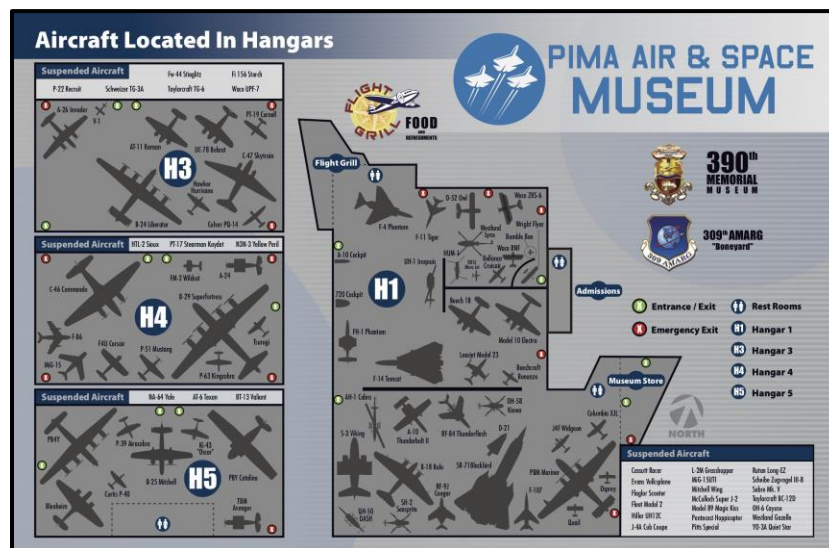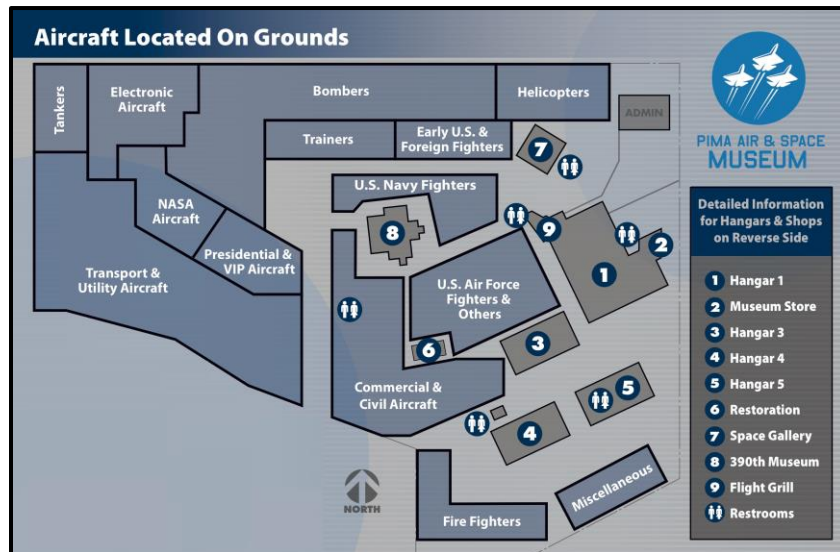| Time	Friday, March 29		
8:00-9:00	Registration & Breakfast		
9:00-9:50	**Morning Keynote:** TBD		
10:00-10:50	**Session:** Bringing Metrics to Life: Partnering with HR to Drive Results using MTM **Cox Communications**	**Session:** Measuring the Effectiveness of Coaching Programs **Action Learning Associates**	**Session:** Integrating MTM with Other Systems to Demonstrate Impact **Ciena**
10:50-11:10	Break		
11:10-12:00	**Closing Keynote:** Michelle Braden, CLO, TELUS International		
12:00-12:15	**Closing Remarks** Justin Taylor & Yeona Jang, Explorance		

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Conference Venue Map

Opening Cocktail Reception: Ania Terrace & Lawn

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Pima Air & Space Museum (Social Dinner on March 28)

Transportation will be provided to/from the event.

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Get involved with the MTM Impact Community:

Facebook: MTM Impact Community

LinkedIn: The Metrics That Matter Impact Community

Twitter: @MTM_Impact

And MTM Impact Community-led and Explorance-led Learning Webinars!

Visit **www.mtmimmpact.com** for full details
Or **MTMimpact@explorance.com**

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Thank you for attending MTM Impact Symposium 2019